

TRSA

Textile Rental Services Association of America

ROSTER/BUYERS' GUIDE

All The TRSA Information You Need And A Complete BUYERS' GUIDE To The Industry!

The Roster/Buyers' Guide is a comprehensive source-book of information. Its sections are specifically designed based on how members research and purchase products and services. The Guide helps members select products and vendors, providing users with valuable information.

Textile Rental Services Association of America

2011 ROSTER/BUYERS' GUIDE

The Roster Section Contains All The TRSA Information You Need

- About TRSA
- Officers/Directors
- Senior/Honorary Members
- TRSA Staff
- Membership Benefits
- TRSA Bylaws
- Textile Rental Members—United States
- Textile Rental Members—International
- Alphabetical Listing—Textile Rental Companies

The Buyers' Guide Section Contains All The INDUSTRY Information You Need

- Associate Members/Brand Names
- Products & Services Index
 - Merchandise
 - Soil Room
 - Wash Room
- Flatwork Finishing
- Pack Out/Delivery
- Operations
- Index To Advertisers

The Guide To Textile Rental Member Companies, Suppliers, Products And Personnel

Over 2,779 Listings In 348 Product And Service Categories

Alphabetical Listings Of Over 1,949 Brand Names

Tab Indexed And Perfect Bound

The Most Complete Directory/Buyers' Guide Serving The Textile Services Industry

2011 Advertising Rate Card

Featuring 13 Tabbed Index Pages

Closing Date: October 1, 2010

- TRSA INFORMATION
- TEXTILE RENTAL MEMBERS—UNITED STATES
- TEXTILE RENTAL MEMBERS—INTERNATIONAL
- ALPHA LISTINGS—TEXTILE RENTAL COMPANIES
- ASSOCIATE MEMBERS/BRAND NAMES
- PRODUCTS & SERVICES INDEX
- MERCHANDISE
- SOIL ROOM
- WASH ROOM
- FLATWORK FINISHING
- PACK OUT/DELIVERY
- OPERATIONS
- ALPHA LISTINGS—ALL INDIVIDUALS

TRSA's *Roster/Buyers' Guide* is the industry's leading resource guide for finding products & services and operating facilities throughout the world! Your ad message reaches all TRSA uniform rental, linen supply, dust control, and commercial laundering members.

Every advertiser in the *Roster/Buyers' Guide* and all of TRSA's associate members are entitled to listings in the Products & Services and Brand Names sections.

Ad rates (includes 4/C and bleed):

Size	1x	3x	6x	9x	12x
Full-Page	\$4,097	\$3,393	\$3,195	\$3,107	\$3,052
2/3 Page	3,668	3,044	2,862	2,719	2,664
1/2 Page	2,868	2,380	2,238	2,126	2,083
1/3 Page	2,049	1,700	1,598	1,518	1,488

Cover Ad rates (includes 4/C and bleed):

2nd and 3rd covers.....\$3,800

Rates: Advertisers in *Textile Rental* magazine may take additional advertising in the annual *Roster/Buyers' Guide* at the same frequency rate as their *Textile Rental* billing. Other advertisers are billed at the one-time frequency rates.

Preferred products (Covers, Belly Wraps, Gatefolds, Roster/Buyers' Guide Tabbed Indexes, special Clean Show and TRSA event issues, and department preferred positions are made available on a first-right-of-renewal/refusal policy. TRSA will contact advertiser within 30 days of the run with renewal agreements to secure future placement. An advertiser in a preferred position retains the right to renew preferred position, if done so within 30 days after run publication of a special issue. For magazine Department Preferred Positions, TRSA requires a 12-month commitment, and the deadline to reserve those positions is Nov. 1, for the following year. If preferred product is not renewed by the existing advertiser by the deadline, each preferred product will then be made available on a first-reservation date basis.

Tabbed Index Pages

Your ad on these tabbed pages costs \$3,500 (includes 4-color and bleed). *A limited number of tabbed pages available! Printed on 100-lb. coated stock. Orders accepted on a first-come, first-served basis (2010 advertisers have first option to renew by May 15, 2010).*






UNIFORMS
LINEN SUPPLY
HEALTHCARE
DUST CONTROL

ACTUAL SIZE

TRSA

Textile Rental Services Association of America

1800 Diagonal Road, Suite 200, Alexandria, VA 22314
877-770-9274 • 703-519-0029 • Fax: 703-519-0026

3 1/2" x 2" Size Emphasis Ads With an Option of Full Color

These 3 1/2" x 2" ads in expanded category sections let you:

- Expand on your Products & Services and Brand Names listings with additional information
- List other products or services
- Increase company image and recognition

Emphasis Ad rates:

Quantity	B&W	Color	Quantity	B&W	Color
1	\$300	\$400	7	\$1,680	\$2,240
2	\$600	\$800	8	\$1,920	\$2,560
3	\$810	\$1,080	9	\$2,025	\$2,700
4	\$1,080	\$1,440	10	\$2,250	\$3,000
5	\$1,350	\$1,800	11	\$2,475	\$3,300
6	\$1,440	\$1,920	12	\$2,520	\$3,360

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www.trsa.org

**Winner of the SNAP*
Excel Gold Award for Best Association
Directory/Buyers' Guide**

"Outstanding design. Well-organized with user-friendly tabs. Nice combination of Buyers' Guide and Directory."

*Society of National Association Publications

Ask About These Special Advertising Opportunities

Front-Cover Fold-out Spread • Belly-Wrap • Advertorials • Inserts