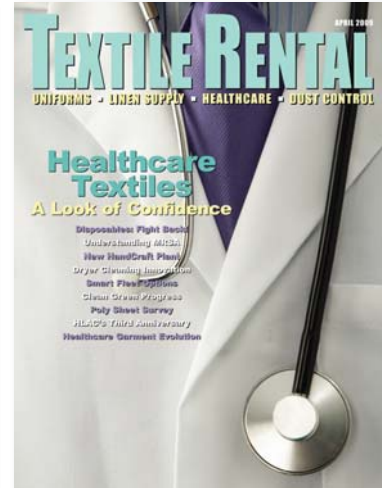


TEXTILE RENTAL

UNIFORMS ■ LINEN SUPPLY ■ HEALTHCARE ■ DUST CONTROL

TRSA's Magazine For Management And Service Trends

2010 Advertising Rate Card



Textile Rental, the award-winning, official monthly publication of the Textile Rental Services Association of America, has been the leading voice in the industrial uniform service, linen supply, dust control and healthcare laundering industry for more than 90 years and we keep getting better every year. Each issue of *Textile Rental* contains enhanced topics and issues relevant to the day-to-day management of textile rental companies and a balance of information on the following topics and more.

Print Advertising

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

Number of insertions used within a 12-month period determines rate.

A limited number of B/W ad positions are available each month, contact Textile Rental for further information.

Cover and Preferred Position Rates:

All preferred positions sold on **noncancelable EVERY ISSUE contract basis**. Cover rate includes 4/C and bleed.

2nd Cover	\$3,800
3rd Cover	\$3,800
4th Cover	\$3,900
All preferred positions	\$ 225
Fold Out Cover	\$6,800

Some positions cannot be guaranteed for 4/color or matched color advertising. Call for details.

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 November 1st, 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.

Inserts:

A. Standard (bound in)

Single-page insert printed on one side	contract page rate*
Back-up charge	\$ 350
Tip-in Charge	\$ 350
Single-page insert printed front and back	10% off rate for back side*

*10% additional for stock heavier than 80 lb.

B. Blow-in (loose)

Must have full-page, run-of-book ad in the same issue.	
Rate	contract page rate*
Tip-in charge	\$ 350

*10% additional for stock heavier than 80 lb.

C. Envelope Stuffers Call for additional details.

Belly Wraps

Your message can't be missed on a wrapper (5 1/2" x 23") that wraps around the magazine. Printed on 60-lb. offset paper in your choice of colors. Belly Wraps are not included toward frequency rate and must not compete with back cover. Call for samples and additional details. Advertiser must supply completed belly-wraps to TRSA by ad closing. Call for printer recommendations.

(Full page ad must run)	\$3,475*
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*Includes 4-color, bleed and hand-affixing. Call for quantity required.

TRSA Online E-Placement

Each month 21,000 unique visitors go online to tap into the resources of the association through TRSA Online.

The site (www.trsa.org) attracts thousands of decision makers each month looking for industry information. TRSA Online has the largest offering of electronic resources in the industry. TRSA Online and *Textile Rental/Weekly* E-Newsletter reach more than 25,000 unique decision makers each month.

TRSA offers Banner Ads on its Web site and electronic ads in the *Textile Rental* weekly newsletter.

Banner ads and Keywords on TRSA Online – Contract TRSA Online, *Textile Rental* Magazine Online, Digital Subscription Library and dozens of other pages.

Electronic Banner Ad Specifications:

Web site

Homepage: 225W x 142H
Other Pages: 198W x 125H

Textile Rental/Weekly

Top 3 Ads: 650W x 80H
Other Ads: 450W x 80H

TRSA.org Online

Banner Ad Home Page \$500 (monthly)
\$5,000 (yearly)

Textile Rental/Weekly

Banner Ad \$500 (monthly)
\$5,000 (yearly)

Keywords: (only available with banner ad)

Companies may purchase keywords on the TRSA Online System. When an advertiser purchases a Keyword, its banner advertisement appears every time that Keyword is entered into the TRSA Online Search, *Textile Rental* magazine Search Engine, Products & Services Search Engine or the Suppliers Web Site Search Engine.

1-2 Keywords: \$500 per word
3-5 Keywords: \$450 per word
6+ Keywords: \$400 per word

Advertorials

These special 1, 4 or 8 page advertising sections which must run opposite your regular full page advertisement) combine editorial with your advertising message to tell *your* story *your* way to *Textile Rental* readers. You use *your* words, *your* picture and *your* layout to identify and explain *your* equipment, product or service. The result you will gain a competitive edge. Plus – *Textile Rental* will provide reprints of your Advertorial at a nominal charge. **NOTE:** Ad closing dates apply.

	1x	3x
1 page		
4/color	1,840	1,660
4 pages		
4/color	7,130	6,426
8 pages		
4/color	9,965	8,915

Rates based on *Textile Rental* contract rates: Guidelines

- Advertiser is responsible for writing, photography and/or art page design and production. *Textile Rental* will offer help in finding an outside writer and/or photographer to assist firms that do not employ an advertising or public relations agency. The final advertorial – copy, illustrations and layout – is subject to the approval of *Textile Rental*.
- Style of presentation must not duplicate the magazine's page design, including typefaces used and other design elements.
- Every page of the advertorial must carry the heading, centered at the top of each page, "ADVERTISEMENT" set in 12-point capital letters.
- An advertorial does not count toward frequency discount.
- An advertorial is agency commissionable.

BONUS- *Textile Rental* will provide reprints of your advertorial at a nominal charge for your use as a direct-mail piece or trade show handout.

COMMISSIONS AND DISCOUNTS

A. Agency commission: 15% of gross billing to recognized advertising agencies on all display space and special-position charges, **if account is paid within 30 days.** Commission not allowed on production charges and classifieds. **Cash discount 2% – 10 days from invoice date.**

B. All invoices net 30 days. Invoices not paid within 30 days are subject to 1%-per-month carry-ing charge.

SHORT RATES/REBATES

Advertisers will be short-rated if, within a 12-month period from date of first insertion, advertiser has not used amount of space on which billing has been based. Advertiser will be rebated if, within a 12-month period from the date of first insertion, advertiser has used enough additional space to earn a lower rate than billed.

MAILING INSTRUCTIONS/PRINTER

Please fax or e-mail insertion orders to **Mittie Spruill** and send ad material to:

Textile Rental Magazine
Attn: Mittie Spruill
1800 Diagonal Road, Suite 200
Alexandria, VA 22314
Fax: 703/519-0026
E-Mail: mspruill@trsa.org

MECHANICAL REQUIREMENTS

Page Unit	Inches Wide/Deep
Full-page	7 ¹ / ₄ x 9 ⁷ / ₈
2/3-page	4 ³ / ₄ x 9 ⁷ / ₈
1/2-page island	4 ³ / ₄ x 7 ¹ / ₄
1/2-page horizontal	7 ¹ / ₄ x 4 ⁷ / ₈
1/2-page vertical	3 ¹ / ₂ x 9 ⁷ / ₈
1/3-page vertical	2 ¹ / ₄ x 9 ⁷ / ₈
1/3-page square	4 ³ / ₄ x 4 ⁷ / ₈
2-page spread	15 ¹ / ₂ x 9 ⁷ / ₈
Trim size (1 page)	8 ¹ / ₄ x 10 ⁷ / ₈
Trim size (spread)	16 ¹ / ₂ x 10 ⁷ / ₈

Specifications For Bleed Inches Wide/Deep

Single-page bleed	8 ¹ / ₂ x 11 ¹ / ₈
2/3-bleed	5 ³ / ₈ x 11 ¹ / ₈
1/2-bleed island	5 ³ / ₈ x 7 ⁷ / ₈
1/2-bleed horizontal	8 ¹ / ₂ x 5 ¹ / ₂
1/2-bleed vertical	4 ¹ / ₈ x 11 ¹ / ₈
1/3-bleed vertical	2 ¹⁵ / ₁₆ x 11 ¹ / ₈
1/3-bleed square	5 ³ / ₈ x 5 ¹ / ₂
2-page spread bleed	16 ³ / ₄ x 11 ¹ / ₈

PRINTING SPECIFICATIONS

Printed offset on 70-lb. coated enamel stock. Conversion and reproduction methods: halftones accepted 110- to 150-line screen, 133-line screen preferred. **Digital files preferred:** *InDesign* high resolution, CMYK or Grayscale, PDF format, that shows crop marks and bleed. For *Quark-XPRESS*, *EPS* and *PDF* files, all placed images and utilized fonts **MUST** be provided; *EPS* and *PDF* files should be created with images and fonts included in the file (separate provision of these files is also required in case of error). **Press proof-quality color proof MUST accompany all art or files.** Actual production charges associated with noncompliance and/or revisions/corrections will be passed on to the advertiser.

Advertising live matter should be kept at least ³/₈" away from all edges.

Trim size is 8¹/₄" x 10⁷/₈". Publication page is three columns; each column is 2¹/₄" or 13.5 picas.

Aligning across pages must allow ¹/₈" (at least) on each page at fold for grind-off in perfect binding.

Inserts:

A. Standard, bound-in inserts should be submitted 8¹/₂" x 11" to allow for final magazine trim size of 8¹/₄" x 10⁷/₈", 70-80 lb. stock.

B. Blow-in inserts should be submitted 8¹/₂" x 11" folded, 70-80 lb. stock. Other sizes and weights might be accepted. Call for details and prices.

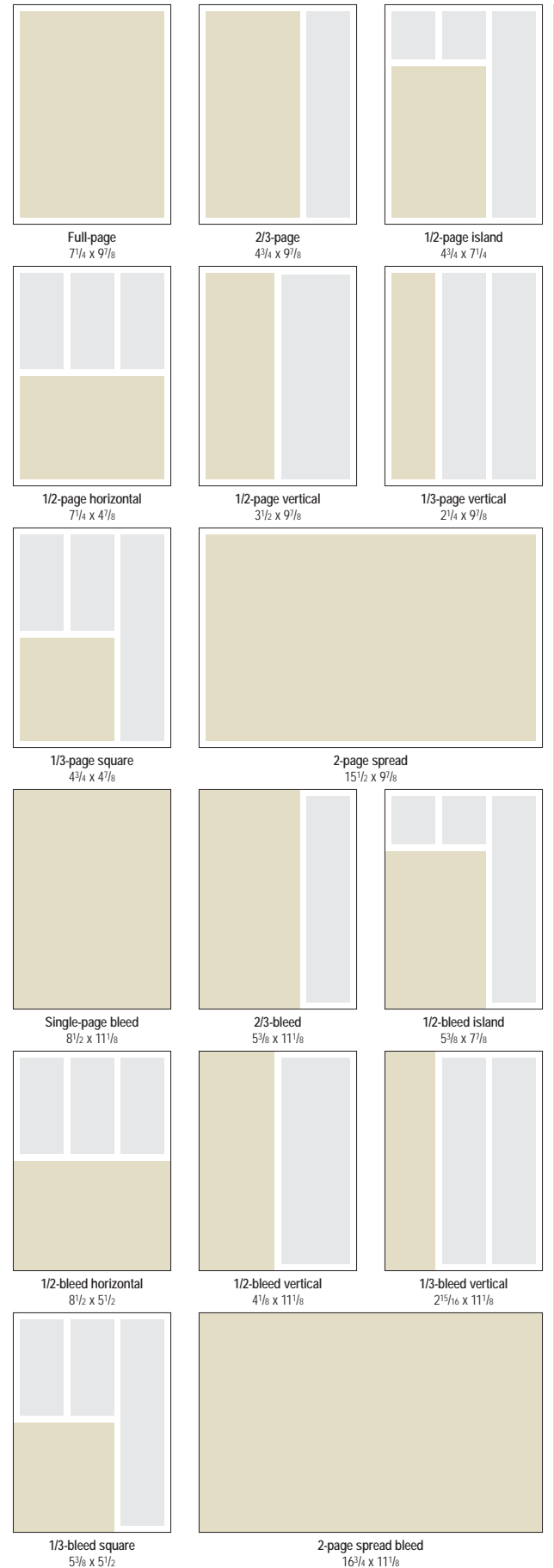
C. Four-page inserts should be submitted folded to 8¹/₈" x 11" to allow for ¹/₈" grind-off at fold or gutter, as well as ¹/₈" dead trim. All live matter should be kept at least ¹/₄" from trim dimensions to assure appearance in publication.

D. Spread inserts to be backed up must be submitted unfolded, 17" x 11¹/₈".

E. Quantity/Approval: Advertisers should call for amount of inserts required. Send sample for approval.

BINDING METHOD

Binding is "perfect" bound.



CLASSIFIED ADVERTISING

Advertisers can place classified advertising in any issue of *Textile Rental* magazine in the following categories:

- Positions Available
- Positions Wanted
- Consulting Services
- Textiles Wanted
- Textiles For Sale
- Equipment Services
- Equipment Wanted
- Business Appraisals
- Business Opportunity
- Used Equipment For Sale
- Companies Wanted
- Plant Design & Installation
- Products Available
- Garments Wanted
- Equipment For Sale
- Companies For Sale

Or, we can create a category to suit your needs. Rates: \$2.00 per word for each insertion. If box number is requested for forwarding replies, add \$25. Placement of text-only classified ads on TRSA's Web site in addition to the ad running in the magazine, add \$25.

Classified display rates are available at \$135 per column inch (4 columns per page).

1/8 page: 3 ³ / ₈ " x 2 ¹ / ₈ " (B/W).....	\$375
1/8 page: 3 ³ / ₈ " x 2 ¹ / ₈ " (4/color).....	\$500
1/4 page: 3 ³ / ₈ " x 4 ³ / ₈ " (B/W).....	\$650
1/4 page: 3 ³ / ₈ " x 4 ³ / ₈ " (4/color).....	\$875

Any classified advertiser who prepays for 12 months will receive a 10% discount.

Classified columns measure 1⁹/₁₆", 4 columns to a page.

Closing date is the 1st day of the preceding month (e.g., for a June insertion, closing is May 1st). All classified advertising must be in writing and paid for in advance. No listings are taken by telephone. E-Mail:

mspruill@trsa.org

MasterCard, Visa and American Express accepted.

GENERAL INFORMATION

- All advertisements are subject to publisher's approval.
- Advertisers and their agencies agree to indemnify and protect the Association from any claim or action based on content of advertisements.
- Publisher reserves the right to insert the word "Advertisement" or "Special Advertising Section" in advertising that simulates the editorial format.
- Advertisers will be billed at the 1x rate unless contract and insertion order(s) specify higher frequency.
- The Association reserves the right to hold the advertiser and/or its agency jointly and severally liable, in the event of nonpayment, for such monies, without commission, as are due and payable to the Association.
- TRSA's policy is to not accept advertising from any advertiser whose account is 60 days or more past due.
- Publisher will advise TRSA-member companies when their advertising agencies are past due and when current advertising no longer can be accepted because of past-due balances.
- Cancellations must be received in writing no later than the 1st day of the preceding month.

CIRCULATION

Circulation: 6,100 subscribers as of June 1, 2009.

Character of circulation: Decision-making executives and key personnel of companies worldwide engaged in industrial uniform, linen supply, dust control and shop towel service or commercial and hospital supply laundering.

Typical readers include CEOs, presidents, vice presidents, financial officers, general managers, purchasing managers, plant managers, production managers, marketing directors, sales managers and service managers. Additional subscribers are executives of companies selling merchandise, supplies or services to companies in the industry. **Annual Subscription price:** Members: \$125 first subscription, \$45 each additional. Nonmembers: \$360 for each subscription.

VALUE-ADDED AND MERCHANDISING SERVICES

- Bonus circulation**—Extra issues are printed for distribution at TRSA Convention, Joint Committee meetings, the Clean Show, regional association meetings and conventions, targeted subscription promotions, and ad readership studies.
- Reader Profiles**—Reader profiles are conducted regularly. Research studies show that 85% of *Textile Rental* readers are involved in their firm's purchasing decisions.

- Mailing lists**—Digital direct-mail lists are available to TRSA members for \$2,000 to boost your advertising message.
- News releases**—Advertisers are encouraged to send in new product news, company news and information about employees' community involvement for "Marketplace" and "Corporate Briefs," two well-read sections that give your company extra exposure.
- Reprints**—Article and ad reprints are available at a nominal charge.
- Envelope Stuffers**—We will mail the magazine in an envelope if you want to include your catalog or flyer with an issue. Call for rates.
- Roster/Buyers' Guide**—TRSA's annual membership directory and buyers' guide is published in January. Reach our members with your ad all year long.
- "As advertised" booth cards**—*Textile Rental* produces "As advertised" laminated booth plaques for Clean Show issue advertisers for use at trade shows.



Annually Harvey Research conducts and publishes Advertiser Report on one issue of *Textile Rental*. Readers are surveyed to evaluate editorial content and advertising impact. The Ad-Q Report presents both historical and current issue data on reader buying influence and readership scores for the advertisements studied. In effect, *Textile Rental* annual survey gives information on buying power and influence of readers.

asae | american society of
association executives

STAFF

Advertising Director—Charlie Brigham

Advertising Production—Mittie Spruill

Editor—Jack Morgan

Art Director—Paul Taub

Multi-Media Designer—Dennis Mangual

TEXTILE RENTAL

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877/770-9274 ■ Fax: 703/519-0026 ■ www.trsa.org