

# ASSOCIATION FOR LINEN MANAGEMENT

## MEDIA GUIDE



**Connect with leaders who are part of  
a more than \$15 billion industry.**

For more information, please contact:

**Kira Krewson**

Project Manager

(770) 810-6982

kkrewson@naylor.com





**fresh receives  
bonus distribution  
at the ALM  
Educational  
Conference and  
Clean Show!**

## ALM ADVANTAGE

- We represent the **majority** of the outsourced processors and OPL operations
- **fresh** is distributed to **more than 2,100** professionals in the industry. **Vital Threads** is distributed to **100%** of ALM's members
- Our members are the **leaders in the \$15.8 billion** U.S. industrial laundry and linen supply industry.

### fresh & Vital Threads are distributed to:

- |                                |                             |
|--------------------------------|-----------------------------|
| • GM/Directors                 | • Maintenance Engineers     |
| • Operations Managers          | • Sales Managers            |
| • Supervisors                  | • Customer Service Managers |
| • Material Managers            | • Laundry Processors        |
| • Linen Distribution Personnel | • EVS Professional          |

### ALM Membership Overview

**Our members portray a wide range of linen professionals including the following occupations:**

- Commercial and Central Laundries
- Cooperative Laundries
- OPL and On-Campus Laundries
- Linen Distribution Professionals

**Our Members work in a wide range of industries including:**

- Health Care
- Hospitality
- Education
- Corrections



**DON'T MISS YOUR CHANCE TO REACH  
KEY LEADERS IN THE LINEN INDUSTRY!**

**CONTACT US TODAY!**



# fresh quarterly magazine

## Net Advertising Rates

All rates include an Ad Link in the digital edition of the magazine.

**Revisions and Proofs:** \$50  
**Position Guarantee:** 15% Premium

Full-Color Rates	1x	2-3x	4x
Double Page Spread	\$3,779.50	\$3,589.50	\$3,409.50
Outside Back Cover	\$3,309.50	\$3,099.50	\$2,969.50
Inside Front or Inside Back Cover	\$3,199.50	\$2,989.50	\$2,859.50
Full Page	\$2,699.50	\$2,559.50	\$2,439.50
2/3 Page	\$2,329.50	\$2,209.50	\$2,099.50
1/2-Page Island	\$2,029.50	\$1,929.50	\$1,829.50
1/2 Page	\$1,729.50	\$1,639.50	\$1,559.50
1/3 Page	\$1,309.50	\$1,239.50	\$1,179.50
1/4 Page	\$999.50	\$949.50	\$899.50
1/6 Page	\$769.50	\$729.50	\$689.50
1/8 Page	\$619.50	\$589.50	\$559.50

Black-and-White Rates	1x	2-3x	4x
Full Page	\$1,729.50	\$1,669.50	\$1,589.50
2/3 Page	\$1,489.50	\$1,419.50	\$1,339.50
1/2-Page Island	\$1,289.50	\$1,229.50	\$1,159.50
1/2 Page	\$1,099.50	\$1,039.50	\$989.50
1/3 Page	\$829.50	\$789.50	\$749.50
1/4 Page	\$639.50	\$609.50	\$579.50
1/6 Page	\$489.50	\$469.50	\$439.50
1/8 Page	\$389.50	\$369.50	\$349.50

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

## Digital Edition Branding Opportunities

- Leaderboard | \$800
- Rectangle | \$800
- HTML5 Ad | \$720
- Digital Video Sponsorship | \$675
- Large Insert | \$580
- Medium Insert | \$450
- Top TOC Mobile Banner | \$295
- 2nd TOC Mobile Banner | \$295

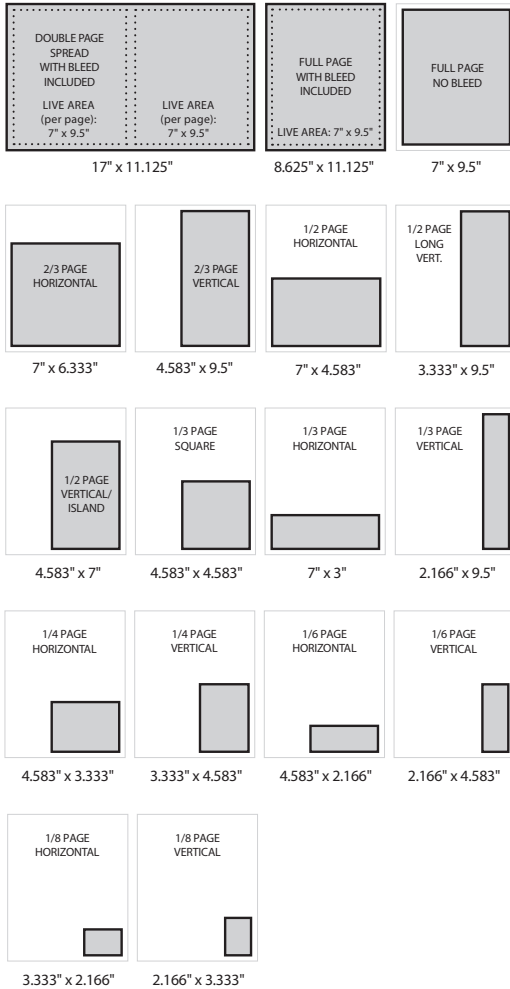
Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability, except to the extent of a one-time free advertisement of the same specification, the next or similar publication, if proven or admitted errors or omissions have occurred. Payment due upon receipt of invoice. 2% per month compounded (26.82% per year) to be charged on overdue accounts as damages for breach of contract. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$35.00 will be levied for returned checks. I also give unqualified consent to our ad(s) appearing in an online version of this publication. Acceptance of this contract and advertising content is subject to the approval of the association. The advertiser represents that they have the right to use any artwork supplied to Naylor in the manner contracted. All guaranteed (premium) position sales cannot be cancelled. Any cancellation must be requested in writing prior to the Cancellation Deadline. Advertisers will be billed the amount short-rated per issue if within a one-year period they do not run the number of insertions upon which their billings have been based. Artwork Creation Charge is not cancellable once ad has been created. (ALM-Q0219)



# fresh quarterly magazine

## PRINT ADVERTISING SPECIFICATIONS

Magazine Trim Size: 8.375" x 10.875"



**Note:** Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

### Artwork Requirements

All digital color and grayscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either grayscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

### Ad Material Upload

Go to the Naylor website at [www.naylor.com/adupload](http://www.naylor.com/adupload)

### Production Services, Proofs and Revisions

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### Specs for Outsert/Inserts

- 1 Page / 1 surface: 8.375" x 10.875"
- 1 Page / 2 surface: 8.375" x 10.875"
- 2 Page / 4 surface: 8.375" x 10.875"
- Postcards: 6" x 4.25"
- Heavy Card Stock Insert: 8.25" x 10.75"
- Postal Flysheets: 8.5" x 11"

### Digital Edition

For the latest online specs, please visit [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)

# fresh quarterly magazine DIGITAL EDITION

EXTEND YOUR PRINT ADVERTISING INVESTMENT WITH THE UNIQUE BENEFITS OF DIGITAL MEDIA.

fresh is available in a fully interactive digital magazine. Our digital edition is mobile responsive and HTML-optimized, providing readers with an exceptional user experience across all devices. The digital magazine lets you:

- Include ads on an HTML5 and mobile responsive platform
- Link to the landing page of your choice, generating an immediate response from customers
- Maintain your ad presence on the digital issue for readers to reference at any time

FORMATS AVAILABLE TO READERS:

- **Reading view (default):** The HTML-based view of our magazine, optimized for all devices. Scrolling articles automatically adjust for comfortable reading
- **Page view:** The digital replica of the print magazine. Flip through this digital book in either a 1 or 2-page format. Determine your preferred zoom setting for an optimal experience.

**Important Note:** Readers can choose the experience best suited to their needs at any time by clicking on "Page View" or "Reading View" in the toolbar!



Mobile & Desktop  
Responsive HTML  
Reading View



## 1 Leaderboard (all views) | \$800

The leaderboard ad appears on-screen in both the reading view and page view of the digital magazine.

## 2 Rectangle (all views) | \$800

The rectangle ad is on the table of contents, appearing on-screen for all pages of the reading view and page view.

## TOC Mobile Banners (HTML reading view)

The TOC mobile banner appears in the table of contents, on-screen to the right of the digital magazine on desktop and clickable on mobile in the reading view. The top TOC mobile banner will appear after the 1<sup>st</sup> article, and the 2<sup>nd</sup> mobile banner appears after the 6<sup>th</sup> article.

## 3 Top TOC Mobile Banner | \$295

## 4 2<sup>nd</sup> TOC Mobile Banner | \$295

## In-Magazine Digital Options (HTML reading view)

These standalone ad options are placed between article pages on the HTML reading view of the digital magazine and are visible on all device types.

### HTML5 Ad | \$720

This mobile responsive ad option gives you the freedom to include text, images, hyperlinks and video across a variety of devices. Full design must be provided by the advertiser at this time.

### Digital Video Sponsorship | \$675

The video sponsorship option displays a video, 50-70 words of summary content and a hyperlink to deliver your message to target audiences.

### Digital Insert / Outsert

Your message appears as an image-based insert, either in between key articles, or placed at the back of the digital magazine.

• Large Insert | \$580

• Medium Insert | \$450

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For the latest online specs, please visit [www.naylor.com/onlinepecs](http://www.naylor.com/onlinepecs)

# fresh quarterly magazine

## INDEX OF ADVERTISERS CATEGORIES

Our publication features an Index of Advertisers section in which your company will be listed under the category of your choice with the page number of your ad. When our members are in the market for a specific product or service, they can search the Index of Advertisers and quickly locate advertisers that specialize in that category.

One free category is included with any size ad and additional categories are only \$20 each. *If your product or service is not listed below, a new category can be created for you.*

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> Air Coolers                  | <input type="checkbox"/> Dryers   | <input type="checkbox"/> Ozone                                     |
| <input type="checkbox"/> Air Handling System          | <input type="checkbox"/> Dust Control Treating Machines                 | <input type="checkbox"/> Packaging Equipment                       |
| <input type="checkbox"/> Antimicrobial Textiles       | <input type="checkbox"/> Energy Conservation Equipment                  | <input type="checkbox"/> Pollution Control                         |
| <input type="checkbox"/> Apparel/ Garments            | <input type="checkbox"/> Filters  | <input type="checkbox"/> Pumps                                     |
| <input type="checkbox"/> Associations                 | <input type="checkbox"/> Finishing Equipment                            | <input type="checkbox"/> Shelving                                  |
| <input type="checkbox"/> Baskets/Bins/Carts/Racks     | <input type="checkbox"/> Flatwork Ironers                               | <input type="checkbox"/> Soaps                                     |
| <input type="checkbox"/> Bath/Terry Textiles          | <input type="checkbox"/> Folders  | <input type="checkbox"/> Soil Remediation                          |
| <input type="checkbox"/> Bed Linen                    | <input type="checkbox"/> Gaskets  | <input type="checkbox"/> Solar Energy Systems                      |
| <input type="checkbox"/> Boilers                      | <input type="checkbox"/> Gloves   | <input type="checkbox"/> Solvent Reclamation                       |
| <input type="checkbox"/> Business Equipment/ Supplies | <input type="checkbox"/> Gowns  | <input type="checkbox"/> Specialty Chemicals                       |
| <input type="checkbox"/> Business Management Services | <input type="checkbox"/> Hampers  | <input type="checkbox"/> Stain Removers/Spotting Agents            |
| <input type="checkbox"/> Business Marketing           | <input type="checkbox"/> Hazardous Waste Treatment/<br>Disposal/Storage | <input type="checkbox"/> Surgical Linens=                          |
| <input type="checkbox"/> Cabinets                     | <input type="checkbox"/> Hoses/Fittings                                 | <input type="checkbox"/> Training Materials/Programs               |
| <input type="checkbox"/> Cart Washers                 | <input type="checkbox"/> Incontinence Products                          | <input type="checkbox"/> Tunnel Washers                            |
| <input type="checkbox"/> Carts                        | <input type="checkbox"/> Insurance                                      | <input type="checkbox"/> Uniforms                                  |
| <input type="checkbox"/> Chemicals and Detergents     | <input type="checkbox"/> Laundry Bags/Stand                             | <input type="checkbox"/> Vents                                     |
| <input type="checkbox"/> Chillers                     | <input type="checkbox"/> Laundry Management Software                    | <input type="checkbox"/> Washers/Extractors                        |
| <input type="checkbox"/> Coils/Coil Cleaners          | <input type="checkbox"/> Linen/Linen Conservation                       | <input type="checkbox"/> Wastewater Reclamation                    |
| <input type="checkbox"/> Computer Hardware & Software | <input type="checkbox"/> Lint Collectors                                | <input type="checkbox"/> Water Heating                             |
| <input type="checkbox"/> Consultants                  | <input type="checkbox"/> Lint Removers                                  | <input type="checkbox"/> Water Softeners/Conditioning<br>Equipment |
| <input type="checkbox"/> Cooling Towers/Equipment     | <input type="checkbox"/> Material Handling                              | <input type="checkbox"/> Water/Wastewater/Sludge                   |
| <input type="checkbox"/> Decision Support             | <input type="checkbox"/> Microfiber                                     |  |
| <input type="checkbox"/> Drain Valves                 |   |  |

One free listing with any size ad. Additional listings are \$20 each. No limit. Please list new categories on this sheet.

\_\_\_\_\_ Additional Categories X \$20 = \$ \_\_\_\_\_

Initial: \_\_\_\_\_ Date: \_\_\_\_\_

**fresh** quarterly magazine  
**Vital Threads** eNewsletter

## 2019 EDITORIAL CALENDAR

ISSUE	FEATURES	SPACE RESERVATION	AD COPY DATE
Winter Issue	Feature text here...	Date	Date
Spring Issue	Feature text here...	Date	Date
Summer Issue	Feature text here...	Date	Date
Fall Issue	Feature text here...	Date	Date

*\*Editorial Calendar is tentative and subject to change.*

### PAST ADVERTISERS

Our communications program is made possible solely through advertiser support. We appreciate the investment that our advertisers make with Association for Linen Management and strongly encourage our members to do business with vendors that support our association. Members know that they can confidently select the quality products and services featured within the official resources of ALM.

- American Dawn, Inc.
- AquaRecycle
- Chem-Tainer Industries / Maxi-Movers
- Christeys Laundry Technology, LLC
- ClearWater Tech, LLC
- Davis Packaging
- Ecolab, Inc.
- EDRO Corporation
- Ellis Corp
- Encompass Group, LLC
- G. A. Braun, Inc
- G.S. MANUFACTURING Division of Ont Ltd
- Kannegiesser USA
- Laundry Design Group, LLC
- Leonard Automatics Inc.
- McClure Industries Inc.
- MIP Inc.
- Monarch Brands
- Pellerin Milnor Corp.
- Phoenix Scale Company
- Rally Packaging Corporation
- Tecni-Quip Carts
- Texas Microfiber

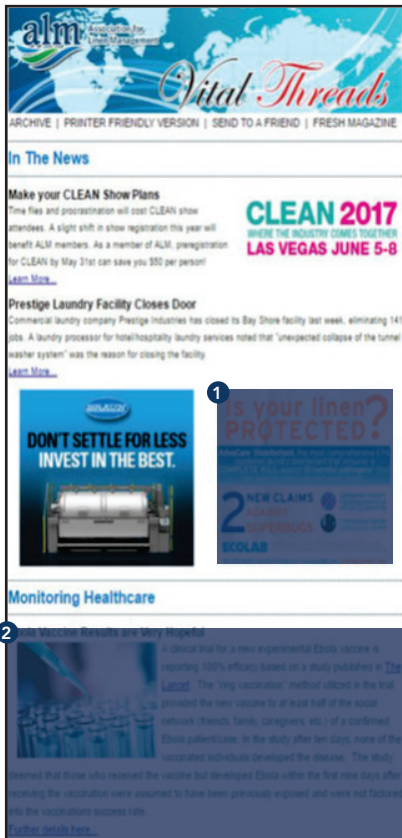
# Vital Threads eNewsletter

ABOUT THE ENEWSLETTER – [www.naylor.com/alm-nwl](http://www.naylor.com/alm-nwl)

Now more than ever, professionals consume information on the go. Our **Vital Threads** eNewsletter allows members to stay informed about timely industry topics and association news whether they are in the office or on the road.

## Enjoy the benefits of a targeted eNewsletter:

- Delivers your message directly to the inbox of **1,200 decision-makers** on a monthly basis
- In addition to ALM members, opt-in subscription means that professionals in the market for your products and services see your message
- Frequently forwarded to others for additional exposure
- Cross-promoted in other ALM publications and communications pieces
- Directs visitors to the landing page of your choice to facilitate the purchasing process
- Archives are accessible for unlimited online viewing
- Limited available ad space makes each position exclusive



### 1 Rectangles

12 Months | \$2,730

- 300 x 250 pixel
- Only four spots available – NO ROTATION
- Located between popular sections of the eNewsletter

### 2 Content Sponsored Ads

12 Months | \$1,800

- Only four spots available – NO ROTATION
- 180 x 150 pixel thumbnail graphic
- Headline Advertiser supplies 5-7 words
- Summary text: Advertiser supplies 50-70 words
- Web Link: Advertiser supplies URL to link at bottom of text no email addresses

### Distributed monthly

Sections include:

- Top Stories
- National News
- Advocacy
- Events
- Local News

For the latest online specs, please visit [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready. Disclaimer: Please note that the mockup shows overall newsletter layout, but exact ad location on the newsletter will vary based on the amount of editorial content supplied each issue.