



Facilities Manager Online **2020 MEDIA KIT**

**APPA's premier magazine
available exclusively online.**



www.appa.org/facilitiesmanager

MEMBERS



21,481

Associate Members



1,094

Educational Institutions

1,008

Higher Education

86

K thru 12

39

Affiliate

171

Business Partners

210

Other



READ BY DECISION MAKERS.

APPA is the association of choice for more than 21,000 educational facilities professionals at nearly 1,300 colleges, universities, K-12 schools, and museums throughout the United States, Canada, Mexico, 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, evolving, 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 the built environment 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 both 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, campus investment, sustainability, planning and construction, campus operations, grounds maintenance, energy and utilities management, and much more.
- Reaches top decision makers—vice presidents, directors, chief engineers, supervisors, and managers—who manage a median department budget of more than \$7.5 million.
- Offers competitive advertising rates for ads that will garner product/company name recognition and generate inquiries.

Purchase/use decisions made by readers:



HVAC equipment/services	51%	Elevator maintenance & repair	42%
Lighting & lighting retrofits	50%	Waste management/recycling	42%
Architectural & design services	49%	Master planning services	41%
Energy management services	49%	Windows & doors	41%
Custodial & environmental management services	47%	Utilities metering & monitoring	39%
Infrastructure/utilities	46%	Grounds & landscaping equipment/services	39%
Fire & life safety systems	46%	Space planning & utilization	39%
Flooring & related equipment/services	45%	Renewable energy (solar, wind, etc.)	34%
Cleaning supplies/products	45%	Transportation/vehicle/fleet purchases & services	33%
Lock & key/access controls	44%	Building information modeling (BIM) services	31%
Engineering services	43%	Water treatment	26%
Roofing	43%	Information management software	25%
Signage/wayfinding	42%	Graphical information systems (GIS)	21%



Facilities Manager magazine
readers consider it **ONE OF THE TOP 3**
magazines they read regularly.

Facilities Manager readers are buyers

The average educational facilities department budget is more than \$7.5 million with an average annual purchasing/leasing budget of \$3.6 million. Our readers are responsible for purchases including architecture and engineering services, energy and utilities, construction and renovation, custodial and grounds 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/landscaping
- Operations and maintenance
- Environmental sustainability
- HR and financial management

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.** An average of **21,000 facilities professionals** read *Facilities Manager*, online as a digital flipbook and individual article PDFs.
- **Affordable and Cost Effective.** Advertising rates in *Facilities Manager* are **competitive** with other educational publications.

Editorial Calendar & Space/Materials Deadlines

2020 ISSUE THEMES (Topics subject to change)	AD SPACE RESERVATION	AD MATERIALS
JANUARY/FEBRUARY 2020 • Getting to Workforce Excellence	11/29/19	12/13/19
MARCH/APRIL 2020 • Campus Sustainability	1/31/20	2/11/20
MAY/JUNE 2020 • The Latest in Planning Design and Construction	3/27/20	4/10/20
JULY/AUGUST 2020 • Campus Safety and Security (Special printed conference issue)	5/30/20	6/12/20
SEPTEMBER/OCTOBER 2020 • APPA President Profile: Jim Jackson	7/31/20	8/11/20
NOVEMBER/DECEMBER 2020 • O+M Innovations	9/30/20	10/13/20

Facilities Manager is published the second week of the first month of issue date.
Themes and dates are subject to change.

FACILITIES manager

Features:

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

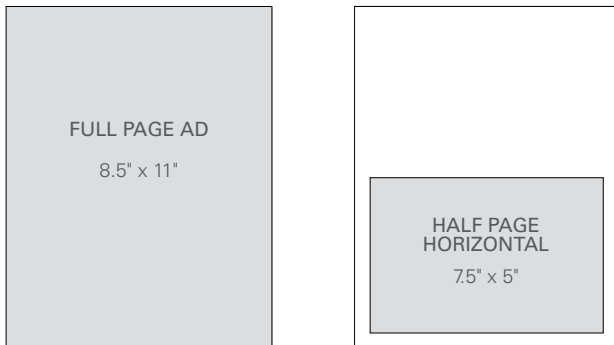
***SPECIAL PRINT ISSUE:** The July/August 2020 issue will be printed and distributed at APPA's annual conference in Boston, Massachusetts.

2020 RATES

Ad Specifications

Publishing: Exclusively online
Page Size: 8.5" x 11"

(Note: July/August issue requires 1/8" bleeds on 4 sides.)



APPA Business Partner Member Rates

SIZE	1x	3x	6x
2-page spread	\$4,100	\$3,900	\$3,675
Cover 2	2,400	2,325	2,175
Cover 3	2,325	2,125	2,100
Cover 4	2,550	2,400	2,225
Full-page	2,025	1,950	1,800
Half-page	1,650	1,575	1,500
Page 3 (Across from TOC)	2,430	2,340	2,160
Page 5 (Across from editorial)	2,430	x2,340	2,160

APPA Non-Business Partner Rates

SIZE	1x	3x	6x
2-page spread	\$4,920	\$4,680	\$4,410
Cover 2	2,880	2,790	2,610
Cover 3	2,790	2,550	2,520
Cover 4	3,060	2,880	2,670
Full-page	2,430	2,340	2,160
Half-page	1,980	1,890	1,800

2-page insert\$2,483
 4-page insert\$3,444

Special Opportunities for APPA Business Partners Members

Be seen by APPA members reading *Facilities Manager*—giving your company, products, or service visibility and exposure! Choose from a banner or standard online ad appearing on the *Facilities Manager* landing page.

Facilities Manager BANNER AD

image requirements:

- 100 pixels wide
- 100 pixels high (72 pixels/inch)
- .jpeg format

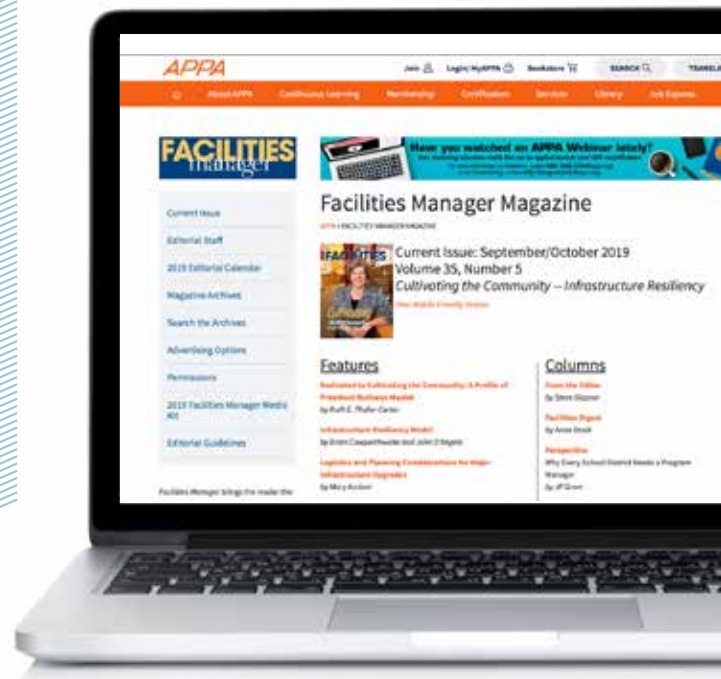
Facilities Manager LANDING PAGE AD

image requirements:

- 300 pixels wide
- 300 pixels high
- (min 72 pixels/inch)

rates for either ad format:

- 1 month - \$2,500
- 3 months - \$6,000
- 6 months - \$9,000



REQUIREMENTS

File Submissions

Email all files to: anita@appa.org. For files larger than 5MB, contact us for other arrangements.

Submit all files in high resolution PDF format (300 dpi or greater) with all fonts embedded.

Terms and Conditions

Payment.

All ads require prepayment. Total amount will be due at time insertion order is signed. Credit card payment is preferred.

Ad Placement.

20% 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 and 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 or files are used.
- Publisher does not provide proof of advertisement.

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-day 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.

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.



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**Would You Like to Advertise, But Haven't Produced an Ad?
Do You Need to Update or Refresh Your Current Ad?**

We Can Put You in Touch with a Designer You Can Trust to Help You Produce an Ad You'll be Proud Of! As an additional service to our advertisers, we can put you in touch with a seasoned designer to help you get the word out about your product, business, or service. Reasonably priced, Alison will put your words and images into an exciting and attractive advertisement. For more information, contact Alison Dixon at 703-794-0439 or alison@imageprep.com.