

CLEANING INDUSTRY UPDATE

REACH

4,600

HOUSEKEEPING DEPARTMENT MANAGERS

EVERY WEEK

MEDIA KIT



MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET

ADVERTISING OPTIONS

A LEADERBOARD

This premier position provides your company with top exposure and quality traffic.

B/1 SKYSCRAPER/HALF SKYSCRAPER

A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.

C/1 TOP/BOTTOM BANNER

Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

D PRODUCT SHOWCASE

Showcase your latest product with this placement and include a photo, 50-word description and link to your site.

E CALLOUT TEXT AD

Integrated into the feel of the brief, a callout ad targets your buying audience with an image and 25-word description.

F TRADITIONAL TEXT AD

Leverage the power of words with a 15-word text ad to drive traffic to your website.

This message contains images. If you don't see images, click here to view.

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Home Membership IEHA Unity Library Magazine Education Events June 29, 2010

Dial PROFESSIONAL Maintaining Good Hygiene in Building Services & Maintenance Settings. When People Matter, the Choice is Dial.

ieha Cleaning Industry UPDATE A WEEKLY INDUSTRY NEWS AND INFORMATION RESOURCE FROM THE INTERNATIONAL EXECUTIVE HOUSEKEEPERS ASSOCIATION

PRODUCT SHOWCASES

Budget-conscious hotels turn to optional housekeeping
[USA TODAY](#) [Share](#) [f](#) [t](#) [g+](#) [p](#)
 Room cleaned, sir? Want to sleep on your bed sheets a few more days, madam? More hotels are cutting back on housekeeping services. With their business sharply reduced, hotels are looking to save money by urging customers to forgo daily changing of linens, towels and toiletries. The trend isn't new, but the urgency is spreading to more chains as the industry battles a historic downturn in travel. [MORE](#)

CLEAN without chemicals **KILL** harmful bacteria including H1N1* **PROTECT** patients, staff and visitors [ionatori](#).

Germ-killing hospitals may boost Kimberly-Clark, Clorox sales
[Bloomberg Business Week](#) [Share](#) [f](#) [t](#) [g+](#) [p](#)
 Clorox plans to expand its line of hospital disinfectants after acquiring Caltech Industries Inc. in January. Kimberly-Clark will introduce a one-step germicidal wipe for the health care industry that kills a type of bacteria responsible for about 30,000 deaths in the U.S. each year. [MORE](#)

Coming clean with the best laundry detergents
[Daily Local News](#) [Share](#) [f](#) [t](#) [g+](#) [p](#)
 When it came to delivering the cleanest clothes, Tide outshone a plethora of other brands of laundry detergents in Consumer Reports' latest tests. CR's tests of more than 50 detergents show that you can pay far less for comparable cleaning — or waste your money on a celebrity brand that washed about the same as plain water. [MORE](#)

WALSH Improve Quality of Care Patient Satisfaction Scores! [Learn More](#)

NEC Brasil Implements asset tracking system in the Hospital
Israelita Albert Einstein
[ACN Newswire via Market Watch](#) [Share](#) [f](#) [t](#) [g+](#) [p](#)
 The project began in mid-2009 and it is a pioneer system in South America, which meets the specific needs of the health care sector, capable of asset tracking and visibility that is tailored specifically for the requirements and regulations of this market. [MORE](#)

Services & maintenance: tapping a sustainable resource
[Today's Facility Managers](#) [Share](#) [f](#) [t](#) [g+](#) [p](#)
 Facility manager's face daunting and perhaps unprecedented, economic challenges every day. A central challenge is finding cost-effective ways to lower building operating costs, while meeting an expanding array of sustainability goals set by upper management, customers, and government at varying levels. [MORE](#)

The green revolutionaries
[Construction Week Online](#) [Share](#) [f](#) [t](#) [g+](#) [p](#)
 The map of the Gulf region is dotted with companies, councils, projects and conferences that are looking at the issue of building in an environmentally beneficial way, using materials and processes that account for their carbon output, seek to shift to reusable energy resources where possible and — ultimately — create a longer lasting hotel, villa or power plant. [MORE](#)

Scientists turn discarded LCD's into medical and cleaning gear
[14U News](#) [Share](#) [f](#) [t](#) [g+](#) [p](#)
 The sheer volume of cleaning supplies on the market that claim to kill germs is crazy and surely will contribute to the superbug that nothing can kill. At home killing every germ isn't nearly as big a deal, as it is in the hospital setting where one germ can literally kill the people who are already ill. [MORE](#)

SanIGLAZE Tile & Grout Restoration
 SanIGLAZE Tile & Grout Restoration SanIGLAZE returns old, contaminated tile and grout to a "like new" appearance and prevents the problems from returning. Visit [www.saniglaze.com](#) or call 866-584-0949. [MORE](#)

PRODUCT SHOWCASES

Cleaning for Health® **Cleaning for Health®** **TECNI-QUIP**

As a company with a deep understanding of the Jan/San industry, we put great emphasis on the health of our customers and their clients in the development of our products. ProTeam is dedicated to manufacturing superiorly efficient high-filtration vacuums that are also very comfortable to operate. The answers to better indoor air quality and less operator fatigue begins with our line of backpack vacuums. [More info](#)

MOD pioneered the design and development of the majority of bulk linen and laundry carts in use today. Though universally respected as the industry leader, MOD has continued to innovate with the introduction of several new bulk trucks that are as visually stunning as they are practical and durable. [More info](#)

TECNI-QUIP offers the largest carts available on the marketplace as well as the smallest. There are 10 standard sizes ranging from 90 cubic feet to the models holding just 36 cubic feet. Other sizes — that features everything in between — is offered. Select From a variety of floor color choices as well as professional labeling. [More info](#)

vvf white marble CSS
 A Partner of Choice: Providing distributors to hospitality and institutional industries in the Americas with high quality amenity bar soap, shampoo, conditioner and lotion.

fresh bouquet
hotelia
beach mist
restore CSS

Proform
Proform™ Entrance Matting
 Custom shapes & sizes; design & installation; logos & numbers. [More info](#)

Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief.

SEE PRICING NEXT >>>

AD RATES & SPECS

Prices are for participation in 13 emails to 4,600 housekeeping department managers (one 90 day cycle)



Leaderboard
\$3500

Image Dimensions
728x90

File Format
JPEG, GIF

Max File Size
120k



Top/Bottom Banner
\$3000/\$2500

Image Dimensions
468x60

File Format
JPEG, GIF

Max File Size
50k



Skyscraper/Half Skyscraper
\$3000/\$2000

Image Dimensions
120x600
120x300

File Format
JPEG, GIF

Max File Size
150k
75k



Product Showcase
\$2500

Lorem ipsum dolor
Lorem ipsum dolor
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Ut enim ad minimum
veniam, quis nostrud
exercitation ullamco
laboreis nisi. [More](#)

Text **five word headline, fifty word description**
Image Dimensions **175x125** File Format **JPEG, GIF**



Callout Text Ad
\$2000

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Text **five word headline, twenty-five word description**
Image Dimensions **125x100** File Format **JPEG, GIF**



Traditional Text Ad
\$1500

Lorem ipsum dolor sit amet
Lorem ipsum dolor sit amet,
consectetur adipiscing elit,
sed do eiusmod tempor
incididunt ut labore et. [More](#)

Text **five word headline, fifteen word description**
Image Dimensions **120x50** File Format **JPEG, GIF**

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THE CLEANING INDUSTRY UPDATE, POWERED BY
MULTIBRIEFS, PROVIDES WEEKLY NEWS AND INFORMATION
TO HOUSEKEEPING DEPARTMENT MANAGERS.

The news tackles today's most relevant issues, gathered from sources like **The Associated Press, The New York Times, Financial Times** and the leading industry publications and is delivered to the inboxes of managers who direct housekeeping programs in commercial, industrial or institutional facilities - the top-tier people in the industry.

CLEANING INDUSTRY UPDATE
IS A PROFESSIONAL RESOURCE FOR

NEWS+
IDEAS+

TOP TEN REASONS TO ADVERTISE IN CLEANING INDUSTRY UPDATE:



CREDIBLE SOURCE

For over 80 years, our members have turned to the association as the informational authority of the industry. Advertising in Cleaning Industry Update solidifies your place among weekly information provided to IEHA members.



TARGETED DISTRIBUTION

Advertising in Cleaning Industry Update allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.



OPT-IN SUBSCRIBER LIST

Subscribers to Cleaning Industry Update have asked to receive this information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.



RELEVANT CONTENT

Our editorial philosophy is driven by current events and relevant industry issues and trends that affect our subscribers the most.



FREQUENCY

Frequency builds awareness. As a weekly publication, Cleaning Industry Update ensures your ad will be seen every week by our 4,600 subscribers.



AFFORDABLE

Advertising in Cleaning Industry Update is much cheaper than many other Internet advertising options, and much more affordable than television and radio promotion. Have you priced pay-per-click campaigns lately?



YOUR AD WILL GET THE ATTENTION IT DESERVES

Each issue of Cleaning Industry Update has a limited number of ad spaces, allowing your ad to get maximum exposure. A limited number of ads equals higher visibility.



IMMEDIATE RESPONSE TO YOUR AD

The electronic format makes it more convenient for a reader to respond to your ad. Your product is just a click away!



EXCEPTIONAL CREATIVE SERVICES

Our talented graphics team is continually raising the bar by creating sophisticated Web ads for our clients. These services are offered at no charge to advertisers in Cleaning Industry Update.



TRACK CAMPAIGN EFFECTIVENESS

As an advertiser, you'll have the ability to track reader response your campaign, immediately quantifying your ROI.