

CleanPros Online™ www.cleanprosonline.com

Your online resource center for the toughest cleaning challenges

CleanPros Online is a division of CM/Cleanfax® magazine, part of the CM B2B Trade Group

2007 *Media Kit*

*Reach the entire cleaning industry
with Internet, e-blast publishing
and RSS feeds*

**CleanPros Online reaches 30,000
professional cleaners**

(See categories of subscribers on page 3)

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Editorial Calendar for 2007

Match your advertising with upcoming feature articles. If your company is interested in authoring any of the following, send your article idea to Jeff Cross, senior editor, at jcross@cleanprosonline.com.

January

Carpet cleaning techniques
Hard floor care
Green cleaning

February

Spot/stain removal
Furniture care
Fabric protectors

March

Extraction equipment
Low moisture carpet cleaning
Odor control

April

Indoor air quality
Stone and marble care
Water damage restoration

May

Commercial carpet cleaning
Spot/stain removal
Carpet fabric protection

June

Carpet cleaning chemicals
Furniture cleaning chemicals
Restroom cleaning

July

Mold remediation
Tile and grout
Ceiling and walls

August

Structural drying
Air scrubbers/dehumidifiers
Color repair

September

Death scene cleaning
Facility maintenance
Carpet cleaning problems

October

Asthma and allergens
Business services
Diversification

November

Spot/stain removal
Vacuums
Healthcare facility cleaning

December

Construction cleaning
Hard surface floor care
Fire and smoke restoration

Advertising rates

Most cleaning professionals looking for products search online. They want information fast and at their fingertips. And don't forget that CleanPros Online is also available to thousands of subscribers via RSS feed.

Direct e-mail marketing

Reach up to 30,000 cleaning professionals with your personal message – terrific exposure for your products. You put together your company promo and we release it to the cleaning industry.

1,000-5,000 e-mails: \$50 per thousand
5,000-10,000 e-mails: \$40 per thousand
10,000-30,000 e-mails: \$30 per thousand
Ask about reduced frequency rates

CleanPros Online reaches:
Carpet and furniture cleaners
Disaster restoration pros
Commercial contract cleaners
In-house facility cleaners
Suppliers

Sponsored articles and tips

You can author your own article, mentioning products and procedures, and we will e-blast it to our entire list as sponsored content. This is a great way to inform the industry on best cleaning practices and to promote your company or product at the same time.

\$750 for each sponsored article
Ask about reduced frequency rates

Banner advertising rates

You get *double* exposure with a CleanPros Online banner advertisement! When you run a banner ad on a CleanPros Online e-blast, that same banner advertisement gets priority placement on the CleanPros Online website (www.cleanprosonline.com). That site receives thousands of user visits each week. We can provide you with IP addresses of our visitors if you want verification.

468x60 wide banner advertisement
\$300 each insertion (30,000 readers)
Ask about reduced frequency rates

215x215 square banner advertisement
\$200 each insertion (30,000 readers)
Ask about reduced frequency rates

Contact Jeff Cross, senior editor, for more info: (518)542-6970 or
jcross@cleanprosonline.com

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Why advertise with CleanPros Online?

CleanPros Online reaches 30,000 Professional cleaners twice per week (current frequency of publication).

CleanPros Online sends messages that professional cleaners want... these are e-blasts that help them perform their work successfully, increase business, solve cleaning challenges, learn about tools of the trade and products available, and more!

Your message will be seen by thousands of readers each week. Your advertising budget and dollars will be effective as you work to brand your company and product.

Topics include how to improve carpet cleaning skills, hard floor cleaning, custodial and janitorial services, facility maintenance, specialized cleaning and more.

Stop wondering if your advertising is really working. Guarantee it with CleanPros Online e-blasts, banner ads and specialized promotions.

