

Today's **FACILITY MANAGER**

YOUR FULL SERVICE MARKETING PARTNER

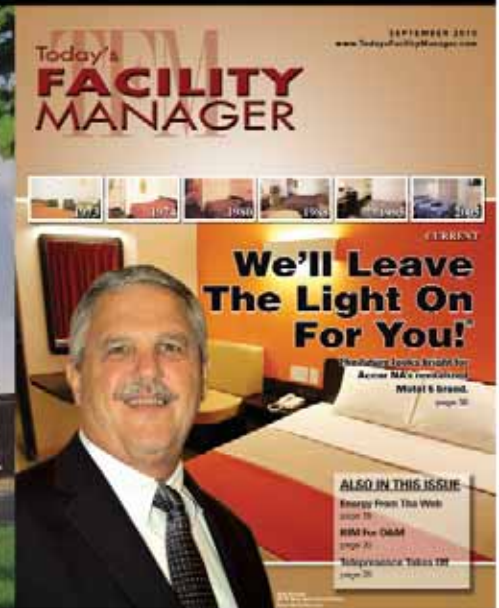
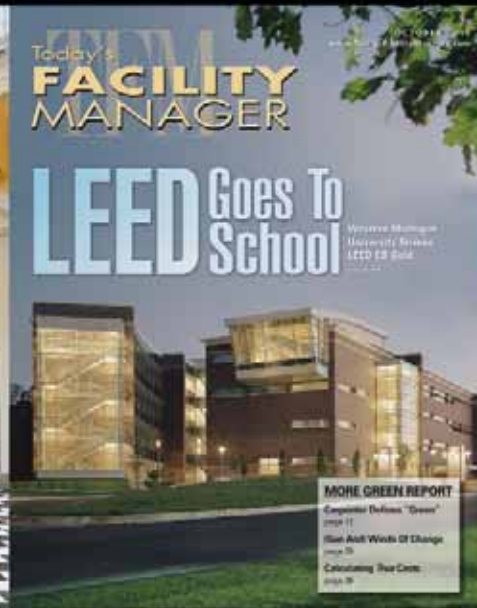
2011 MEDIA PLANNER

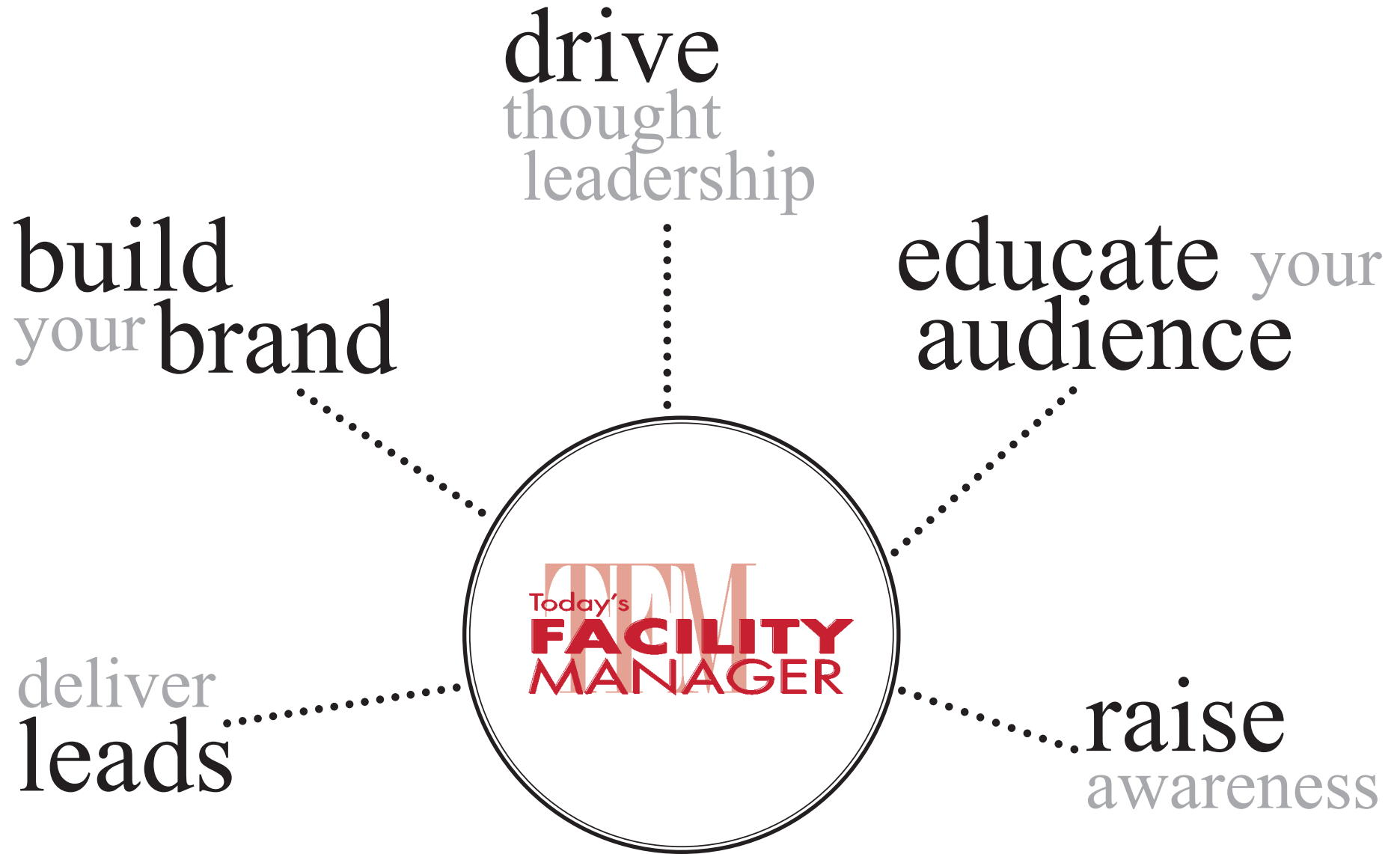
Print

Web

E-Media

Events





Delivering ROI Since 1988!



Magazine:
Print and Digital



Today'sFacilityManager.com
and FacilityBlog



e-Newsletters



Custom e-Mail Blasts
and Surveys



Events



Custom Content and
Video Channels



Webinars



Whitepapers

WHO ARE TODAY'S FACILITY MANAGERS?

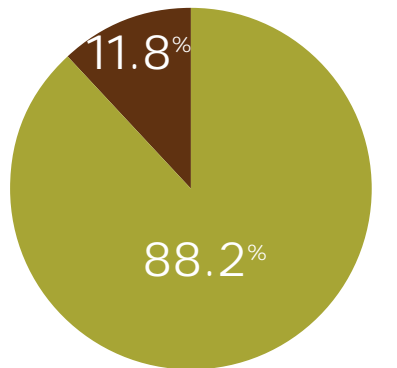
- Company employee
- Onsite
- Part of corporate culture
- Responsible for building exterior and grounds
- Responsible for purchasing building interior products and services including: employee workspaces and furniture, lighting, safety, employee security, and office technology
- Monitors and addresses staff needs and productivity and retention issues
- Makes purchasing decisions based on strategic goals of organization and company productivity

Facility manager professional titles include:

- C-level Executives
- VP of Facilities
- Director of Facilities
- Facility Managers
- Superintendents

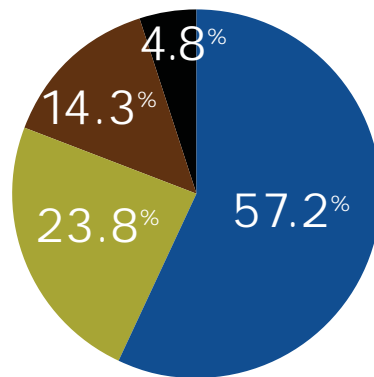
100%
of *Today's Facility Manager* readers are responsible for purchasing products and services for their facilities.*

HIGH LEVEL EXECUTIVES WHO USE TODAY'S FACILITY MANAGER ARE:**



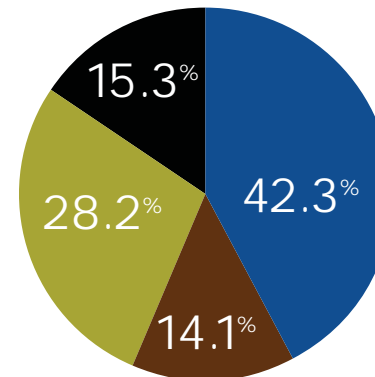
■ Senior Level and Facility Executives
■ Other

BUDGET FOR MODERNIZATION/RENOVATION PROJECTS*



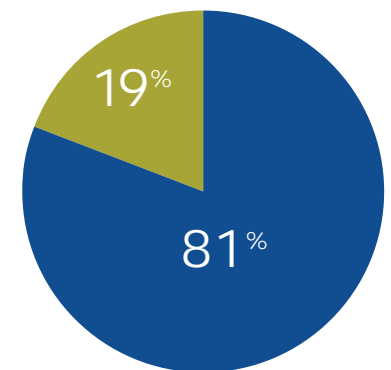
■ \$100 MILLION +
■ \$25 - \$99.9 MILLION
■ \$10 - \$24.9 MILLION
■ UP TO \$9.9 MILLION

BUDGET FOR NEW CONSTRUCTION PROJECTS*



■ \$100 MILLION +
■ \$25 - \$99.9 MILLION
■ \$10 - \$24.9 MILLION
■ UP TO \$9.9 MILLION

81% OF TODAY'S FACILITY MANAGER READERS USE ADVERTISEMENTS TO LEARN ABOUT NEW PRODUCTS/SERVICES*



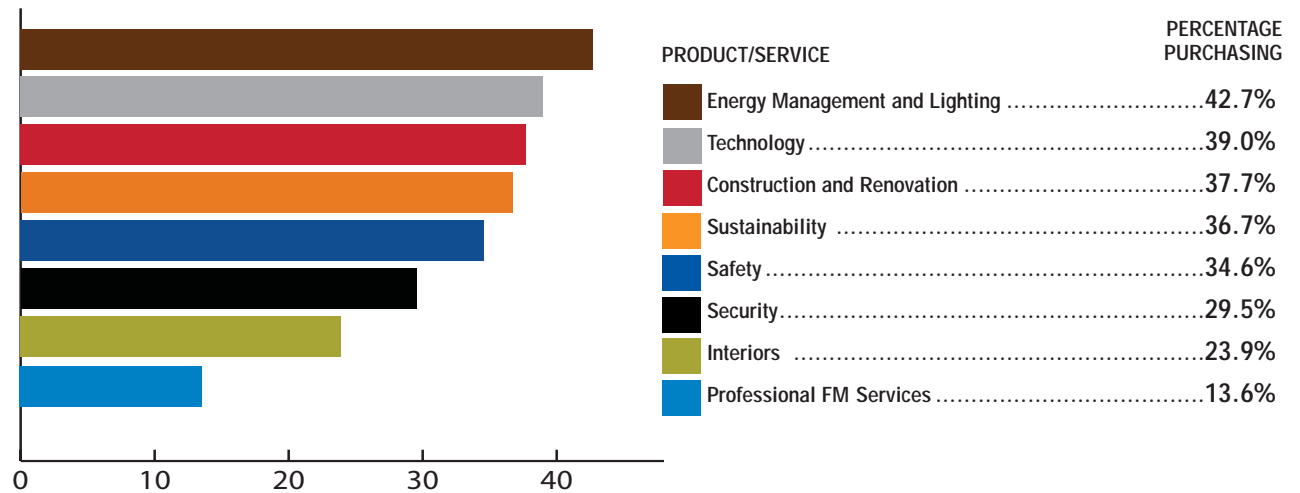
■ Yes
■ No

*Source: Today's Facility Manager 2010 Reader Survey. **Source: June 2009 BPA Worldwide Statement, TO = 50,000

Our Audience

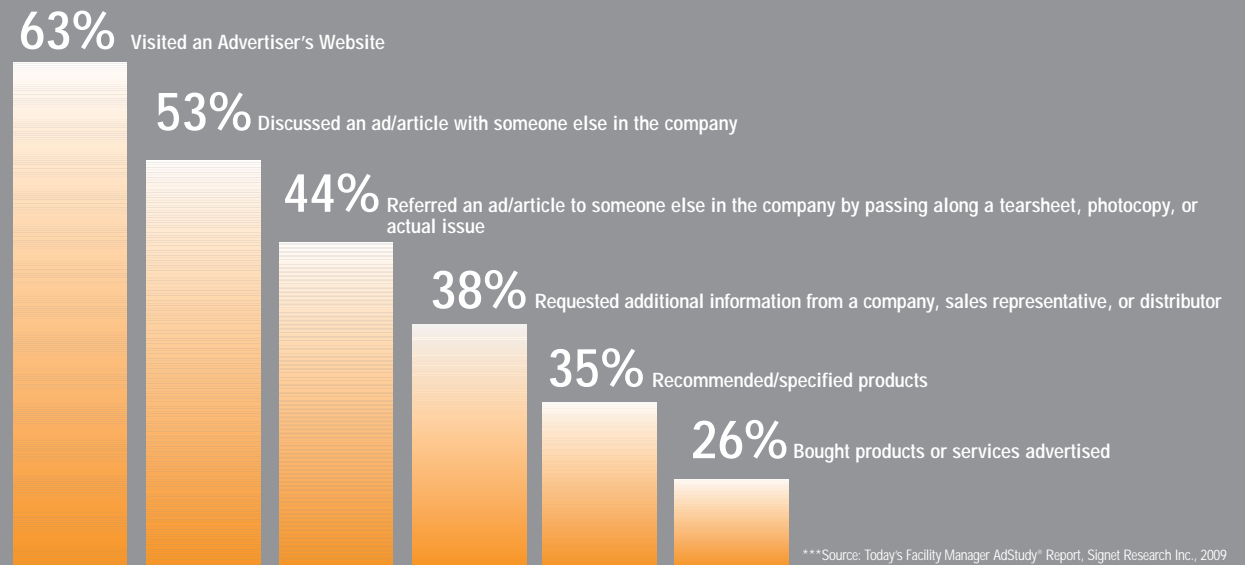
Connect with
the best facility
management audience
in print and online.

WHAT TODAY'S FACILITY MANAGER READERS ARE PURCHASING



FACILITY EXECUTIVES RESPOND TO TODAY'S FACILITY MANAGER

After seeing an advertisement or article in *Today's Facility Manager*, 88% of our readers buy or recommend products and services, share an ad or article with a colleague, request additional information, or visit an advertiser's Website. ***



***Source: Today's Facility Manager AdStudy® Report, Signet Research Inc., 2009

GROW YOUR BUSINESS: REACH 68,600 FACILITY MANAGEMENT BUYERS

Our integrated marketing program is the best way to create the brand recognition and leads you need to maximize your marketing ROI. We deliver:

- Branding and content your potential customers actively search for with each media vehicle they're using (magazines, web portals, e-Newsletters, digital editions, events, and more)
- The opportunity to connect with senior level facility executives
- Access to a large number of facility executives who are qualified decision makers and are ready to buy
- A customized advertising program developed around *Today's Facility Manager's* product-focused editorial
- Leads! Leads! Leads!

Audited by 

Today's Facility Manager is among the first to release an Integrated Brand Reach Report after successfully completing the BPA Worldwide Brand Reach audit.

This Integrated Brand Reach report presents the entire scope of the *Today's Facility Manager* brand across multiple media platforms, including *Today's Facility Manager* magazine, website, e-newsletter, and whitepapers. The report also breaks out unique users within each channel, as well as those users accessing multiple channels.



THE TODAY'S FACILITY MANAGER LEAD PROGRAM DELIVERS QUALITY RESULTS FROM ELITE COMPANIES AND ORGANIZATIONS

3M	Enterprise Rent-A-Car	Holiday Inn	New York City Transit	St. Jude Children's Hospital	University of Minnesota
Ann Taylor	Ernst & Young LLP	Hyatt Hotels and Resorts	New York University	State of Minnesota	Verizon Wireless
City of Chicago	Experian	IKEA North America	Nike	Texas A&M University	Visa
City of Detroit	Fairbanks Memorial Hospital	Iowa State	Ohio National Life Insurance	The Harford Mutual Ins. Co.	Walgreens Co.
City of Houston	Federal Bureau of Investigation (FBI)	Internal Revenue Service (IRS)	Omaha Steaks	Toyota	Wal-Mart
Coca-Cola	Foxwoods Resort and Casino	Johns Hopkins University	Pepsico	Tyco Electronics	Wells Fargo Financial
Comcast	Frito-Lay Inc.	KPMG LLP	Pitney Bowes	UCLA Athletics	Whitman-Walker Clinic
County of San Diego	Georgetown University	Kraft Foods	Ritz-Carlton	United States Air Force	Williams-Sonoma Inc.
DirecTV	GSA	Lockheed Martin	Sears	United States Post Office	Wyeth
Dow Chemical Co.	Harvard Law School	Loyola University Medical Center	SeaWorld	University of Massachusetts	
Drexel University		Macy's	Sprint	University of Michigan	

Today's Facility Manager's Integrated Marketing Program

TODAY'S FACILITY MANAGER HAS A MARKETING OPPORTUNITY THAT'S RIGHT FOR YOU

- Magazine Print and Digital Advertising
- Custom Publishing
- Product News Alerts
- Website Advertising
- Web Channels
- Webinars
- Whitepapers
- Custom Video Production Services
- e-Category Newsletters
- FacilityBlog e-Newsletter
- e-Product Newsletters
- Custom e-Blasts
- Events
- Custom Research



Today's Facility Manager's product focused, strategic editorial matches buyers and sellers around compelling content.



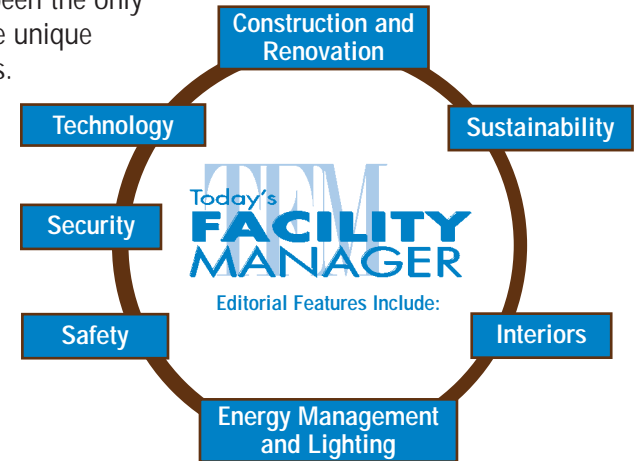
Today's Facility Manager 2011 Media Planner

A GREAT READ DELIVERS GREAT LEADS

Decision makers use *Today's Facility Manager*, www.TodaysFacilityManager.com, FacilityBlog, *Today's Facility Manager* e-newsletters, and The TFM Forum to stay informed and evaluate and select your products and services.

For more than 20 years *Today's Facility Manager* has been the only publication actually written for—and dedicated to—the unique education and development needs of facility executives.

Today, whether in print, online, or in person, we are the first source facility management professionals turn to for facility management solutions.



COLUMNS

Case Study

This monthly feature provides an in-depth look at a major renovation or new construction project from the point of view of the facility manager.

FM Frequency

This thought provoking op/ed column takes a humorous look at topics relevant to the many facets of facility management.

FM Issue

Facility management related issues are often in the news. This monthly feature examines some of the more abstract, non-product concepts and challenges facility managers face in that regard.

The Facility Technologist

Every other month, "Facility Technologist" Tom Condon explores how technology permeates the facility manager's domain.

The HVAC Factor

Every other month, industry experts write about maintenance/operations strategies; equipment and service trends; and overall issues related to HVAC and facility management.

Product Focus

Facility managers are introduced to a variety of products and solutions within specific categories in this informative monthly column.

Product News Alert

Your display ad entitles you to be included in this eye-catching column featuring your company and product/service name, description, photo or logo, full contact information, and a reader service number to track your leads.

Product of the Month

This feature takes a detailed look at new products and services that offer innovative solutions to common facility management problems.

Professional Development

Authored by a different industry member each month, this column provides insight into how facility managers can keep on top of what they need to know to sustain their careers.

Renewable Energy

This column addresses the potential of renewable energy for facilities. Topics include evaluating the potential of a renewable energy for a facility; environmental impacts; financial and regulatory issues; and more.

Services & Maintenance

Facility managers are often required to take a reactionary approach when it comes to problem solving. This column provides proactive, "how to" solutions to some of the ongoing issues.

Trends

This feature takes a detailed look at some of the significant product related news that will be shaping the selection process for facility managers in the future.

Tricks of the Trade

This Q&A arena allows facility managers to resolve problems courtesy of the advice offered by *TFM's* facility management "guru," James Elledge, facility/office services manager for Summit Alliance Companies.

Advisory Board of Facility Management Experts



Neal Angrisano
Associate, Aviation & Facilities
Global Practice
Burns & McDonnell



Kevin J. Borg
Director Of Facilities And
Project Management, UCLA
Athletics Department



Stu Carron
Director, Global Facilities and
Real Estate, Diversey, Inc.



William Coleman
Associate VP for Facilities
Edinboro University of
Pennsylvania (Retired)



Jeff Crane, P.E., LEED® AP
Regional Property Manager,
Childress Klein Properties



Jim Driessen, Director Of
Construction And Engineering
Services, Medtronic Operations



Jim Elledge, CFM, FMA, RPA
Facilities Manager
Summit Alliance Corporation



Victoria Hardy, CFM, CFMJ
Chief Executive Officer
Star Island Corporation



Ward Komorowski
Facilities Management Director
Johnson Controls, Inc.



David Lenart, Director Of
Facilities & Materials
Management, Columbus
Regional Hospital



Tim Springer, Ph.D.
President and Founder
HERO, Inc.



Maria Vickers,
Operations Manager
Workscape, Inc.

Today's Facility Manager Editorial Advisory Board

Pepe Alicea, Corporate Facilities Director, Compassion International
Neal Angrisano, AIA, Associate, Aviation & Facilities Global, Practice Burns & McDonnell
Kevin J. Borg, Director Of Facilities And Project Management, UCLA Athletics Department
Stu Carron, Global Director of Corporate Facilities & Real Estate, Diversey, Inc.
William Coleman, Associate Vice President for Facilities, Edinboro University of Pennsylvania (Retired)
Tom Condon, RPA, FMA, Facility Technologist, System Development Integration
Jeff Crane, P.E., LEED® AP, Regional Property Manager, Childress Klein Properties
Jim Driessen, Director Of Construction And Engineering Services, Medtronic Operations
James Elledge, CFM, FMA, RPA, Facility/Office Services Manager, Summit Alliance Companies
Victoria Hardy, CFM, CFMJ, Chief Executive Officer, Star Island Corporation
Richard Hogrogian, VP of Development, JP Morgan Chase
Ward Komorowski, Director of Facilities & Building Services, Johnson Controls, Inc.
David Lenart, Director Of Facilities & Materials Management, Columbus Regional Hospital
Dr. Tim Springer, Founder & President, HERO Inc.
Maria Vickers, Operations Manager, Workscape

Today's Facility Manager Green Building Advisory Board

Michael Army, LEED® AP, President, Leonardo Academy Inc.
Drew Ballensky, General Manager, Duro-Last Roofing, Inc.
Diann Barbacci, LEED® AP, Sustainability Director, Lees Carpets
Henning Bloech, LEED® AP, Executive Director, GREENGUARD Environmental Institute
Jennifer R. Dolin, LEED® AP, Mgr. of Sustainability and Environmental Affairs, OSRAM SYLVANIA
Doug Gattlin, LEED® AP, Vice President, Market Development, USGBC
Chris Hsieh, LEED® AP, Principal Systems Engineer, Trane
Peter M. Leahy, Customer Marketing Manager, Kimberly-Clark Professional
Keri Luly, LEED® AP, Manager of Sustainability Programs, Allsteel, Inc.
Angela Nahikian, LEED® AP, Director, Global Environmental Sustainability, Steelcase Inc.
Paul von Paumgarten, Consultant, HY-brid
Anita Snader, LEED® AP, Environmental Sustainability Mgr., Armstrong Commercial Ceiling Systems

Our editors' relationships with senior facility executives provide unique access to the biggest spenders on facility management solutions.

Our Online Community

The screenshot shows the homepage of Today's Facility Manager with several advertising spots:

- Button Ad 120 x 60:** Located at the top right, featuring a small image and text.
- Banner Ad 468 x 60:** Located below the header, featuring a search bar and navigation links.
- Article Box 300 x 250:** Located on the right side, featuring a GE advertisement for energy management solutions.
- Page Peel 500 x 500:** Located on the right side, featuring a large GE advertisement.
- Mid-Page 330 x 104:** Located in the middle, featuring an advertisement for easykeys.com.
- Tweets 468 x 104:** Located on the left side, featuring a Twitter feed with tweets about facility management.
- Skyscraper Ad 120 x 600:** Located on the right side, featuring a vertical advertisement for a rabbit.
- Button Ad 120 x 120:** Located in the middle, featuring a careerbuilder.com advertisement.
- Bottom Article Box 300 x 250:** Located at the bottom, featuring an advertisement for a suit.

THE INDUSTRY'S #1 WEBSITE FOR FACILITY MANAGEMENT PROFESSIONALS

We continue to develop innovative online marketing vehicles that will help you generate leads and brand your company as an industry leader. Revenue is your ultimate destination and with the online marketing vehicles we have developed you'll be able to engage with facility management professionals and increase your market share.

Today'sFacilityManager.com is the #1 Facility Manager Web Portal according to



www.Today'sFacilityManager.com

Fast Facts

- Unique visitors: **23,740***
- Monthly page views: **39,879***
- Minutes per user session: **2:26***

* Source: Audited by BPA Worldwide



www.Today'sFacilityManager.com

Online Advertising Opportunities



Webinars



Whitepapers



e-Product Newsletter (EPN)



Category Exclusive Channels (NEW!)



Custom e-Mail Blasts and Surveys



Online Buyers' Guide



FacilityBlog



Monthly Digital Issue

Category eNewsletters: Energy, Sustainability, Technology: These specialized eNewsletters feature articles specifically targeted to the topic of your choice and are delivered to our audience of 35,000. Your sponsorship includes a 250 x 300 article box ad, plus a link to your website.

Custom E-mail Blasts: Deliver your message directly to the in-boxes of more than 30,000 facility management professionals with active budgets. There is no quicker way to spread your marketing message than to send a one-time, html, e-mail promotion. Includes 48-hour click-thru and open statistical report for advertising campaign measurement.

FacilityBlog: Based on our very popular FacilityBlog, this highly read eNewsletter is delivered to our audience of 35,000 weekly. Your sponsorship includes a 250 x 300 article box ad, plus a link to your website.

e-Product Newsletter (EPN): Your product and/or service will be listed by category and featured via a 120 x 120 image, headline, copy, and a link to your website.

Monthly Digital Issue: Your exclusive sponsorship of the digital issue of *Today's Facility Manager* includes a 250 x 300 article box ad, plus a link to your website, within an email delivered to our audience of 35,000 weekly.

Online Buyers' Guide *Today's Facility Manager* Online Buyers' Guide is the facility manager's one stop resource for information on the newest products and services. Throughout 2011, it will serve as a comprehensive resource for facility product and service buyers. This directory includes those manufacturers and service providers who recognize the importance of this audience and tailor their products and services accordingly.

Webinars: *Today's Facility Manager* webinars are customized one hour, online educational/informational sessions on a topic of your choice. You provide a complete ready to go presentation, and *Today's Facility Manager* will create a dynamic marketing program. We will also produce and host your webinar, provide registration and reporting services, archive the presentation, and send leads for 90 days after the webinar takes place.

Whitepapers: Generate leads that your sales team can take to the bank! Become a thought leader and an industry expert by publishing your Whitepaper on the *Today's Facility Manager* website, and generate qualified leads at the same time.

NEW FOR 2011!

CATEGORY EXCLUSIVE WEB CHANNELS

on Today'sFacilityManager.com

The *Today's Facility Manager* team leverages its vast web traffic into an extraordinary custom-publishing opportunity for you through the construction of category exclusive channels. These information-rich portals are built with layers of content in various media formats. Each channel focuses on a specific market area, and is populated and designed by the *Today's Facility Manager* team of editors and web developers.

YOUR CHANNEL IS A POWERFUL EXTENSION OF YOUR WEBSITE AND CAN INCLUDE:

- Whitepapers or Case Studies
- Videos
- Podcasts
- Content from the *Today's Facility Manager* editorial team
- A live Twitter feed
- Press Releases
- Marketing Collateral
- Banner ad (468 x 60)
- Article Box ad (300 x 250)
- Skyscraper ad (120 x 600)

BENEFITS OF CHANNELS INCLUDE:

- Positioning your company as an authority in your market
- Surrounding news of your industry with your banner ads
- Increased search engine rankings
- Quality lead generation
- The ability to provide strategies and ideas that can improve how facility management professionals conduct business
- Category exclusivity



NEW FOR 2011!

Need
a business
video?

CUSTOM VIDEO PRODUCTION SERVICES

Today's Facility Manager can now produce high-quality custom videos to get your message out to the right facility management professionals with active budgets. Video gives you the opportunity to tell your story, and the ability of video to impact business objectives is why it is rapidly becoming a critical component of the marketing mix. Your video will:

- Attract, engage, and convert facility management professionals into customers.
- Embed your brand with significant content.
- Create a compelling and interactive experience.
- Communicate what makes your solution different.
- Demonstrate how your products/ services can benefit the facility management community.
- Educate the facility management community.



Survey facility
management
professionals.

FIND OUT WHAT FACILITY MANAGERS THINK

Today's Facility Manager research services help you make strategic decisions based on feedback from facility management professionals who are final decision makers.

Our research projects are highly customized to explore relevant issues through credible quantitative and qualitative data and insights that create opportunities for:

- Meaningful and substantive sales conversations.
- Demonstrated thought leadership.
- Increased awareness.
- Improved corporate image.

Today's Facility Manager research services give you quick and concise access to the information you're looking for.



NEW FOR 2011!

TFM FORUM: ENERGY AND SUSTAINABILITY APRIL 13, 2011 • DOWNTOWN CHICAGO

The **TFM Forum** is a powerful community of facility managers, industry leading suppliers and world class speakers gathered to evaluate the many sustainable investment options available. This event will cover corporate responsibility, best practices and demonstrate the business case for green strategies. Suppliers and facility executives will meet one-on-one and in networking events.



SPONSORSHIP INCLUDES:

- Inclusion in the Group C-Link™ computerized appointment system and a custom event itinerary of your scheduled meetings
- Full contact information of all facility executives in attendance
- A complete description of your organization in the TFM Forum event guide
- Fully equipped meeting area (seating, table, and signage)
- All organized meals including breakfasts, lunches, receptions, and coffee breaks

Sponsorship:
\$5,000 net

ENHANCED FOR 2012!

SOLUTIONS

ADVANCEMENTS IN FACILITY MANAGEMENT PRODUCTS & SERVICES

Your full- or half-page advertisement in the *Today's Facility Manager* December 2011 issue entitles you to an Editorial Profile in *Today's Facility Manager* magazine, a five-minute interview broadcast on the web, and more!



Full page
Advertisement



Full page
Editorial Profile



1/2 page
Advertisement



1/2 page
Editorial Profile

MONTH Ad Close	HEADLINES AND FEATURES	CONSTRUCTION AND RENOVATION	SUSTAINABILITY	INTERIORS	ENERGY MANAGEMENT AND LIGHTING	SAFETY	SECURITY	TECHNOLOGY	COLUMNS	ADVERTISER OPPORTUNITIES
JAN 12/10/10	Facility Executive of the Year Award; High Tech Case Study	Window Films	Green Cleaning	Flooring	Lamps	Emergency Preparedness	Alarms	HVAC	Tricks of the Trade Professional Development The Facility Technologist Renewable Energy	AHR Expo; Bonus List 500 Buyers
FEB 01/07/11	Government Case Study; Readers' Choice Awards	Roofing	Hands Free Restrooms	Paint	Dimmers, Sensors, Controls	Waste Management	Access Control	Data Center Infrastructure	Tricks of the Trade Professional Development FM Frequency The HVAC Factor	IRE International Roofing Expo
MAR 02/11/11	Education Case Study	Exterior Pests and Bird Control	Sustainable Carpet and Fibers	Ceilings	Energy Services	Mass Notification	Security Access	Asset Management Software	Tricks of the Trade Professional Development The Facility Technologist Renewable Energy	TFM Forum, ISC West Expo, GlobalCon; Bonus List 500 Buyers
APR 03/11/11	Law Firm Case Study	Sealants and Glazings	Green Design	Storage	Lighting	Fire System Maintenance	Surveillance	HVAC	Tricks of the Trade Professional Development FM Frequency The HVAC Factor	Special Section: NEMA (National Electrical Manufacturers Assoc.); Lightfair, AIA
MAY 04/08/11	Hospital Case Study	Roofing	Ceiling Selection and Disposal	Furniture	Energy Monitoring	Life Safety	ID Badging Systems	Access Flooring and Premise Wiring	Tricks of the Trade Professional Development The Facility Technologist Renewable Energy	NeoCon; Bonus List 500 Buyers
JUNE 05/13/11	Corporate Headquarters Case Study	Project Management	Furniture Recycling	Carpet	Lighting Fixtures	Fire Sprinklers and Suppression	Locks	Building Automation (including HVAC)	Tricks of the Trade Professional Development FM Frequency The HVAC Factor	BOMA
JULY 06/10/11	Retail Case Study	Windows	Green Flooring	Furniture	Power Supply	Bird Control	High Tech Security	Facility Specific Apps	Tricks of the Trade Professional Development The Facility Technologist Renewable Energy	Bonus List 500 Buyers
AUG 07/08/11	Manufacturing Case Study	Green Roofs	HVAC	Seating	Lighting Maintenance	Personal Protective Equipment	Outdoor Security	Building Information Modeling (BIM)	Tricks of the Trade Professional Development FM Frequency The HVAC Factor	Security Special Report; Healthcare Facilities Symposium, ASIS
SEPT 08/12/11	The TFM Green Report; LEED Facility Case Study	Coatings and Paints	Life Cycle Costing	Green Furnishings	Alternative Energy	Signage	Integrated Security Services	Wireless	Tricks of the Trade Professional Development The Facility Technologist Renewable Energy	Greenbuild, World Energy Engineering Congress; Bonus List 500 Buyers
OCT 09/09/11	Hotel Case Study	Doors and Door Hardware	Water Conservation and Treatment	Conference Rooms	Energy Management	Fire/Smoke Alarms and Detectors	Access Control	Web Based FM	Tricks of the Trade Professional Development FM Frequency The HVAC Factor	World Workplace, NeoCon East
NOV 10/07/11	Senior Living Case Study	Roofing	Green Restrooms	Acoustics	Green Lights	IAQ	Shredders	Integrated Building Systems	Tricks of the Trade Professional Development The Facility Technologist Renewable Energy	ISC East; Bonus List 500 Buyers
DEC 11/11/11	SOLUTIONS ADVANCEMENTS IN FACILITY MANAGEMENT PRODUCTS & SERVICES									PNA: Online Buyers' Guide

YEAR-LONG BENEFITS—MONTHLY PAYMENTS!

PACKAGE A	PACKAGE B	PACKAGE C
Print and Digital Issue Advertising.....5 Full Page 4C Ads	Print and Digital Issue Advertising.....4 Full Page 4C Ads	Print and Digital Issue Advertising.....3 Full Page 4C Ads
Web Site Enhanced Buyers' Guide Listing1 Year	Web Site Enhanced Buyers' Guide Listing1 Year	Web Site Enhanced Buyers' Guide Listing1 Year
Web Site Splash Page (600 x 375 pixels)3 Months	Web Site Article Box Ad (300 x 250 pixels).....3 Months	Web Site Article Box Ad (300 x 250 pixels).....3 Months
Web Site White Paper Hosting.....6 Months	Web Site White Paper Hosting.....3 Months	Web Site Article Box Ad (300 x 250 pixels).....3 Months
E-Based E-Product Newsletter (EPN).....5 Placements	E-Based E-Product Newsletter (EPN).....4 Placements	E-Based E-Product Newsletter (EPN).....3 Placements
E-Based Facility Blog E-Newsletter1 Sponsorship	E-Based Facility Blog E-Newsletter1 Sponsorship	Category Exclusive Channel.....1 Channel
Exclusive Webinar1 Webinar	Category Exclusive Channel.....1 Channel	YOUR NET COST\$30,000
Category Exclusive Channel.....1 Channel	YOUR NET COST\$34,200	TOTAL IMPRESSIONS760,000
YOUR NET COST\$39,000	TOTAL IMPRESSIONS936,000	
TOTAL IMPRESSIONS1,362,000		
YOUR NET COST PER MONTH\$3,250*	YOUR NET COST PER MONTH\$2,850*	YOUR NET COST PER MONTH\$2,500*
PACKAGE D	PACKAGE E	PACKAGE F
Print and Digital Issue Advertising.....3 Full Page 4C Ads	Print and Digital Issue Advertising.....3 Full Page 4C Ads	Print and Digital Issue Advertising.....3 Full Page 4C Ads
Web Site Enhanced Buyers' Guide Listing1 Year	Web Site Enhanced Buyers' Guide Listing1 Year	Web Site Enhanced Buyers' Guide Listing1 Year
Web Site Skyscraper Ad (120 x 600 pixels)3 Months	Web Site Skyscraper Ad (120 x 600 pixels)3 Months	Web Site Banner Ad (468 x 60 pixels).....3 Months
E-Based E-Product Newsletter (EPN).....3 Placements	E-Based E-Product Newsletter (EPN).....3 Placements	E-Based E-Product Newsletter (EPN).....3 Placements
E-Based Facility Blog E-Newsletter3 Placements	E-Based Facility Blog E-Newsletter2 Sponsorships	E-Based Facility Blog E-Newsletter1 Sponsorship
Web Site White Paper Hosting.....3 Months	YOUR NET COST\$19,500	YOUR NET COST\$16,800
YOUR NET COST\$24,000	TOTAL IMPRESSIONS567,000	TOTAL IMPRESSIONS534,000
TOTAL IMPRESSIONS613,000		
YOUR NET COST PER MONTH\$2,000*	YOUR NET COST PER MONTH\$1,625*	YOUR NET COST PER MONTH\$1,400*

*Based on 12 months

2011 AD SIZES BLACK AND WHITE - ALL PRINT RATES ARE GROSS

Ad Size	1x	3x	6x	9x	12x
Full Page	\$5,610	\$5,330	\$5,060	\$4,800	\$4,570
2/3 page	\$4,850	\$4,640	\$4,440	\$4,230	\$4,030
1/2 page	\$3,930	\$3,720	\$3,540	\$3,370	\$3,190
1/3 page	\$3,260	\$3,060	\$2,860	\$2,650	\$2,450
1/4 page	\$2,750	\$2,610	\$2,480	\$2,360	\$2,240
1/6 page	\$2,140	\$1,940	\$1,730	\$1,530	\$1,330

PRODUCT NEWS ALERT ALL PRODUCT NEWS ALERT RATES ARE NET

1x	3x	6x	9x	12x
\$1,400	\$1,300	\$1,200	\$1,100	\$1,000

SOLUTIONS 2012 ALL RATES ARE NET

Full Page Ad	\$5,500 net
(Includes 1 full page ad, 1 full page advertorial page, EPN plus Online Buyers' Guide Listing)	
Half Page Ad	\$3,000 net
(Includes 1/2 page ad, 1/2 page advertorial page, EPN plus Online Buyers' Guide Listing)	
1/3 Page Ad	earned rate or \$2,250 net
(Includes ROP ad and an EPN)	
1/4 Page Ad	earned rate or \$1,500 net
(Includes either a PNA or ROP ad and an EPN)	
1/6 Page Ad	earned rate or \$1,000 net
(Includes ROP ad and an EPN)	

COVER CHARGES and PREMIUM POSITIONS—

Add 15% to Gross Four Color Rate

TWO-COLOR—Add \$650

FOUR-COLOR—Add \$1,400

INSERTS—All furnished inserts billed at number of pages times the earned rate, less the following discounts:

- 2 Pages or less—20%
- 4 Pages—40%
- 6 Pages—50%
- 8 Pages—60%

Binding charge per insert.

Call Judy Nowell for rates—732.842.7433 ext. 226.

Mailing List Rentals—\$200/M • Additional select ea. \$15/M

• Data Card—800.524.0337 ext. 215

Online and E-Based Net Rates ALL ONLINE AND E-BASED RATES ARE NET

BANNER ADVERTISING (Max 55k in size)

Button Rotation of 10	120 x 120 or 120 x 60
1 Month	\$1,260
3 Months	\$2,520
6 Months	\$4,410
1 Year	\$7,560

Standard Rotation of 10	468 x 60
1 Month	\$1,575
3 Months	\$3,780
6 Months	\$6,615
1 Year	\$11,340

Page Peel Exclusive	500 x 500
1 Month	\$3,500
3 Months	\$9,450
6 Months	\$16,800
1 Year	\$29,400

Mid-Page Rotation of 4	330 x 104
1 Month	\$1,840
3 Months	\$4,410
6 Months	\$6,615
1 Year	\$13,320

Tweets Rotation of 2	468 x 104
1 Month	\$1,935
3 Months	\$4,630
6 Months	\$6,945
1 Year	\$13,890

Skyscraper Rotation of 4	120 x 600
1 Month	\$2,100
3 Months	\$5,040
6 Months	\$8,820
1 Year	\$15,120

Above the Fold Article Box Rotation of 3	300 x 250
1 Month	\$2,625
3 Months	\$6,300
6 Months	\$11,025
1 Year	\$18,900

Below the Fold Article Box Rotation of 3	300 x 250
1 Month	\$2,500
3 Months	\$6,000
6 Months	\$10,500
1 Year	\$18,000

Splash Page Rotation of 2	600 x 375
1 Month	\$3,150
3 Months	\$7,560
6 Months	\$13,230
1 Year	\$22,680

Category Online Article Banner Sponsorship

Display Ad: 500x350 pixels (Max 55k in size)	
1 Month	\$2,625
3 Months	\$6,300
6 Months	\$11,025
1 Year	\$18,900

Roadblock Campaign Sponsorship

Exclusive Includes: 120x60, 468x60, 120x600, 300x250, and 600x375 banner ads	
1 Month	\$11,815
3 Months	\$28,350
6 Months	\$49,615
1 Year	\$85,050

E-NEWSLETTERS

FacilityBlog e-Newsletter Sponsorship	
Exclusive Banner Ad: 300x250 pixels (Max 25k in size)	
1 e-Newsletter	\$2,750
3 e-Newsletters	\$2,200 ea.
6 e-Newsletters	\$1,790 ea.
12 or more e-Newsletters	\$1,210 ea.

Today's Facility Manager Category e-Newsletter Sponsorship

Exclusive Banner Ad: 300x250 pixels (Max 25k in size)	
1 e-Newsletter	\$2,625
3 e-Newsletters	\$2,100 ea.
6 e-Newsletters	\$1,840 ea.
12 e-Newsletters	\$1,705 ea.

Today's Facility Manager e-Product Newsletter (EPN) Sponsorship

1 e-Newsletter	\$790
3 e-Newsletters	\$630 ea.
6 e-Newsletters	\$550 ea.
12 e-Newsletters	\$515 ea.

Today's Facility Manager Magazine Digital Edition Sponsorship

Banner Ad: 468x60 pixels-Rotation of 3 (Max 25k in size)	Text Ad: 50 words maximum
1 sponsorship	\$2,625
3 sponsorships	\$2,100 ea.
6 sponsorships	\$1,840 ea.
12 sponsorships	\$1,705 ea.

EDUCATIONAL OFFERINGS

Today's Facility Manager Exclusive Channel	
1 Year	\$24,000

Today's Facility Manager Webinars

1 Webinar	\$8,925
3 Webinars	\$7,495 ea.

Today's Facility Manager Whitepapers

3 Months	\$3,150
6 Months	\$5,040
1 Year	\$8,190

Video Sponsorship

3 Months	\$7,500
6 Months	\$13,500
1 Year	\$22,500

Today's Facility Manager Online Podcasts

1 Month	\$3,150
3 Months	\$7,560
6 Months	\$13,230
1 Year	\$24,570

Today's Facility Manager Online Buyers' Guide

1 Year Enhanced Listing	\$2,625
-------------------------	---------

Facility Blog Content Provider

3 Months	\$8,500
6 Months	\$16,500
1 Year	\$25,000

E-MAIL LIST RENTALS

Custom e-mail promotions

Sent to opt-in e-mail subscribers

1x Usage	\$5,775
3x Usage	\$4,620 ea.
6x Usage	\$4,040 ea.
12x Usage	\$3,465 ea.

MARKETING RESEARCH

Custom online survey

Sent to TFM opt-in e-mail subscribers. 15 questions with 5 options each and 2 open-ended questions

1 survey	\$5,000
3 surveys	\$4,500 ea.
6 surveys	\$4,000 ea.
12 or more surveys	\$3,750 ea.

VIDEO PRODUCTION SERVICES

Custom 2-5 minute produced video spot

Includes onsite shoot, voiceover and music background—please note travel fees are additional

1 video	\$12,000
---------	----------

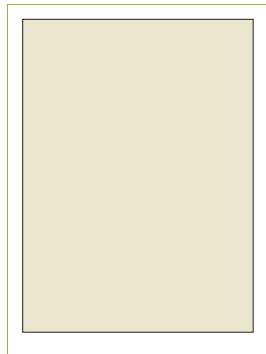
TODAY'S FACILITY MANAGER ADVERTISING CREATIVE SERVICES

Today's Facility Manager's design team can easily assist your company with designing banners, custom e-Blasts, developing online marketing strategies and more.

Online and E-base Design Fees:

Banner Design	\$1,250 per banner
Forms & Landing Pages	\$1,500 per page
Custom e-Blast Design	\$1,500 e-Blast

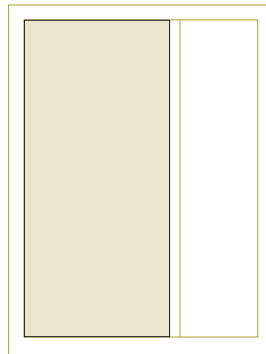
Ad Sizes and Mechanical Specifications



Full Page: 7¼" x 9¾"



Bleed: 8⅝" x 11"



2/3 Page: 4¾" x 9¾"

Trim size: 8⅝" x 10¾"

Bleed size: 8⅝" x 11" (keep live matter 3/8" from trim)

□ Denotes bleed

Type Page (live area): 7¼" x 9¾"

150 Line Screen

Binding: Saddle Stitched

Electronic File Requirements

Media – CD-ROM (Mac), e-mail, or FTP.

When e-mailing or uploading application files/graphics/fonts compress as: ".sit," ".sitx," or Zip files. E-mail files or FTP notification to LuAnn Rathemacher – luann@groupc.com or call 732.842.7433 ext. 212.

Group C FTP site – ftp://66.252.171.254

User ID: groupc • Password: groupccomm

Native File Formats Accepted – Quark XPress 6.5,

Illustrator, Photoshop, InDesign (CS2). See **PDF Fonts**—Use Adobe Postscript or Bitstream fonts—no TrueType or using screen styles to alter a font's appearance (i.e., bold, italic). Send all printer and screen fonts, including fonts used to build EPS files. **Graphic Images**—EPS/TIFF formats preferred.

Resolution: 300 dpi for 4/C and grayscale photos. Scale/rotate photos outside of Quark. CMYK is required for color images (no RGB/LAB). No spot colors. Turn off Color Management in

Photoshop. Save without embedded profiles. 1200 dpi for Bitmap (B&W Line Art). Save Freehand/Illustrator files as EPS. Convert all fonts to paths or outlines

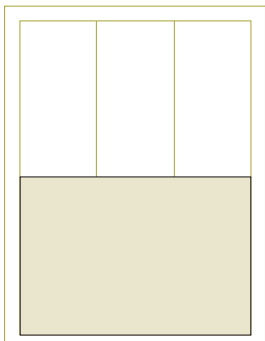
PDF General Guidelines:

- PDF/X-1a: 2001 compliant files preferred
- PDF version 1.3 or version 1.4
- PDF should be final size of ad, including bleed, if applicable. Do NOT include crop marks.
- Embed ALL fonts
- RGB images and colors should be converted to CMYK BEFORE submission; no calibrated RGB, gray and LAB; no spot colors
- Images: 300 dpi cmyk or gray scale; no embedded profiles, no LZW compression.
- Quark 6.5 and InDesign CS2 utilize "Export to PDF" option. Earlier versions and other programs may require postscripting and the use of Distiller.

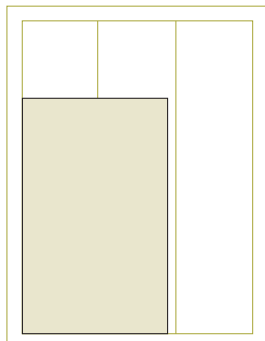
Proofs – Proofs **must** accompany all digital files. Otherwise printer cannot check accuracy on press. Publisher and printer are not responsible for errors in keying. It is strongly recommended that you preflight and collect your files prior to submission using industry standard preflighting software. SWOP standards apply.

Return of Materials

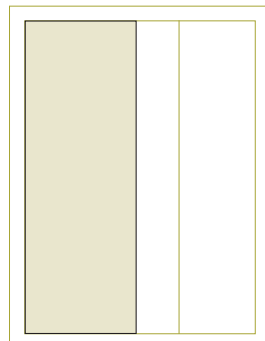
Media, original artwork, photographs, and other materials will be returned upon written request only. Publisher assumes no responsibility for material not called on for one year after the date of publication, at which time the said material will be destroyed.



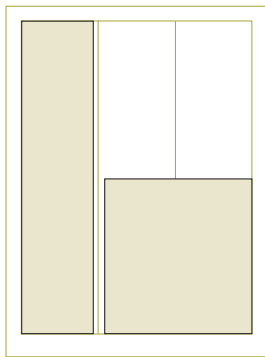
1/2 Page Horizontal: 7¼" x 5"



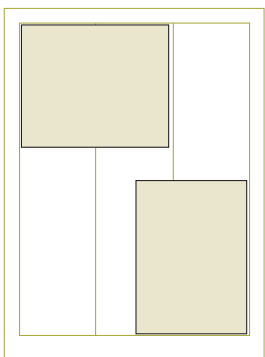
Island Half: 4¾" x 7⅝"



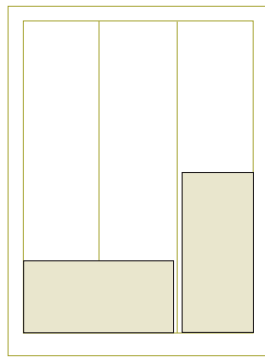
Half Page Vertical: 3½" x 9¾"



1/3 Page Vertical: 2¼" x 9¾"
1/3 Page Square: 4¾" x 5"



1/4 Page Horizontal: 4¾" x 3⅝"
1/4 Page Vertical: 3½" x 5"



1/6 Page Horizontal: 4¾" x 2¼"
1/6 Page Vertical: 2¼" x 5"

Contract and Copy Regulations

Advertising content is subject to publisher's approval. Publisher reserves the right to reject/cancel any ad, insertion order, space reservation, or position commitment. Publisher reserves the right to place the word "Advertisement" on ads which, in the publisher's opinion, resemble editorial matter. Publisher reserves the right to place a frame around fractional ads as necessary to separate ads from editorial.

Commissions and Credit Terms

A 15% commission on gross billing is extended to

recognized agencies on space, color, and position. Back-up charges, printing of inserts, and binding charges are non-commissionable. No cash discount. Payment of invoice is due upon receipt. A finance charge of 1.5% per month (an annual percentage rate of 18%) is added to any outstanding bill over 30 days.

Creative Services

As a service, we will provide copy, layout and design, and production work at our cost. In such cases, there will be no agency discount. Materials must be submitted prior to space closing date. All

ads created by Group C Media, Inc. must have signed approval by client before going to press.

Shipping Instructions

All insertion orders, advertising artwork, collateral material, packages, and express service delivery should be sent to:



Attention: Judy Nowell
44 Apple Street, Suite 3
Tinton Falls, NJ 07724
800.524.0337 or 732.842.7433 x226

The stated date of mailing for *Today's Facility Manager* is the 15th of the month.

**For additional information contact LuAnn Rathemacher: (800) 524-0337 x212
or luann@groupc.com Preferred format: PDF/x-1a:2001**

Today's Facility Manager Account Executives

Dan Burke
BurkeMediaGroup@msn.com
732.229.2771

Territory

- | | |
|----------------------|--------------|
| Alaska | Pennsylvania |
| California | South Dakota |
| District of Columbia | Texas |
| Hawaii | Utah |
| Iowa | Wyoming |
| Kentucky | |
| Massachusetts | |
| Montana | |
| Nebraska | |
| Nevada | |
| New Mexico | |
| North Dakota | |

Mike Christian
mchristian@groupc.com
732.559.1269

Territory

- | | |
|-------------|---------------------|
| Alabama | Missouri |
| Arkansas | New Hampshire |
| Arizona | North Carolina |
| Canada | Ohio |
| Colorado | Oklahoma |
| Connecticut | Oregon |
| Florida | Rhode Island |
| Idaho | South Carolina |
| Illinois | Tennessee |
| Indiana | Vermont |
| Kansas | Washington |
| Louisiana | West Virginia |
| Maine | |
| Mississippi | International Sales |

Betty Anne O'Malley
baomalley@groupc.com
732.559.1253

Territory

- | | |
|-----------|------------|
| Delaware | New Jersey |
| Georgia | New York |
| Maryland | Virginia |
| Michigan | Wisconsin |
| Minnesota | |

Visit us at www.TodaysFacilityManager.com



44 Apple Street • Suite 3 • Tinton Falls, New Jersey, 07724