



2019 Rate Card

ARCSI, A Division of ISSA publishes a print magazine, the Residential Cleanign Connection, four times each year -- January, April, July and October. This magazine is a tangible product that details upcoming events, promotes member benefits and creates a stronger connection with their professional association.

	1 Insertion Contract	4 Insertion Contract (25% Discount per Insertion)
Cover Banner	\$750	\$562.50
Back Cover Banner	\$750	\$562.50
1/3 Page Vertical	\$500	\$375
1/6 Page Horizontal	\$300	\$225
1/6 Page Vertical	\$300	\$225

DISCOUNTS

Advertisers will receive a 25% discount on each insertion with a contract for four consecutive issues.

POSITION

Premium placement is available for an additional 15%.

PRINTER SPECS

The magazine will be digitally printed.

Final Trim Size is 8 3/8" x 10 7/8"

Minimum Bleed Dimension:
8 5/8" x 11 1/8".

Keep main content of advertisement at least 1/4" from trim; allow 1/8" on all sides for bleed.

DEADLINES

Deadlines for space reservation or cancellations are the first of the month for the following month's

issue. The art deadline is the 10th of the month of the following month's issue. Deadlines are subject to change.

SUBMITTING ARTWORK

Graphic files are accepted in four-color, high resolution (300 dpi) in the following formats: PDF, TIFF, EPS, JPG. Ads can be sent via email to: erin@arcsi.org

ADVERTISING TERMS

All advertising is subject to approval by the Association of Residential Cleaning Services International (ARCSI). ARCSI reserves the right to decline any advertisement considered unethical or unsuitable, regardless of contract. Agency and advertiser expressly warrant that they have the right to publish the advertising.

Advertiser indemnifies ARCSI against losses or liabilities (including legal fees) arising from this

advertising. ARCSI assumes no liability whatsoever, except to the extent of a one time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred.

PAYMENT

Payment is due net 30 days from invoice date.

CANCELLATIONS

Cancellations must be in writing and must be received on or before the space reservation deadline. Should an advertiser cancel a contract in the middle of the contracted term, all advertising will be short-rated at a one-time rate.

MEMBER NEWS

Have news to share about your business or individuals? Please send them to Erin Lasch at erin@issa.com. Feel free to include a photo if available.

SUBMITTING CONTENT

Article submissions should be:

- Submitted in Word (or similar format) to Erin Lasch at erin@arcsi.org.
- Content MUST provide relevant, timely and useful information to the membership. It cannot be purely promotional.
- No longer than 500 words in length.

1/ 6 Page Horizontal

4 7/8" x 2 3/8"

\$300

1/6 Page Vertical

2 3/8" x 5"

\$300

1/3 Page Vertical

4 7/8" x 5"

\$500

BANNER AD

\$750 7.5" x 1"

CONTACT US

Questions about the magazine or advertising?

Erin L. Lasch, CAE
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