

# **BUILDING SERVICES MANAGEMENT**

**SOLUTIONS FOR TODAY'S FACILITY MAINTENANCE PROFESSIONAL**

[www.bsmmag.com](http://www.bsmmag.com)



# 2008

## **MEDIA GUIDE**

# BUILDING SERVICES MANAGEMENT

WWW.BSMAG.COM

**SOLUTIONS FOR TODAY'S FACILITY MAINTENANCE PROFESSIONAL**

Issue	Feature Focus	Special Report	Showcase	Facility Operations	Spotlight
January 11/30/07	Carpet Care/ Floor Care	Restroom Cleaning	Vacuums	Exterior Building Maintenance	Odor Control
February 12/31/07	Mold Remediation/ Infrared Inspections	Lighting/Recycling	Pressure Washing/ Media Blasting	HVAC Systems	Green Products
March 1/31/08	IAQ	Restroom Fixtures/ Green Sanitary Supplies	Window Cleaning/ Roof Maintenance	Signs/Labels	Security, Smoke & Fire Alarms
April 2/29/08	Green Cleaning	Interior Building Maintenance	Interior & Exterior Coatings & Coverings	Floorcare & Concrete Maintenance	Restroom Maintenance
May 3/31/08	Roof Care	Tile and Stone Care	Paper Products	Energy Savings & Window Film	Vacuums & IAQ
June 4/30/08	Floor Safety	Mold/ Restoration Water, Fire & Smoke	Green Products	Elevators & Escalators	Hand & Foot Protection
July 5/30/08	Buyer's Guide	Buyer's Guide	Buyer's Guide	Buyer's Guide	Buyer's Guide
August ISSA 6/30/08	Floor Maintenance	Exterior Building Maintenance	ISSA Preview/ Featured Exhibits	Software	Roof Maintenance
September ISSA 7/31/08	Restroom Maintenance	Snow & Ice Removal	Cleaning Machines	Green Products	Lighting/ Efficiency & Emergency
October 8/29/08	Vacuums	Mold Remediation	IAQ & Odor Control	Waste Management	Going Green
November 9/30/08	Paper Products	ISSA Follow Up	Software	Floorcare	Elevators & Escalators
December 10/31/08	Cleaning with Microfiber	Carpet Cleaning	2008 Top Products	Restroom Supplies	Green Buildings

\*Ad closing (Editorial deadlines 3 weeks prior)

## Mission Statement

### A Whole Building Approach

The goal of *Building Services Management* magazine is to be the primary source of information for today's facility maintenance professional. Each month, we take a whole-building approach to covering the industry, offering our readers techniques and equipment that increase productivity and efficiency, while emphasizing workplace safety. We continuously strive to meet the information needs of building service contractors and facility maintenance managers with decision-making and purchasing power in a variety of commercial, industrial and institutional settings thereby offering manufacturers a unique audience for their products.

## Editorial Content

### Feature Focus

*Building Services Management* will feature a specific topic each month throughout 2008 as highlighted in the editorial calendar on the opposite page. In order to enhance the relevance of the information presented, we will encourage input from manufacturers, distributors and maintenance professionals.

### Special Report

Each month the Special Report will explore different aspects of a specific issue of importance to the industry.

### Showcase

This section consists of timely issues affecting today's facility managers, such as meeting environmental, health and safety standards and compliance with other state and federal workplace regulations.

### Facility Operations

Covers the equipment and technology that make up a building's core and the multiple disciplines that ensure functionality of the building environment.

### Spotlight

This section will place the 'spotlight' on various new methods, techniques, equipment and tips used by today's industry professionals to make their operations more effective and productive.

### Industry News

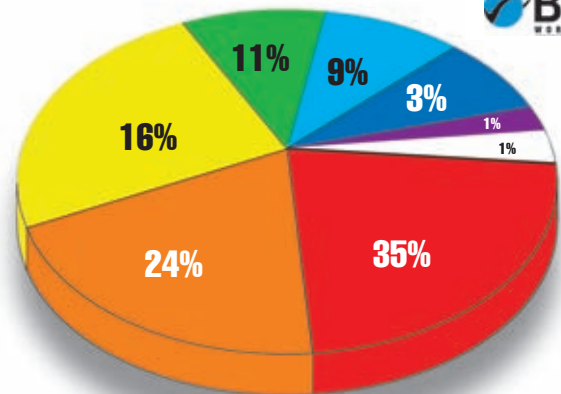
Each month important business topics highlighting financial, regulatory and labor issues will be covered in the Industry News section.

### Hot New Products

By providing us with press releases and photos, manufacturers and distributors are given an opportunity to showcase their newest products and services.

## Circulation Profile

*Building Services Management's* BPA audited readership consists of 30,000 of the most active building service contractors and facility maintenance managers. The majority have responsibilities requiring them to make purchasing decisions everyday. Our research indicates that they include a high percentage of industry professionals who are looking for products and services to help make their operations more effective and efficient.



Our readers are comprised of building service contractors, building owners and facility maintenance managers for the following:

	Percent	Quantity
Building Service Contractors	35%	10,453
Hospital/Health Care Facilities	24%	7,156
Hotel/Motel/Retail/Commercial	16%	4,742
Educational Institutions	11%	3,244
Industrial Plants	9%	2,625
Other	3%	1,045
Facility Maintenance Repair	1%	361
Government Facilities/Office Buildings	1%	374
<b>Total</b>	<b>100%</b>	<b>30,000</b>

## Rates

AD SIZE	1x	3x	6x	12x
Full Page	\$4,270	\$3,695	\$3,195	\$2,780
1/2 Island	\$3,045	\$2,810	\$2,580	\$2,335
1/2 Page	\$2,785	\$2,495	\$2,260	\$2,030
1/3 Page	\$2,155	\$1,840	\$1,595	\$1,370
1/4 Page	\$1,765	\$1,595	\$1,345	\$1,130
1/6 Page	\$1,150	\$ 995	\$ 880	\$ 770
1/8 Page	\$ 895	\$ 795	\$ 695	\$ 620
2 Page Spread	\$7,845	\$6,780	\$5,765	\$5,085
Inside Front	\$4,900	\$4,640	\$4,470	\$3,850
Inside Back	\$4,900	\$4,640	\$4,470	\$3,850
Back Cover	\$5,275	\$4,910	\$4,540	\$4,090

(All Rates Are Net.)

## Online Advertising Rates

WebSite	3 Months	6 Months	12 Months
Button	\$1,700	\$2,500	\$3,150
Banner	\$2,950	\$3,850	\$4,850
E-Newsletter	3 Months	6 Months	12 Months
Button	\$2,450	\$3,150	\$4,750
Banner	\$3,300	\$4,400	\$5,450

## Specifications On Policies, Rates and Dates

### TERMS:

All invoices are due upon receipt and are considered late after 30 days. A 1.5 percent late charge will be applied monthly on overdue invoices. All unpaid invoices will be turned over to our collection agency after 105 days of invoice date.

### SHORT-RATES:

In the event advertisers do not complete contracted schedules, they will be required to pay the difference between the original contracted price and the frequency rate for actual number of ads that were published.

### LIABILITY:

Publisher is not liable for all content (including editorial and illustrations provided by an advertiser or agency) of advertisements and editorials published and does not accept responsibility for any claims made against the publisher. It is the advertiser's or agency's responsibility to obtain appropriate releases on any item or individuals pictured in an advertisement or editorial. Reproduction of *Building Services Management* in whole or in part without prior written permission from the publisher is prohibited.

**BUILDING SERVICES MANAGEMENT**  
SOLUTIONS FOR TODAY'S FACILITY MAINTENANCE PROFESSIONAL

Send Artwork to: 114 Trade Center Drive, Suite B | Birmingham, AL 35244  
800.417.2963 ext. 124 | fax: 205.982.9854 | www.bsmmag.com  
an OTI Publication



## Mechanical Specifications

All Mechanical Specifications are Measured Width by Height

Trim Size:	1/3 Page Vertical:
8" x 10.5"	2.125" x 9.625"
Full Page Live Area:	1/3 Page Square:
7.5" x 10"	4.5" x 4.75"
Bleed:	1/4 Page Vertical:
8.25" x 10.75"	3.5" x 4.75"
2/3 Page Vertical:	1/6 Page Vertical:
4.563" x 9.625"	2.125" x 4.75"
1/2 Page Vertical:	1/6 Page Horizontal:
3.5" x 9.625"	3.5" x 3"
1/2 Page Island:	1/8 Page Horizontal:
4.562" x 7.25"	3.5" x 2.25"
1/2 Page Horizontal:	
7" x 4.75"	

## Digital Specifications

**FILM CONVERSION** - WE DO NOT ACCEPT FILM FOR PRINT, however, we can convert most film materials to digital files for a fee of \$75.00.

**DIGITAL AD FILES ACCEPTED** (150 line screen/300dpi)

- ADOBE ACROBAT PDF FILES (PREFERRED)
- Quark Xpress 6.5 or below (include fonts & images)
- Photoshop (art must be at least 300dpi)
- Illustrator (Please include all fonts and images. Fonts must be converted to outlines.)

Please make sure all attached fonts are Type 1 or Adobe fonts. We do not accept True Type fonts, Open Type fonts and Multiple Master fonts

**DIGITAL AD FILES NOT ACCEPTED**

- Corel Draw, Publisher, Paint, Microsoft Word, Excel

**DIGITAL IMAGE FILES** - Should be sent as jpeg, tiff or eps files (Mac or PC). Please scale photos to the correct size or larger with **at least a resolution of 300 dpi (150 lpi)**. Files sent in lower than 300 dpi risk the chance of losing clarity when printed. Be sure to convert color images to CMYK before saving. Files saved as RGB or otherwise will be converted to CMYK and may not print at exact percentages.

**DISK REQUIREMENT** - Material may be received on CD, DVD-R, e-mail or FTP.

**ONLINE DIGITAL SPECIFICATIONS**

- All digital formats of images are accepted
- Artwork can be pulled from websites
- If sending pre-designed animations they must be in .gif format or the original Flash file (.fla)
- We do not accept Flash Movies (.swf)

**Button Dimensions: 144 x 100 Pixels**

**Banner Dimensions: 468 x 60 Pixels**