

CLEANING BUSINESS TODAY

Advertising Packages

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

Directory Listings

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

High-Engagement Promotions

	Description	Specifications	Placement	Rate
Facebook Live Interview or Presentation	Stream live to our Facebook Group. You provide the content, we handle the technical execution.	60 minutes	Includes promotion on CBT's weekly newsletter and Facebook group	\$1000/ Each
Sponsored Article	Establish yourself as an industry expert & explain your value proposition.	600 words	Appears in sponsored article section of CleaningBusinessToday.com. Includes promotion on social media and in bi-weekly newsletter	\$325/ Month

Additional Services

	Description	Rate
Graphic Design	Work with a professional graphic designer to create a powerful and engaging still advertisement. Includes initial project conference, initial draft, revision conference, final design.	\$135/hr
Custom Video	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 talent.	Request a Quote

CLEANING BUSINESS TODAY

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 *
 - **Skyscraper** 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

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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, 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 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

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.

Editorial Calendar 2018

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

Each month's focus for CleaningBusinessToday.com is unique, with innovative content and direct digital delivery each week. From timely news to relevant articles to success profiles, Cleaning Business Today is 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.

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

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.