

CLEANFAX[®]

FOR CLEANING + RESTORATION PROFESSIONALS

2023 MEDIA PLANNER

BRAND OVERVIEW



The #1 Information Source for Cleaning & Restoration Professionals

Cleanfax connects you with the most engaged audience in the cleaning and restoration industries.

Cleanfax will work with you to create a marketing communications program that reaches your target audience. A partnership with Cleanfax enables you to build your brand through a strategy that drives results and performance — creating quality connections that lead to long-term growth and success.

Partnering with Cleanfax provides:

- Access and reach to leading organizations across the specialty cleaning and restoration industries to **ATTRACT** your target audience.
- Industry veteran team of content specialists – the voice of the industry – developing best-in-class content to **ENGAGE** your customers and prospects with data, stories, and trends.
- Proven tactics and products designed to **ACTIVATE** by delivering performance on thought leadership, brand awareness, and lead generation.

PARTNERING TO DRIVE SUCCESS

Whether your marketing communication strategies are to showcase your expertise, create affinity for your brand, or to introduce new products, Cleanfax can help. Check out our best-in-class tactics and create a custom communication plan to connect you with your target audience.



Marketing Tactics	Thought Leadership	Lead Generation	Brand Awareness	Traffic Driving
Corporate Partner Program	✓		✓	
Webinars and Virtual Round Tables	✓	✓	✓	
Videos Interviews and Podcasts	✓		✓	
Display Banner Ads			✓	✓
Virtual Product Demonstrations		✓		
High Impact Digital Advertising	✓		✓	✓
Newsletters Ads		✓		✓
Sponsored Content	✓		✓	✓
Print Advertising	✓		✓	
Market Research	✓	✓		
Email Campaigns		✓	✓	✓
Education and Training Partnership	✓	✓		

BRAND OVERVIEW & REACH

CLEANFAX®

FOR CLEANING + RESTORATION PROFESSIONALS

Cleanfax serves the specialty cleaning and restoration industries. From carpet and floor care to disaster restoration, remediation, and environmental services, Cleanfax is the ONLY media brand engaging both segments of this niche marketplace, and has been for more than 36 years.

With comprehensive coverage of all aspects of the cleaning and restoration industries across robust, integrated media channels, Cleanfax continues to be the market leader and voice of the cleaning and restoration industry.



cleanfax.com

30,000

Email Database

28,000

Newsletter Subscribers

25,000

Magazine Subscribers

18,500

Monthly Page Views

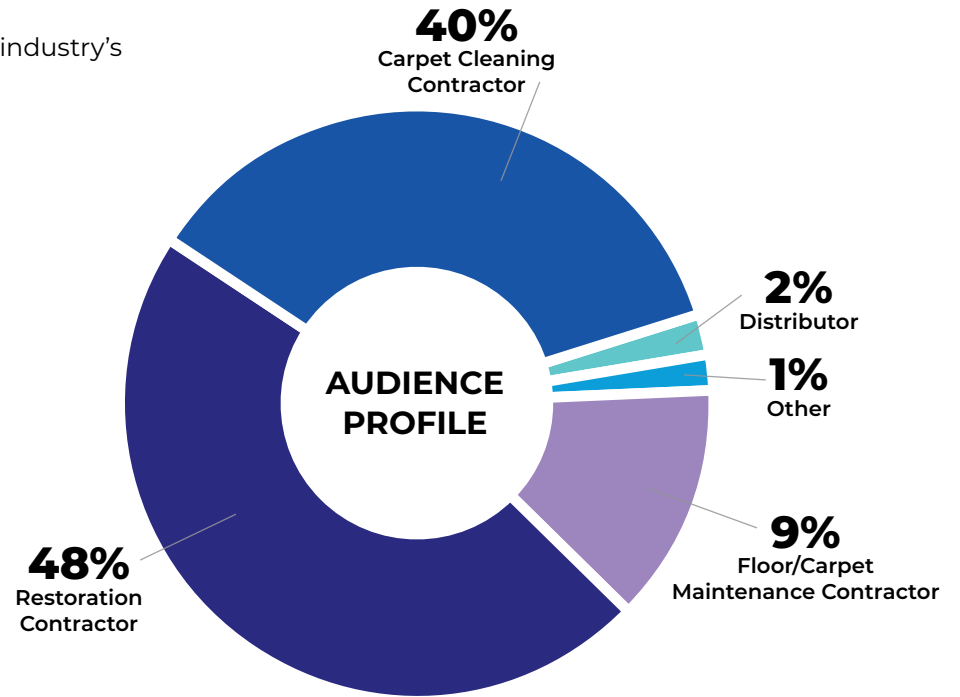
AUDIENCE & READERSHIP

Access to Top-Level Decision Makers

Cleanfax bridges the gap between the professional cleaning and restoration industries by delivering best-in-class content to the industry's leading audience.

Gain access to **25,000 top decision-makers** and influencers running the industry's cleaning and restoration organizations.

86% of subscribers are owners and/or corporate management.



Join industry leading companies that partner with Cleanfax



EMBRACE THE POWER OF MULTIMEDIA

The Most Effective Media Buys Are Integrated.

Selecting the right media platforms for your message has never been more challenging. Understanding where decision-makers get their information is imperative. And it's not just one platform—it's a variety, including magazines, websites, email, social media, and more. Utilizing the strength of each medium is the best use of any advertising budget.

Featured Multi-Media Content

» Multimedia Video Series **NEW!**

Video interview series of vast subject matter experts exploring solutions to the industry's ongoing challenges, led by Cleanfax's Jeff Cross.

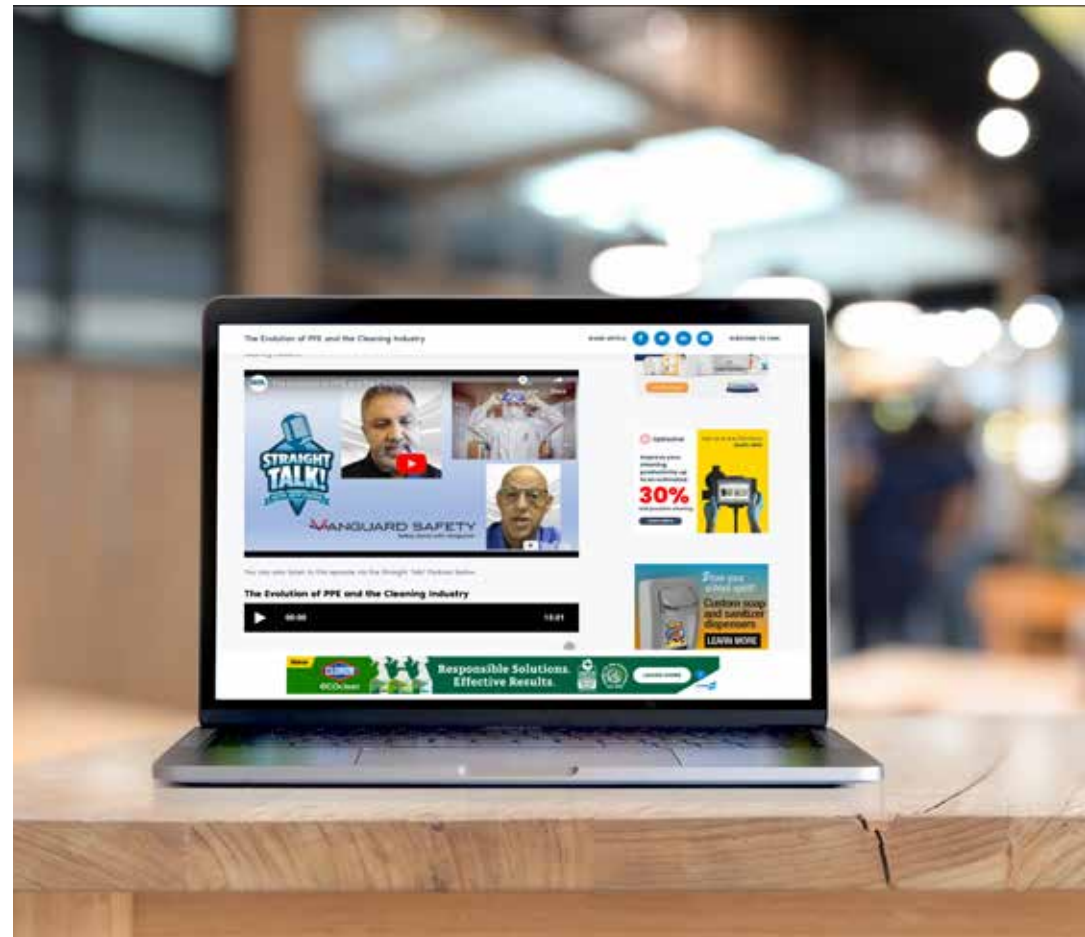
Topics include: Labor, Marketing Strategies, Water Damage Tips, Odor Control, and Digital Marketing

» Annual Benchmarking Survey Reports

Deep-dive analysis and data collection on cleaning and restoration segments of the market to assist subscribers in assessing their organization versus industry standards to improve their businesses.

» Building Business Webinar Series

Coverage via webinars of business-building strategies and tactics for industry service providers.



LEVERAGE THE POWER OF DIGITAL MEDIA

Digital Display Advertising

Strengthen your brand messaging to drive website traffic to create engagement, thought leadership, and leads generation with existing customers and prospects. Leverage Cleanfax digital offerings to showcase your brand to an ever-growing audience with products designed to perform and deliver results.

Traditional Banner Advertisement

- Leaderboard: (Homepage and ROS placement)
- Medium Rectangle: (Homepage and ROS placement)
- Half-page Banner: (Homepage and ROS placement)

High-Impact Placements

- Page Skin
- Floor Hanger Banner



18,500
Monthly Unique
Visitors



30,000
Monthly Page
Views



50%
Mobile Traffic



65%
Organic Search



9,000,000+
YouTube Views

Pricing begins at \$500/month or placements can be purchased on an impression basis in groups of 25,000 impressions.

E-NEWSLETTER

Promote your brand initiatives alongside timely, relevant, and authoritative content delivered directly to the inbox of your target audience. Consistently and cost-effectively reach a dedicated and engaged audience to increase awareness and drive website traffic.

» Cleanfax Insider E-newsletter

Sent weekly to 28,000 industry pros, this offering provides exclusive online articles, news, videos, and more.

» Restoration Insider E-newsletter

Sent twice monthly to 15,000 disaster restoration professionals covering the unique information needs of restoration professionals.



MULTIMEDIA THOUGHT LEADERSHIP

Create a deeper brand experience and establish credibility with thought leadership content marketing opportunities to increase awareness and your expertise. Cleanfax's Multimedia channels will disseminate your content across industry-leading multimedia channels to tell your story and create a unique brand experience.

» Virtual Product Demonstration



Deliver key insights and demonstrate your product's unique solutions via video interview demonstration. This quick 5-10 minute video interview will enhance product knowledge and key differentiators and will assist product launch and sales strategies.

**Includes robust multimedia promotion*

» Sponsored Video Interviews/Podcasts



Capture thought leadership positioning by having your subject matter expert(s) interviewed on top industry challenges. Cleanfax's Take 5 interview series covers trending issues and provides coverage important to the cleaning and restoration industry.

**Includes robust multimedia promotion*

» Webinar/Virtual Roundtable Sponsorship

Connect with industry decision-makers and position your company as an industry leader. Perfect for education, knowledge sharing, thought leadership, and lead generation. Select a Cleanfax series webinar or an exclusively branded version. Exclusive webinars can be a traditional webinar of 60 minutes or a shorter variety to meet your specific needs.

» In-Video Advertising

You have videos that need to be seen. Create deeper brand awareness when aligning your videos across ISSA TV content. Pre-Roll Video opportunities available across ISSA programming: Take 5, Straight Talks!, Industry Alerts, GBAC TV, and more.

» Digital Issue Sponsorship

Expand your reach with Cleanfax's Digital Edition sponsorship. Cleanfax's digital issue is a replication of the print issue in a responsive design for user experience on all screens. Each issue is emailed to 30,000+ subscribers and receives substantial engagement with branding as the issue sponsor and creatives are on every page/article.



**Multimedia promotion includes promotion of dedicated emails, promotion on newsletters event updates, hosted landing pages, and lead information where applicable.*

EMAIL MARKETING

Target prospects and customers with your messaging that zeroes in on decision-makers, keeping your brand top-of-mind—and in their inbox.

» Email Marketing

Drive immediate interaction and engagement with targeted email marketing campaigns to increase traffic, drive sales, and communicate directly with your customers. Own 100% share of the voice and message presented to your target audience

Options: Reach the entire Cleanfax database or target specific demographics or markets.

- Restoration Contractors
- Carpet/Floor Care Contractors

» Sponsored Content Email

Utilize content marketing to build trust and enhance brand perception. Whether articles, on-demand webinars, whitepapers, or video, leverage Cleanfax's email database to disseminate messaging and increase views and leads.

» Technology Alert

Introduce new products and drive traffic to product landing web pages where decision-makers can evaluate your products. Reach Cleanfax's entire email database with product descriptions, features, benefits, and specifications.

» Product & Technology Update



Keep your products top of mind and drive website traffic when reaching your target audience's inbox. Deployed monthly, this special product newsletter reaches decision-makers throughout their buying process.

Email Marketing

Sponsored Content

Product & Technology Update

EDITORIAL CALENDAR

Issue	Lead Feature	Industry Topics	Technical Tips	Sponsored Content	Webinar Series: Building Business	Multimedia Series	Bonus Distribution
JANUARY/FEBRUARY Sales close: 12/23/22 Materials due: 12/30/22	Marketing Strategies	Disinfectants in Cleaning	Water Damage Restoration	Cleaning Industry Leader Profiles	Marketing: Proven Tactics for Cleaning Companies	Technician Recruiting & Retention	
MARCH/APRIL Sales close: 2/9/23 Materials due: 2/16/23	Technology's Impact on Cleaning & Restoration	Add-on Services: Cleaning - Ducts, Furniture, Repair	Carpet & Floor Care	Restoration Showcase		Reducing Costs, Increasing Profits	NeXus, Las Vegas March 27-28 2023
MAY/JUNE Sales close: 4/6/23 Materials due: 4/13/23	Developing Organizational Culture	Training and Certification	Structural Drying	Technology & Marketing Services Showcase	Marketing: Restoration Strategies	Finding More Clients	RIA International Convention + Industry Expo, Orlando April 24-26 2023 The Experience, Fort Lauderdale May 8-10 2023
JULY/AUGUST Sales close: 6/6/23 Materials due: 6/13/23	Succession Planning	Add-on Services: Restoration	Fire, Smoke, & Contents	Restoration Industry Leader Profiles		Online Marketing Strategies	The Experience, Las Vegas September 6-8, 2023
SEPTEMBER/OCTOBER Sales close: 8/3/23 Materials due: 8/10/23	Revenue and Profitability Growth	TPAs: The Good and the Bad	Tough Odor Removal	Experience Product Showcase	Marketing: Websites that Sell	Water Damage Restoration Tips	
NOVEMBER/DECEMBER Sales close: 10/25/23 Materials due: 11/1/23	Tools and Technology for 2024	Pricing & Project Management	Mold Remediation	Best Buys for 2024		Odor Control Services	ISSA Show North America 2023, Las Vegas November 13-16

DIGITAL RATES AND SPECS

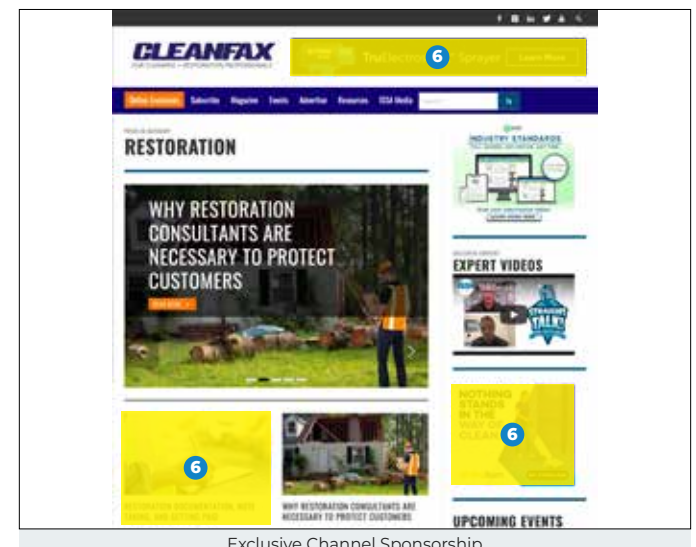
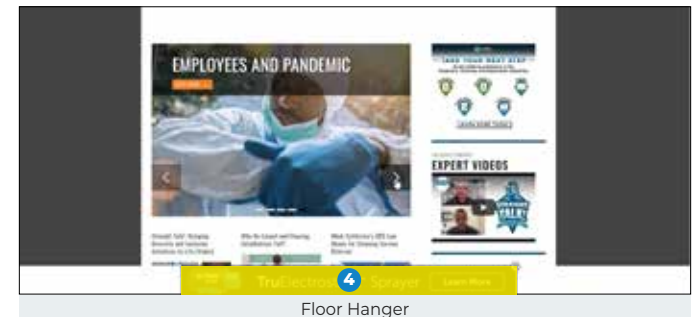
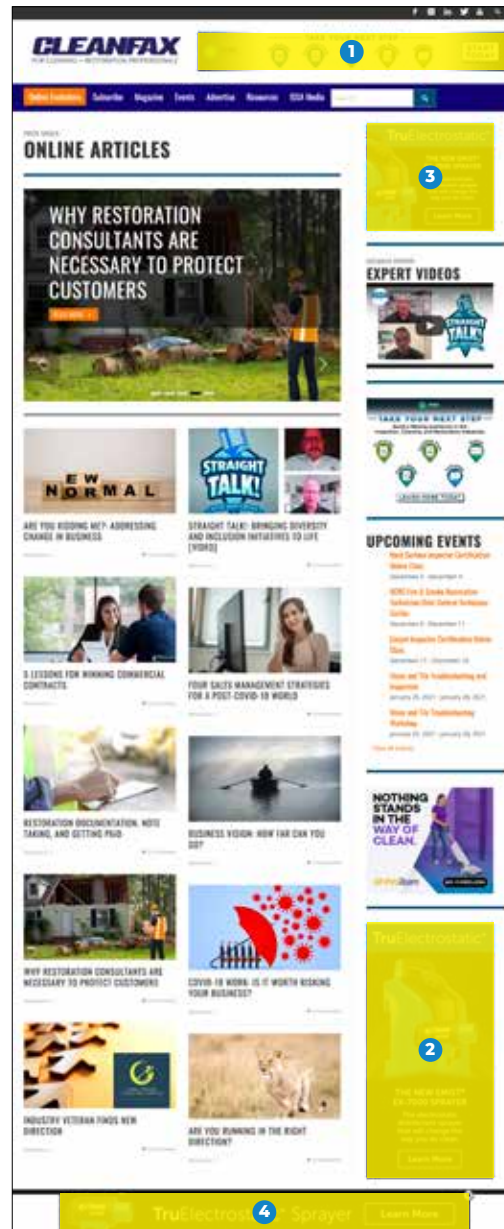
Cleanfax.com attracts more than 18,500+ monthly unique visitors and offers traditional and rich media options for traffic generation and brand awareness. Content marketing and lead generation opportunities are also available utilizing Cleanfax's 30,000+ email database.

Display Units	Desktop	Mobile	Rate
1 Leaderboard	728x90	320x50	\$1,155
2 Half Page	300x600	300x250	\$1,350
3 Medium Rectangle	300x250	300x250	\$950

Max file size: 50K JPEG/GIF, 200K HTML5, 3 Loops Max

Exclusive - High Impact Units			
4 Floor Hanger	970x90	320x50	\$2,475
5 Page Skin	(2) 300x600		\$3,375
6 Interstitial			\$5,000

Multi-Media Sponsorships	
NEW! Virtual Product Demo	\$4,000
Straight Talk/Video Interview	\$4,000
Virtual Round Table	\$5,000
Webinar Exclusive Sponsor	\$6,500
Webinar Co-Sponsor	\$3,000
In-Video Advertising	\$1,500
Digital Issue Sponsorship	\$3,000
Benchmarking Survey Report	\$6,000



E-NEWSLETTER MARKETING RATES AND SPECS

The *Cleanfax Insider* e-newsletter is delivered to 28,000 industry professionals every Saturday. The *Restoration Insider* is delivered to 15,000 restoration professionals bi-monthly.

Email Marketing	Rate
Targeted Email	
Targeted E-mail Marketing (Cleaning & Restoration)	\$3,500
Targeted E-mail Marketing (Carpet/Floor Care)	\$2,000
Targeted E-mail Marketing (Restoration)	\$2,000
Automated E-mail Marketing	\$250/M
Additional Options	
Sponsored Content E-mail	\$2,500
Technology Alert E-mail	\$2,250
NEW! Product & Technology Update	\$2,250
NEW! Podcast/Multi-Media Sponsor	\$2,000

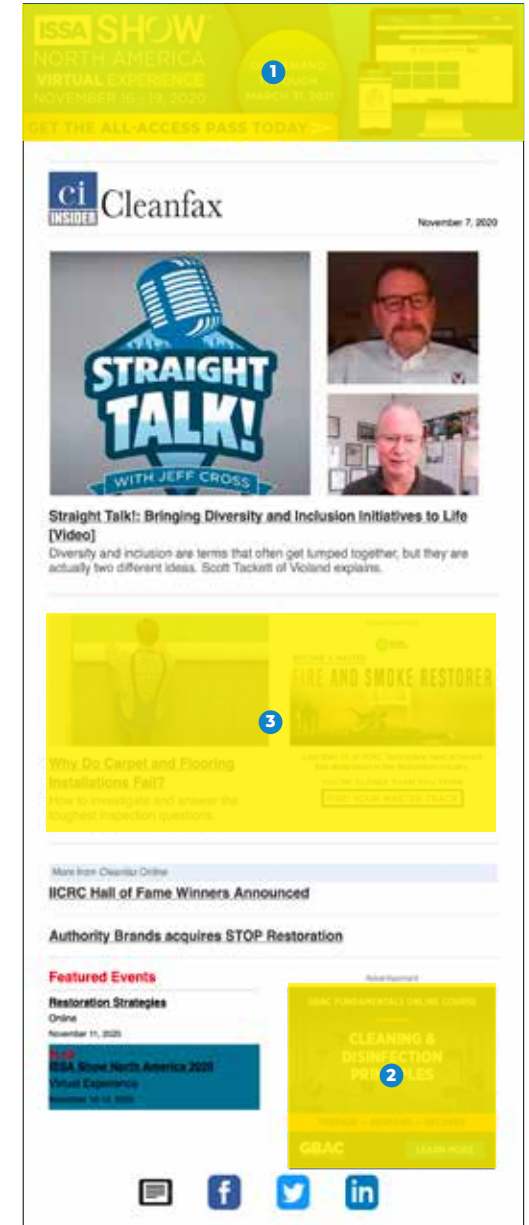
E-newsletter Marketing	Dimensions	Rate	
E-newsletters		Cleanfax Insider	Restoration Insider
1 Premier Banner	600x160	\$725	\$575
2 Medium Rectangle	300x250	\$600	\$450
3 Sponsored Content	Headline, copy and 230x150 image	\$600	\$450
2 Medium Rectangle 2	300x250	\$600	\$450
3 Sponsored Content 2	Headline, copy and 230x150 image	\$600	\$450



Sponsored Content



Targeted Email



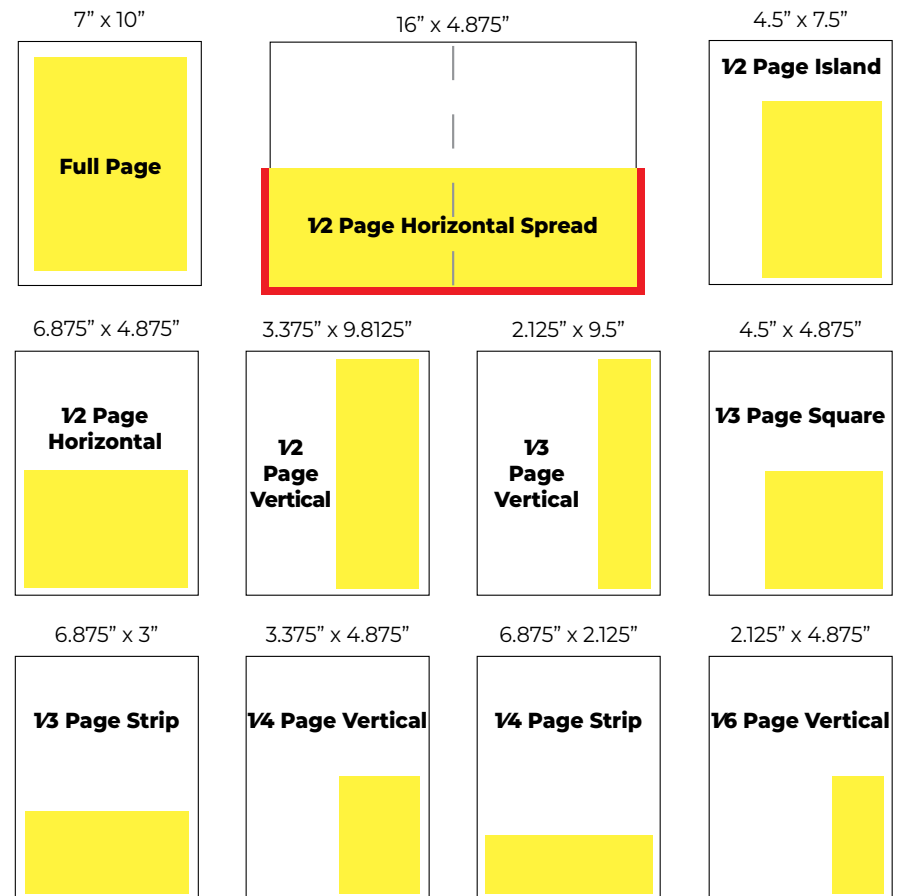
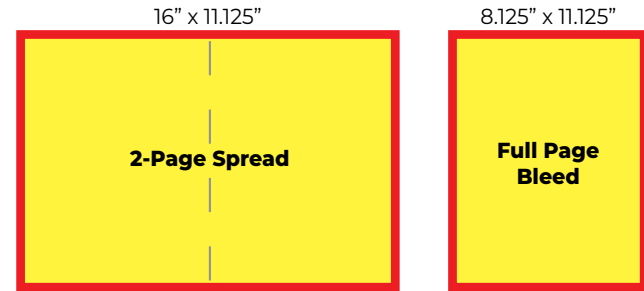
PRINT RATES AND SPECS

TRIM SIZE: 7.875"(w) x 10.875"(h), **BLEED:** Image must extend .125" beyond trim size. Keep live matter .375" from final trim, **LIVE AREA:** 7.25"(w) x 10.5"(h)

PRINT SPECS: High-resolution (press-optimized) PDFs. All fonts and images embedded. Convert all colors to CMYK. Convert all fonts to outlines if possible. All images should be 300 dpi. Flatten layers/transparencies.

Display / 4C	1x	3-4x	6x
2-Page Spread	\$7,925	\$7,700	\$7,300
Full Page	\$4,350	\$4,225	\$4,015
1/2 Page Horizontal Spread	\$5,800	\$5,625	\$5,350
1/2 Page Island	\$2,950	\$2,850	\$2,700
1/2 Page	\$2,725	\$2,650	\$2,500
1/3 Page	\$2,285	\$2,200	\$2,100
1/4 Page	\$1,675	\$1,625	\$1,550

High-Impact Display	1x
Tip Cover/Insert	\$10,000
Case Study/Profile/Native Ad	\$3,000
Showcase	\$1,750
Marketplace Full Page	\$2,500
Marketplace 1/2 Page	\$1,675
Marketplace 1/4 Page	\$1,000



ISSA 2023 MEDIA PLANNER
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100 Years of Advancing Clean
and Driving Innovation.



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