



Advertising Policy for 2010

As "Go-To Marketing Resource for the Textile Maintenance Industry," The American Reusable Textile Association (ARTA) and its quarterly newsletter, *Reusable Textiles* and bi-monthly eNews offer a targeted news source for manufacturers, suppliers, owners, managers and sales persons for institutional and commercial laundry companies. Published since 1998, ARTA's quarterly newsletter and bi-monthly eNews focus on providing marketing tools and resources to help members create greater awareness and appreciation for reusable textiles. **Circulation:** 583 for quarterly newsletter and 750 for eNews.

GENERAL GUIDELINES

- All advertisements are subject to publisher's approval.
- Advertisers must be members of ARTA.
- Advertisements must be camera-ready. ARTA does not provide creative services, but can refer graphic artists to help you create an ad.
- 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.
- ARTA's policy is to not accept advertising from any advertiser whose account is 30 days or more past due.
- Publisher will advise ARTA-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

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 institutional healthcare 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: Receive six subscriptions at no charge. Additional copies of communications are \$20 to member companies. Nonmembers: \$40 for each subscription.

VALUE-ADDED AND MERCHANDISING SERVICES

- **Bonus circulation**—Extra issues are printed for distribution at ARTA meetings and seminars, as well as at Clean Show.
- **News releases**—Members and advertisers are encouraged to send in company news and reports on reusable conversions, green marketing efforts, as well as research reports on the effectiveness of reusable textiles versus single-use disposables.
- **Reprints**—Article and ad reprints are available at a nominal charge.

Quarterly Newsletter Sponsorship:

4 issues/year, 4/color, 8 page newsletter (mailed issue).

Advertising limited to one full page of advertising total. If no more than one advertiser contract for space, a full-page ad will be offered. If no more than two advertisers, half-page ad sizes will be offered. **Rates as follows:** Full page ad is \$1,600 USD: 7 ¾ wide x 9 1/2 High; 1/2 page ad available for \$900: 7 ¾ wide x 4 3/4 High; 1/4 page ad is \$500 : 3 3/8" Wide x 4 3/8 High" (4/color). Five percent discount on semi-annual insertion order (through end of 2010). Ten percent discount offered on annual (4 issue) contract.

Circulation Statement:

Quarterly Newsletter Sponsorship: 563 members as of June 2010.

Bi-Monthly E-Newsletter Sponsorship: Banner ad in the Quarterly Newsletter (E-mail issue). 6 issues/year
\$125 USD/issue. Ad size: 650 wide x 80 High, jpg with hyperlink. (no animated gifs)

Circulation Statement:

Bi-Monthly E-Newsletter Sponsorship: 750 opt-in subscribers as of June 2010.

Ad placement is determined by receipt date of Insertion Order. All ad rates are NET. All invoices net 30 days. Invoices not paid within 30 days are subject to 1%-per-month carrying charge. Insertion Orders may be faxed (913-403-1844) or sent by electronically to Nancy Jenkins: njenkins@arta1.com Ad material may be sent to njenkins@arta1.com