



2012  
MEDIA GUIDE

TARGET  
TOP DECISION MAKERS  
WHO SHAPE THE  
EDUCATIONAL FACILITIES  
OF TOMORROW

FACILITIES  
manager



[www.appa.org/facilitiesmanager](http://www.appa.org/facilitiesmanager)

*Facilities Manager* is published by APPA, the leading authority on educational facilities management. APPA promotes leadership in educational facilities through research, publications, conferences, professional development, assessment services, and credentialing.

**READ BY DECISION MAKERS.** APPA is the association of choice for 5,200 educational facilities professionals at more than 1,500 colleges, universities, and K-12 schools throughout the United States, Canada, and abroad. They read *Facilities Manager* because it addresses the latest trends, issues, and solutions in educational facilities management.

**TARGET TOP DECISION MAKERS AND KEY INFLUENCERS SHAPING THE EDUCATIONAL FACILITIES OF TOMORROW.** *Facilities Manager* readers are focused on enhancing, maintaining, and protecting the quality of

their educational facilities. Our readers have the purchasing authority and final say in facilities decisions at their institutions. *Facilities Manager* is the leading resource

for facilities professionals seeking to build their careers, transform their institutions, and elevate the value and recognition of educational facilities in education.

**UNIQUE RESOURCE IN THE INDUSTRY.** *Facilities Manager* brings the reader the views and experiences of the people behind the facilities operations. Articles are written by facilities professionals for facilities professionals, giving readers practical and big-picture perspectives on issues and challenges shared across the profession. Readers turn to *Facilities Manager* for the research, solutions, creative strategies, and best practices to inform and transform their work.

**PUBLISHED SIX TIMES A YEAR, FACILITIES MANAGER:**

- Covers the key trends and standards in facilities renewal and modernization, sustainability, construction, campus operations, grounds maintenance, and energy and utilities management.
- Reaches top decision makers—directors, vice presidents, chief engineers, supervisors, and managers—who manage a median department budget of more than \$5 million.
- Offers competitive advertising rates for ads that will garner product/company name recognition and generate inquiries.



**WHY ADVERTISE IN FACILITIES MANAGER?**

- **Targeted Audience.** The circulation of *Facilities Manager* is refined and targeted to an audience with substantial purchasing power in educational facilities across the United States, Canada, and abroad.
- **Exposure.** Over 13,000 facilities professionals (2.5 readers per copy) read each issue of *Facilities Manager*, plus additional readership online.
- **Affordable and Cost Effective.** Advertising rates in *Facilities Manager* are competitive with other educational publications.

**PURCHASE/USE DECISIONS MADE BY FACILITIES MANAGER READERS:**

Construction/renovation services	73.8%	Roofing	59.4%	Environment management services	51.4%
Training	68.1%	Signage/wayfinding	58.2%	Keycard/access control systems	51.4%
Engineering services	65.2%	Safety equipment	57.3%	Custodial services	50.8%
HVAC equipment/services	64.6%	Architectural services	56.8%	Cleaning supplies/products	50.5%
Carpeting and flooring	64.6%	Waste management/recycling	56.3%	Flooring equipment/services	49.9%
Facilities management software	64.0%	Windows and doors	56.0%	Master planning services	45.8%
Energy management services	63.4%	Lock and key	55.4%	Security systems	45.5%
Facility condition inspections/audits	63.2%	Furnishings and fixtures	53.0%	Piping equipment	44.7%
Lighting and lighting retrofits	62.2%	Transportation/utility vehicles	52.1%	Purchased utilities	43.8%
Maintenance management	61.9%	Utilities, metering & monitoring	51.2%	Space planning	41.8%
Fire and life safety systems	59.7%	Grounds equipment/services	51.9%	Pesticides and herbicides	40.1%
Elevator maintenance and repair	59.6%	Landscape services	51.7%	Renewable energy	39.7%



### FACILITIES MANAGER READERS ARE BUYERS

The average educational facilities department budget is \$5 million. Our readers are responsible for purchases including architecture and engineering services, energy and utilities, construction, custodial services, security and fire systems, lighting, HVAC equipment and services, and much more.

### FACILITIES PROFESSIONALS ARE RESPONSIBLE FOR

- New construction and retrofits
- Campus planning
- Energy and utilities management
- Custodial and housekeeping
- Grounds
- Maintenance
- Environmental stewardship
- Financial planning

*Facilities Manager* magazine readers consider it one of the top 3 magazines they read regularly.

## EDITORIAL CALENDAR & SPACE/MATERIALS DEADLINES

2012 FACILITIES MANAGER DEADLINES	AD SPACE	AD MATERIALS
<b>JANUARY/FEBRUARY</b> <i>Bonus Distribution—APPA Institute for Facilities Management &amp; Leadership Academy</i> <ul style="list-style-type: none"> <li>• The Technology Issue</li> <li>• Reports from 2011 APPA Regional Conferences</li> </ul>	11/3/11	11/10/11
<b>MARCH/APRIL</b> <i>Bonus Distribution—Smart and Sustainable Campuses Conference</i> <ul style="list-style-type: none"> <li>• Environmental Sustainability</li> </ul>	1/5/12	1/12/12
<b>MAY/JUNE</b> <ul style="list-style-type: none"> <li>• Finding, Training, and Keeping Your Workforce</li> </ul>	3/1/12	3/8/12
<b>JULY/AUGUST</b> <i>Bonus Distribution—APPA 2012 Conference (Denver, CO)</i> <ul style="list-style-type: none"> <li>• Design and Construction—Does It Belong in FM?</li> </ul>	5/3/12	5/10/12
<b>SEPTEMBER/OCTOBER</b> <i>Bonus Distribution—APPA Institute &amp; Leadership Academy</i> <ul style="list-style-type: none"> <li>• President Profile: Mary Vosevich</li> <li>• 2012 Award for Excellence Winners</li> <li>• 2012 Effective &amp; Innovative Practices Awards</li> <li>• Highlights from APPA 2012 Conference in Denver</li> </ul>	7/3/12	7/10/12
<b>NOVEMBER/DECEMBER</b> <ul style="list-style-type: none"> <li>• Space Management and Utilization</li> </ul>	9/6/12	9/13/12
<b>JANUARY/FEBRUARY (2013)</b> <i>Bonus Distribution—APPA Institute &amp; Leadership Academy</i> <ul style="list-style-type: none"> <li>• TBA</li> </ul>	11/1/12	11/8/12

*Facilities Manager* is published the second week of the first month of issue date.  
 Contact the editorial office for editorial deadlines.

# 2012 RATE CARD

## FULL COLOR RATES

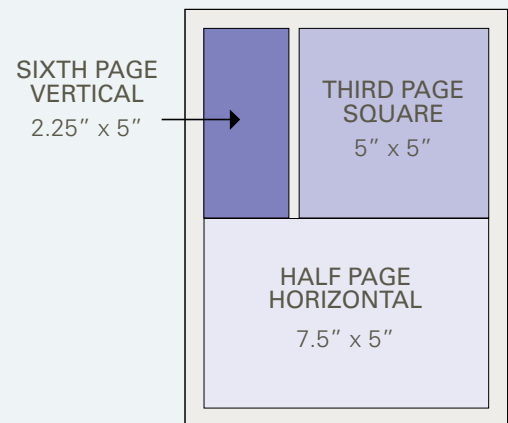
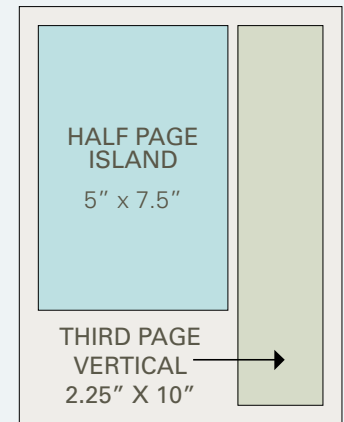
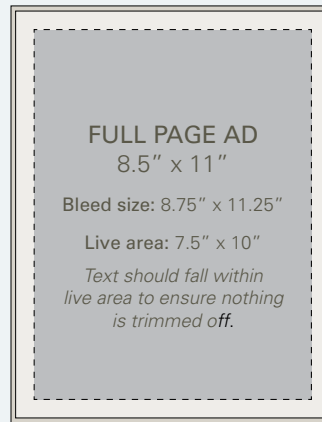
SIZE	1x	3x	6x
2-page spread	\$4,952	\$4,748	\$4,457
Cover 2	2,973	2,851	2,677
Cover 3	2,851	2,734	2,560
Cover 4	3,091	2,973	2,790
Full-page	2,479	2,377	2,229
Half-page	1,994	1,938	1,836
Third-page	1,729	1,683	1,632
Sixth-page	1,510	1,484	1,454

## BLACK-AND-WHITE RATES

SIZE	1x	3x	6x
2-page spread	\$2,611	\$2,407	\$2,122
Full-page	1,300	1,209	1,061
Half-page	826	765	673
Third-page	556	515	459
Sixth-page	347	316	280

## SIZE

UNIT	FORMAT	WIDTH	DEPTH
2-page spread	Vertical	15"	10"
Full-page	Vertical	7.5"	10"
Half-page	Horizontal	7.5"	5"
Half-page	Island	5"	7.5"
Third-page	Vertical	2.25"	10"
Third-page	Square	5"	5"
Sixth-page	Vertical	2.25"	5"



## AD SPECIFICATIONS

- Printing:** Sheet-fed offset, CMYK  
**Binding:** Saddle-stitch  
**Trim Size:** 8.5" x 11"  
**Image Area:** 7.5" x 10"  
**Bleed Size:** 8.75" x 11.25"  
**Screens:** Halftones, black & white, and color – 175 line screen  
**Inserts:** Advertisers can supply inserts to be saddle-stitched into the center of the magazine.

Please contact the advertising office for ad specifications.

2-page insert	\$2,341
4-page insert	\$3,249

There is an additional \$230 charge for an insert to be tipped (glued) into the magazine because of the additional production cost and time.

Contact the advertising office for rates for bellybands, polybags, and other special advertising.

## FACILITIES MANAGER FEATURES:

- Recurring columns that provide the personal experiences and advice of the people behind the facilities operations.
- Detailed articles written by facilities professionals for facilities professionals, giving readers practical and big-picture perspectives on issues and challenges shared across the profession.
- Industry news on current research findings and indicators, and cutting-edge solutions, creative strategies, and products and services to inform and transform educational facilities management work.

# REQUIREMENTS

**Material Requirements.** E-mail all files to: [anita@appa.org](mailto:anita@appa.org). For files larger than 5MB, upload to the FTP server at [www.touch3.net](http://www.touch3.net). Please name all files in this format: FM [company name] issue date (e.g., MayJune11).

**Electronic Files.** Prepare files in InDesign, QuarkXpress, PageMaker, Adobe Photoshop, or Adobe Illustrator.

**PDF.** PDF/X-1a files—high-resolution (300dpi) PDF files with all fonts embedded—are preferred. The Press Quality setting is a secondary option.

Include bleeds and crop marks when sending your PDF file. Bleeds must be created in the original application file.

**Photos.** Save as .eps, .tiff, .jpeg, or PSD files (no less than 300 dpi). Color images must be in CMYK mode.

**Fonts.** Include all fonts in file (page layout document and illustrations).

**Color Ads.** All ads must be accompanied by a sample proof to show how it should be printed (including colors).

**Black & White Ads.** Use the following CMYK build to produce a rich black look in your ad: 50, 40, 30, 100.

*All advertising material is subject to approval by the publisher. While the publisher and printer will make every effort to correct inaccurate film, artwork, or electronic files, they are not liable for quality of ads printed from faulty ad materials.*

An independent readership survey confirms that APPA members count on *Facilities Manager* as their premier professional resource publication



## TERMS AND CONDITIONS

**Agency Commissions.** A 15% commission is offered to recognized advertising agencies on space, color, and special positions if paid within 30 days of invoicing. There is no discount given to “in house” agencies.

**APPA Business Partner Member Discount.** APPA Business Partners receive a 15% discount on advertising if placed directly by the company. Members cannot qualify for two discounts.

**Ad Placement.** 10% is charged for placement specification; otherwise, position of advertisement is at the discretion of the publisher.

**Publishers Copy Protective Clause.** Advertisers and advertising agencies assume liability for all content of advertisement printed and also assume responsibility for any claims made against the publisher. The publisher reserves the right to reject any advertising. The publisher is not responsible for delays in delivery and is not liable for quality of ad if faulty ad materials are used.

**Editorial Ads.** Advertisements made to look like editorial content are discouraged and will be required to include “Paid Advertisement” at the top of the ad.

**Rate Protection.** At least 30 days notice will be given preceding rate increase. Contracts in force at the time of the increase will be honored at the rates in effect at the time of initial contact.

**Payment Liability.** Advertisers and advertising agencies are liable for payment of an ad within 30 days of the invoice date. A penalty of 20% will be added to invoices not paid within 60 days, and all scheduled advertising not already on press will be cancelled.

**Prepayment.** APPA nonmember advertisers must send prepayment of first ad before publication.

**Cancellations.** Cover and other special positions are non-cancelable. All cancellations must be made in writing before the space reservation date. In the event that a cancellation is received after the space reservation date, and the advertiser has supplied no advertising materials, the advertiser will pay a cancellation fee of \$1,000.

## CONTACTS

Advertising Sales Office  
**Gerry Van Treck**  
3221 Prestwick Lane  
Northbrook, IL 60062  
Phone: 847-562-8633  
Fax: 847-562-8634  
E-mail: [gvtgvt@earthlink.net](mailto:gvtgvt@earthlink.net)

Editorial Office  
**Anita Dosik**  
Publications Manager  
1643 Prince Street  
Alexandria, VA 22314  
Phone: 703-542-3837  
Fax: 703-549-2772  
E-mail: [anita@appa.org](mailto:anita@appa.org)

For more information, or to receive a recent issue of *Facilities Manager*, contact Gerry Van Treck at 847-562-8633 or [gvtgvt@earthlink.net](mailto:gvtgvt@earthlink.net).  
[www.appa.org/facilitiesmanager](http://www.appa.org/facilitiesmanager)

# ADDITIONAL ADVERTISING OPTIONS!

## >> APPA 2012 PROGRAM GUIDE AND CONFERENCE SPONSORSHIP

Make your presence known at APPA's annual conference by placing an ad in the program guide. Limited opportunities available. Call the advertising office for rates and sizes. APPA 2012 will be held July 17-19 in Denver, CO.

>> **INSIDE APPA.** Now you can advertise in APPA's biweekly e-newsletter and get more exposure. *Inside APPA* offers two text advertising slots per issue—that's 24 opportunities for 2012. Nearly 6,000 readers depend on *Inside APPA* for timely industry news and events. A text ad includes company name, logo (.jpeg or .gif), link, and up to 50-words placed at the beginning of the e-newsletter. Call our advertising sales office for schedule and availability.

### RATES

- 1x \$1,561
- 3x \$1,300
- 6x \$1,040

>> **MEMBERSHIP DIRECTORY.** You now have the option to advertise in APPA's online membership directory. Updated on-the-fly, this directory is accessed by APPA members constantly for the latest contact information of their friends and colleagues. Your ad will appear next to the contact information the user is accessing. Ads will rotate as the member moves from section to section in the directory.



### RATES (12 MONTHS):

\$2,100 (only \$175/month)

### IMAGE REQUIREMENTS:

- 530 pixels wide
- 830 pixels high (72 pixels/inch)
- .jpeg or .gif format

>> **PACKAGE DEALS.** APPA offers special ad packages designed to help bolster your company's exposure without increasing your budget.

- Advertisers in *Facilities Manager* receive a discount rate of \$750 per ad in *Inside APPA*.
- Advertise in the *Membership Directory* and receive a discount on ads placed in *Inside APPA*.

