

### Print Advertising Rates

BW	1 Time	6 Times	12 Times
Full Page	\$1030	\$980	\$925
1/2 Jumbo	\$765	\$715	\$665
1/2 Page	\$670	\$620	\$565
1/4 Page	\$385	\$360	\$335
1/8 Page	\$310	\$285	\$255

COLOR	1 Time	6 Times	12 Times
Full Page	\$1285	\$1235	\$1130
1/2 Jumbo	\$1025	\$975	\$920
1/2 Page	\$925	\$875	\$825
1/4 Page	\$645	\$620	\$590
1/8 Page	\$565	\$545	\$515

### Terms

Rates are per monthly insertion. Billing will be adjusted to credit or charge account for any change in frequency from original contract rate. A 15% commission is recognized to qualified advertising agencies on space and color. Guaranteed position is +20% and contract must be pre-paid. Minimum ad size is one-half page for guaranteed position. All invoices due in 30 days payable to Wakefield Publishing Company.

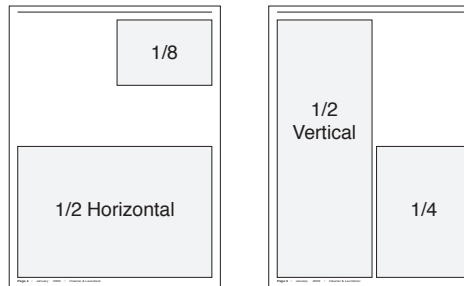
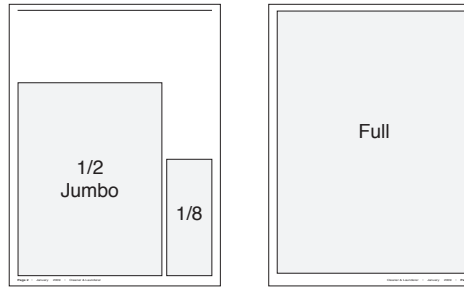
### Deadlines

Space and color reservations by the 15th of the month preceding publication, materials by the 20th of the month preceding publication. Cancellations will not be accepted after the closing date. Advertising to be set by the publisher or ad changes required by the advertiser to be received by the 15th of the month preceding publication.

### Distribution

**Cleaner & Launderer** is a monthly publication distributed in print to 13,500 readers the first week of each month free of charge to qualified cleaners and laundrerers across all 50 States and Western Canada. **Cleaner & Launderer** is online at [www.cleaner-and-laundrer.com](http://www.cleaner-and-laundrer.com) and through Apple and Android applications with 30,000+ views monthly. All advertiserers benefit from the added value of being distributed via print, internet online, plus to mobile phones and tablet devices.

### Print Ad Sizes



Wide      Deep

Full Page	-----	9.5"	x	13.25"
1/2 Jumbo	-----	7.0625"	x	9.125"
1/2 Page - Horizontal	-----	9.5"	x	6.4375"
1/2 Page - Vertical	-----	4.625"	x	13.00"
1/4 Page	-----	4.625"	x	6.4375"
1/8 Page	-----	4.625"	x	3.25"
1/8 Page - Vertical	-----	2.1875"	x	6.4375"

### Mechanical Specifications

**Cleaner & Launderer** is printed rotary web offset on 32-lb. White Hibrite. Overall trim size is 10.5" wide x 14.5" deep. Advertising to be produced by publisher must include a detailed layout, including color. Submitted ads to be hi-res (300 dpi) minimum and include a printed color proof. Color files must be CMYK. Adobe PDF files are preferred and may be sent via e-mail to: [randy@cleaner-and-laundrer.com](mailto:randy@cleaner-and-laundrer.com).

### Online Ad Sizes / Rates

We have four different online ad sizes available in various locations on our fully interactive web page at [www.cleaner-and-laundrer.com](http://www.cleaner-and-laundrer.com)

The Following Positions Are Available:

AD SIZE	LOCATION	1 Month	3 Months	6 Months	12 Months
728 x 90	Top Banner	\$475.00	\$1200.00	\$2270.00	\$3970.00
600 x 160	Vertical Banner	\$475.00	\$1200.00	\$2270.00	\$3970.00
850 x 90	Middle Banner	\$300.00	\$765.00	\$1440.00	\$2515.00
850 x 90	Lower Banner	\$300.00	\$765.00	\$1440.00	\$2515.00

(Pixels)

Acceptable file formats are JPEG, PNG or GIF



**Cleaner & Launderer** direct to Mobile Devices via...



# Cleaner & Launderer

# WAKEFIELD

## Publishing Company

[www.cleaner-and-laundrer.com](http://www.cleaner-and-laundrer.com)

Phone (800) 793-2911

Fax (626) 793-5540

e-mail: [advertising@cleaner-and-laundrer.com](mailto:advertising@cleaner-and-laundrer.com)

