

# CLEANING BUSINESS TODAY

## Advertising Packages

	Platinum Ad Package	Gold Ad Package	Silver Ad Package
<b>Package Details</b>	<ul style="list-style-type: none"> <li>• Pop-up Video</li> <li>• Skyscraper - 300 x 700</li> <li>• Leaderboard - 728 x 90</li> <li>• Sidebar Standard - 300 x 250</li> <li>• List Embed - 620 x 230</li> <li>• Business Card - 300 x 100</li> <li>• Platinum Directory Listing</li> </ul>	<ul style="list-style-type: none"> <li>• Leaderboard - 728 x 90</li> <li>• Sidebar Standard - 300 x 250</li> <li>• List Embed - 620 x 230</li> <li>• Business Card - 300 x 100</li> <li>• Gold Directory Listing</li> </ul>	<ul style="list-style-type: none"> <li>• Sidebar Standard - 300 x 250</li> <li>• List Embed - 620 x 230</li> <li>• Business Card - 300 x 100</li> <li>• Silver Directory Listing</li> </ul>
<b>Monthly Rate</b>	<b>\$500</b> Design & Set-up Fee Waived	<b>\$375</b> Plus 1-time Design & Set-up Fee of \$250	<b>\$250</b> Plus 1-time Design & Set-up Fee of \$250

## Directory Listings

	Platinum Listing	Gold Listing	Silver Listing
<b>Package Details</b>	<ul style="list-style-type: none"> <li>• Company Logo</li> <li>• 300-word Editorial entry</li> <li>• Photo and Video Gallery</li> <li>• Unlimited Categories</li> </ul>	<ul style="list-style-type: none"> <li>• Company Logo</li> <li>• 175-word Editorial Entry</li> <li>• Photo Gallery</li> <li>• Up to 5 Categories</li> </ul>	<ul style="list-style-type: none"> <li>• Company Logo</li> <li>• 100-word Editorial Entry</li> <li>• Up to 2 Categories</li> </ul>
<b>Monthly Rate</b>	<b>\$100</b>	<b>\$75</b>	<b>\$50</b>

## High-Engagement Promotions

Ad Type	Description	Specifications	Placement	Options	Rate	Examples
<b>Event Promotion</b> (unlimited package)	Promote your conference or training class.	200 words, 1 graphic, link to event site	Full listing, active 3 calendar months prior to event, includes featured event promotion in CBT Clean Feed (weekly newsletter)		<b>\$150/</b> <b>Month</b>	<a href="#">Examples</a>
<b>Event Promotion</b> (single-event package)	Spotlight featured events as you plan them.	200 words, 1 graphic, link to event site	Full listing, active 3 calendar months prior to event, includes featured event promotion in CBT Clean Feed (weekly newsletter)		<b>\$400</b> Per listing	<a href="#">Examples</a>
<b>Sponsored Article</b>	Share testimonials and examples of best practices with a Sponsored Article.	600 words	Appears on CleaningBusinessToday.com; includes social media promotion of article on day of web release and in CBT Clean Feed (weekly newsletter)		<b>\$325/</b> <b>Month</b>	<a href="#">Example</a>
<b>Sponsored Webinar</b>	Speak directly to your target audience in a live webinar.	60 minutes	Includes email and social media promotion 1 business week prior to event; registrant list made available to sponsor		<b>\$1250</b> Each	<a href="#">Example</a>

## Additional Services

Ad Type	Description	Specifications	Placement	Options	Rate	Examples
<b>Graphic Design</b>	Work with a professional graphic designer to create a powerful and engaging still advertisement. Includes initial project conference, initial draft, revision conference, final design. Final design provided in .jpg and .png formats.				<b>\$135/hr</b>	<a href="#">Examples</a>
<b>Ghost Writing</b>	Work with a professional writer to develop your sponsored content. Includes initial and final revision conferences, outline approval, testimonial interviews, technical research, draft approval, byline determined by sponsor. All terms and conditions of the Consent to Publish apply to the final, published article.				<b>\$135/hr</b>	<a href="#">Example</a>
<b>Custom Video</b>	Work with a seasoned television producer to create attention-grabbing and shareable promotional videos. Includes high definition location shoot with sound bites and product demo, editing, royalty free music and professional on-camera or voice talent.				<a href="#">Request a Quote</a>	<a href="#">Example</a>

## Terms and Conditions

### Advertising Terms

- *Minimum Commitment:* All advertising packages are for a minimum of three (3) months duration. Once entered, agreements continue to be active beyond the minimum duration; advertisers are billed monthly at the agreement rate.
- *Graphic and Set-up Fee:* A one-time Graphic and Set-up Fee of \$250 is collected along with the first monthly payment for Gold and Silver ad packages and Directory listings. May be waived for commitments of twelve (12) months or longer.
- *Ad specs:*
  - **Pop-up Video** must be provided in HD, will display to fit the screen or mobile device; appears on homepage
  - **Leaderboard** 728 x 90 px; appears on homepage above the fold \*
  - **Skycraper** 300 x 700 px; appears on homepage and all article pages above the fold
  - **Sidebar Standard** 300 x 250 px; appears on homepage and all article pages below the fold
  - **List Embed** 620 x 230 px; appears on homepage between sections below the fold
  - **Business Card** 300 x 100 px; appears on advertisers page
- *Sponsored Content:* Sponsored content will be marked with CBT's sponsored content graphic.
- *Business Service Agreements:* Signed BSA (contract) must be received at our office by email, fax or mail before being considered in full effect.
- *Rate Increases:* Supreme Mullet Media, LLC reserves the right to implement rate increases with 30 day notice to all existing advertisers prior to implementing new advertising rates.

### Billing Terms

All accounts are billed monthly on the first business day of the month to the credit card on file; we accept Visa, MasterCard, American Express, and Discover. Unfulfilled contracts are re-billed at applicable rates. A 2% per month service charge is added to past due amounts.

### Advertising Termination

Agreements may be terminated by either party with 30 days written notification by email or postal mail. Agreements terminated before the agreed upon minimum period will be billed 50% of the remaining commitment balance.

\* Leaderboard ad does not display on mobile phones.

**REACH CLEANING BUSINESS OWNERS THROUGH CBT ADVERTISING!**

**Toll Free 888-257-7879**

**Derek Christian, Sales Director, [sales@cleaningbusinesstoday.com](mailto:sales@cleaningbusinesstoday.com) 513-290-5449**

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## Editorial Guidelines

Cleaning Business Today is a Division of Supreme Mullet Media, LLC.

Supreme Mullet Media, LLC (SMM), including [CleaningBusinessToday.com](http://CleaningBusinessToday.com), a digital news and business resource website, adheres to the American Society of Magazine Editors (ASME) Editorial Guidelines. These guidelines establish the relationship between editorial and advertising (sponsored) content. The guidelines ensure that practices commonly used by editors and publishers to prevent or resolve editorial-advertising conflicts are clearly understood and consistently applied in our media.

In a rapidly changing media environment, no set of rules can anticipate every issue, but these are the basic principles behind the ASME Guidelines for Editors and Publishers:

- Every reader is entitled to fair and accurate news and information
- The value of magazines to advertisers depends on reader trust
- The difference between editorial content and marketing messages must be transparent
- Editorial integrity must not be compromised by advertiser influence

ASME and SMM believe that adherence to these principles enhances the value of print/digital publications and news sites for readers and advertisers, and protects the integrity and independence of magazine media. To ask questions about the guidelines, email [mail@CleaningBusinessToday.com](mailto:mail@CleaningBusinessToday.com) or telephone 843-569-4692.

### Website Guidelines

1. Separate advertisements from editorial content
2. Label native advertising
3. Differentiate sponsored microsites from editorial sites
4. Allow users to close interruptive advertisements
5. Identify paid links
6. Disclose e-commerce partnerships
7. Differentiate editorial and advertisements on tablets

For further clarification and examples, please consult the complete ASME Guidelines for Editors and Publishers at <http://www.magazine.org/asmе/editorial-guidelines>.

Submissions can be sent directly to the Editorial Director at  
[mail@CleaningBusinessToday.com](mailto:mail@CleaningBusinessToday.com).

## Editorial Calendar 2017

<b>January</b>	Recruiting and Hiring		<b>July</b>	Employee Retention
<b>February</b>	Staff & Field Training		<b>August</b>	Public Relations
<b>March</b>	Digital Marketing		<b>September</b>	Convention Issue
<b>April</b>	Trends & Technology		<b>October</b>	Products & Supplies
<b>May</b>	Business Growth		<b>November</b>	Measuring Success
<b>June</b>	Green Cleaning		<b>December</b>	Business Planning

Each month's focus for [CleaningBusinessToday.com](http://CleaningBusinessToday.com) is unique, with innovative content and direct digital delivery each week. From timely news to relevant articles to success profiles published directly to CleaningBusinessToday.com, we are committed to bringing the best business guidance and cleaning practices to the forefront.

### Open Call for Editorial Submissions

We welcome contributions from business owners and advertisers to any of our columns or categories of reader interest; we particularly invite video contributions.

<b>Case Study</b>	<b>Cleaning Procedure</b>	<b>Leadership</b>
<b>Innovation</b>	<b>Cleaning Science</b>	<b>Success Stories (profiles)</b>
<b>Cleaning Tips</b>	<b>Technology</b>	<b>Clean Like a Pro – for consumers</b>
<b>Sales &amp; Marketing</b>	<b>Exit Strategy (selling a business)</b>	<b>Janitor's Closet – for commercial</b>
<b>Operations</b>	<b>Business Strategy</b>	<b>Cleaner's Corner – for residential</b>
<b>Finance</b>	<b>Start Your Cleaning Business</b>	<b>Window Washers – for window</b>
<b>Customer Relations</b>	<b>Breaking News</b>	<b>Franchise Fans – for franchises</b>
<b>Employee Management</b>	<b>Downloads</b>	<b>Book Reviews</b>

All editorial submissions must comply with the editorial guidelines. Submissions will be reviewed by a member of the editorial staff; all submissions will receive a reply.

Publication of submissions may be subject to revisions; all contributors must agree to the Supreme Mullet Media, LLC Consent to Publish.

Submissions can be sent directly to the Editorial Director at [mail@CleaningBusinessToday.com](mailto:mail@CleaningBusinessToday.com).