

## 2011 EDITORIAL CALENDAR

### January-February 2011

Special Issue: Bonus Distribution

AMERICAN BRUSH MANUFACTURERS ASSOCIATION

94th ANNUAL CONVENTION

*March 23 - 26, 2011*

*Hyatt Lost Pines Resort & Spa*

*Austin (Lost Pines), TX*

Paintbrushes

Toothbrushes

Brush Manufacturer Feature

*Deadline: January 21, 2011*

### March-April 2011

In-Depth Coverage On:

ABMA ANNUAL CONVENTION

Housewares Show Coverage

The Mop Market

*Deadline: March 25, 2011*

### May-June 2011

2011 International Suppliers Directory

Broom Manufacturers

Squeegee Market

*Deadline: May 20, 2011*

### July-August 2011

The Industrial Brush Market

Synthetic & Natural Fiber Filaments

Wire Manufacturers

*Deadline: July 22, 2011*

### September-October 2011

Machinery Issue

Blocks & Handles

Mop Yarn

*Deadline: September 16, 2011*

### November-December 2011

Broom & Mop Meeting Coverage

Packaging

Post-ISSA Show Coverage

*Deadline: November 21, 2011*

# BBM

Broom, Brush & Mop Magazine

**Serving The Industry  
Since 1912**

**Broom, Brush & Mop**  
Display Advertising Rates  
and Media Information

**Effective January 2011**

**Published By:**

**Rankin Publishing, Inc.**

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**Co-Publishers**

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**Website: broombrushandmop.com**

**Rate Card Effective January 1, 2011**

# BBM

Broom, Brush & Mop Magazine

**Serving The Industry  
Since 1912**

*www.broombrushandmop.com*

# Broom, Brush & Mop

Magazine has been serving the industry since 1912 and is read by over 1,300 broom, brush and mop manufacturers.

Broom, Brush & Mop delivers a strong editorial product that is unequalled in industry news coverage, sales analysis, market conditions, suppliers' surveys, new product news and extensive monthly import and export figures on both raw materials and finished products.

## MECHANICAL REQUIREMENTS

Size (inches)	Width	Length
Page (with bleed)	8 3/4	11 1/2
Page (no bleed)	7 1/2	10
1/2 Page Vertical	4 7/8	7 1/2
1/2 Page Horizontal	7 1/2	5
1/4 Page Vertical	3 1/2	5
1/4 Page Horizontal	7 1/2	2 1/2
1/6 Page Vertical	2 7/8	5
1/6 Page Horizontal	7 1/2	1 3/4
1/8 Page Horizontal	3 1/2	2

Page trim size is 8 1/2" x 11"

Untrimmed page size is 8 3/4" X 11 1/2"

Page live area is 7" X 10"

## ADVERTISING MATERIAL:

Ads are preferred on CD or by email and in the following formats: High Resolution PDF (PREFERRED PDF/X-1A-COMPLIANT) or a TIFF, JPEG, EPS.

Email: drankin@consolidated.net

Graphic Department Email:

rankinmag@consolidated.net

Up to 15 mg accepted via email. For larger files, call 1-800-598-8083 for FTP site coordinates.

For other specific information, call 1-800-598-8083.

## HARD COPY PROOFS:

Ads submitted as electronic files require a hard copy proof along with the CD. Rankin Publishing Co. will not be responsible for mistakes in a printed ad if a hard copy is not submitted with the electronic file. Four-color ads must be submitted with a color proof (Iris print, 3M Rainbow print, Laser print) that reflects mechanical aspects of the ad.

## GRAPHIC DESIGN SERVICES:

Rankin Publishing, Inc. is also happy to offer customers the services of our in-house graphic arts department.

## Net Advertising Rates

Prices listed are the net amount.

### COVER POSITIONS: \$1000

#### 4-COLOR

	1 Time	3 Times	6 Times
Page	\$859	\$681	\$645
1/2 Page	\$600	\$483	\$460
1/3 Page	\$495	\$398	\$380
1/4 Page	\$460	\$371	\$353

#### BLACK AND WHITE

	1 Time	3 Times	6 Times
Page	\$392	\$308	\$276
1/2 Page	\$344	\$276	\$252
1/4 Page	\$308	\$252	\$232
1/6 Page	\$276	\$232	\$215
1/8 Page	\$252	\$215	\$203

**Second Color:** Add \$85.

**Pre-Paid Inserts:** \$392 for up to 8 pages; additional pages at \$25 per page.

**Classified Advertising:** 25 words for \$25 per insertion. Boxholder \$10 additional. Additional words \$1 each.

## Commissionable Ad Rates

Stated prices are 15% commissionable.

### COVERS POSITIONS: \$1180

#### FOUR-COLOR

	1 Time	3 Times	6 Times
Page	\$995	\$786	\$742
1/2 Page	\$690	\$552	\$523
1/3 Page	\$575	\$462	\$438
1/4 Page	\$460	\$371	\$353

#### BLACK AND WHITE

	1 Time	3 Times	6 Times
Page	\$444	\$345	\$308
1/2 Page	\$388	\$308	\$279
1/4 Page	\$345	\$279	\$256
1/6 Page	\$308	\$256	\$236
1/8 Page	\$279	\$236	\$221

**Second Color:** Add \$100.

**BBM accepts American Express, Visa and MasterCard.**

**Note To Foreign Customers:** Rates are in U.S. dollars and payable in U.S. dollars or equivalent in foreign currency, plus bank charges.

## BBM Website Advertising Rates

@ www.broombrushandmop.com

### A. FULL BANNER = 468 X 60 PIXELS

2 Months	6 Months	12 Months
\$175/month	\$125/month	\$75/month

### B. HALF BANNER = 234 X 60 PIXELS

2 Months	6 Months	12 Months
\$100/month	\$75/month	\$50/month

### C. VERTICAL BANNER = 120 X 240 PIXELS

2 Months	6 Months	12 Months
\$100/month	\$75/month	\$50/month

### D. BUTTON = 120 X 90 PIXELS

2 Months	6 Months	12 Months
\$50/month	\$37.50/month	\$25/month

## BBM eNewsletter Advertising Rates

Ads may also be placed on BBM's bi-monthly eNewsletter.

### A. FULL BANNER = 468 X 60 PIXELS

1 Time	3 Times	6 Times
\$175/issue	\$125/issue	\$75/issue

### B. HALF BANNER = 234 X 60 PIXELS

1 Time	3 Times	6 Times
\$100/issue	\$75/issue	\$50/issue

### C. VERTICAL BANNER = 120 X 240 PIXELS

1 Time	3 Times	6 Times
\$100/issue	\$75/issue	\$50/issue

### D. BUTTON = 120 X 90 PIXELS

1 Time	3 Times	6 Times
\$50/issue	\$37.50/issue	\$25/issue

A. Full Banner = 468 x 60 px

B. Half Banner = 234 x 60 px

Website/Newsletter Ad Sizes  
Not Shown Actual Size;  
For Scale and Positioning Only.

Banner ads will link readers directly  
to your company website.

BBM accepts .jpg, .gif and .swf formats.

C.  
Vertical  
Banner  
= 120 x  
240 px

D. Button  
= 120 x  
90 px