



IFMA™

International Facility Management Association

Empowering Facility Professionals Worldwide

2015 IFMA MEDIA PLANNER

Contact:

IFMA Corporate Connections
+1-713-623-4362
corporateconnections@ifma.org



Connect with the most engaged network of decision makers in the **more than US\$100 billion** facility management industry.

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Leverage the power of more than **24,000** FM leaders with IFMA

Founded 1980, IFMA is the world's largest and most widely recognized international association for facility management professionals.

Why invest in FM?

Across the globe, facility management (FM) professionals are driving decisions about the built environment. FMs are responsible for keeping buildings and their occupants operating efficiently and run everything from exterior maintenance to workspace strategy. C-level professionals rely on FMs to grow and restructure workplaces for institutions such as:

- Academic
- Airports
- Financial
- City and country clubs
- Commercial and retail
- Corporate real estate
- Environmental health and safety
- Food service and restaurants
- Manufacturing, industrial and logistics
- Museums and cultural
- Public sector/government
- Religious
- Research and development
- Utilities



24,000 members

96 countries

131 geographic chapters

17 topic-specific councils

37 billion square feet of property managed by members

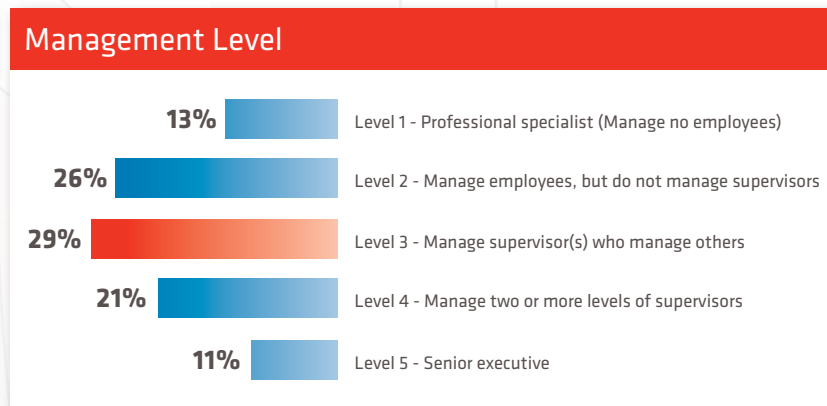
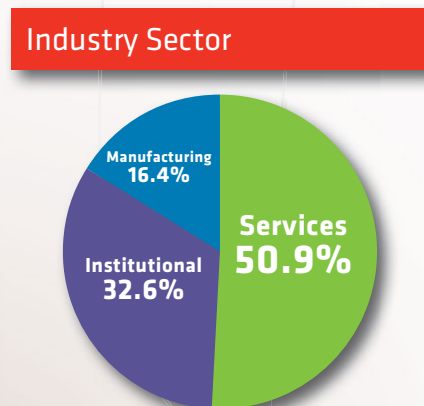
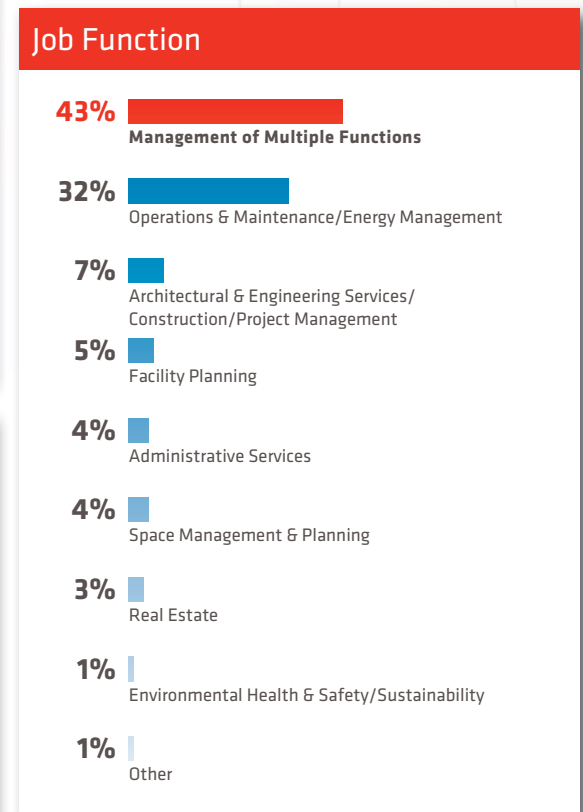
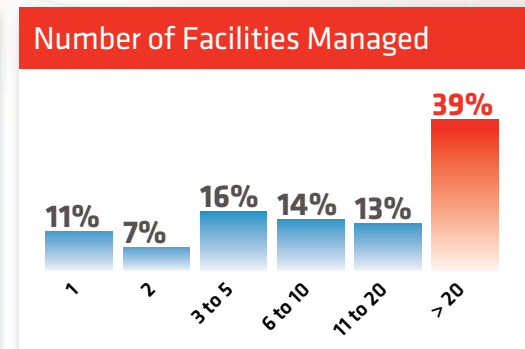
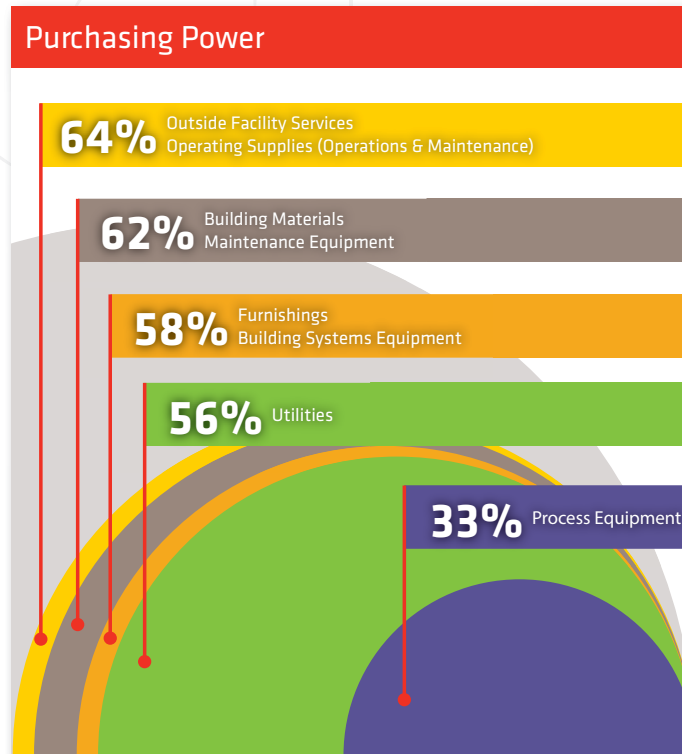
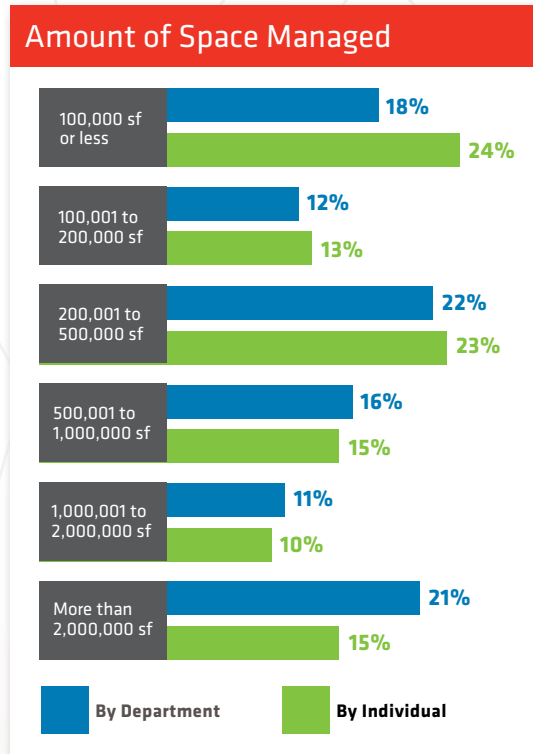
US\$100 billion in annual purchasing power

IFMA BY THE NUMBERS

As the established voice for facility management, FMs look to IFMA for:

- **Education.** In addition to offering a range of entry-level to expert educational courses, IFMA offers three professional credentialing programs.
- **Networking.** IFMA produces World Workplace, the world's largest facility management conference and exposition, and Facility Fusion, a more intimate gathering of FM professionals with leadership training, best practices and an expo.
- **Knowledge.** IFMA conducts industry-advancing research and strengthens the knowledge of FM professionals.
- **News/trends.** Members keep up-to-date on the latest in FM through IFMA's FMJ magazine, weekly Insider newsbrief and C3 and WIRE e-newsletters.
- **Community.** IFMA members remain connected and engaged through social media via LinkedIn, Twitter, Facebook, YouTube and Flickr.

IFMA members are FM decision makers





Corporate Sustaining Partners (CSPs)

IFMA's Corporate Sustaining Partner program includes an elite group of companies that have made a powerful statement in support of facility management by partnering with IFMA. Members look to CSPs as brands they can trust with their product and service needs. These valued partners receive special perks, such as advance notifications and exclusive marketing opportunities to influence customers and prospects. CSP companies also receive discounts on advertising, expos and all IFMA products.

PLATINUM CSPs



GOLD CSPs



Become a consistent presence and go-to resource for IFMA's more than 24,000 members and demonstrate your commitment to the industry by becoming a CSP. Call **April Tone** at +1-281-617-1338 for more program details!

To learn more about IFMA's CSP program, visit www.bitly.com/ifmacsp.

Benefits and Recognition	Platinum	Gold	Silver	Standard
Advertorial in one issue of IFMA WIRE biweekly e-newsletter	✓	✓	✓	✓
Company listing on Marketplace page of IFMA website (searchable by category or company name)	✓	✓	✓	✓
Company profile on IFMA website	✓	✓	✓	✓
Company listing in every issue of IFMA's FMJ magazine	✓	✓	✓	✓
Advance notification of all exposure opportunities through IFMA	✓	✓	✓	✓
Discounts on exhibiting, advertising & IFMA products	✓	✓	✓	✓
Recognition of CSP status at IFMA events	✓	✓	✓	✓
Opportunity to provide content (white papers, videos, e-books, etc.) to compliment articles in IFMA's FMJ magazine	✓	✓	✓	✓
Complimentary mailing address list usage (no email)	(6)	(4)	(2)	(1)
Exclusive use of IFMA CSP logo for company website and collateral	✓	✓	✓	✓
Company video uploaded to IFMA YouTube FM Solutions TV	(4)	(3)	(2)	(1)
Company logo displayed on IFMA website	✓	✓	✓	✓
Company appears in one "CSP spotlight" section in IFMA's FMJ magazine	(Full)	(½)	(½)	✗
Opportunity to submit a presentation for FM Solutions track at World Workplace Conference & Expo	✓	✓	✓	✗
Opportunity for company representative to be interviewed for podcast in IFMA's FMJ magazine	✓	✓	✓	✗
Complimentary limited conference registration for IFMA events	(4)	(2)	(1)	✗
Show directory recognition at IFMA events	✓	✓	✓	✗
25% discount on one Facility Management Professional (FMP™) credential program	✗	✗	✓	✗
Announcement of partnership in IFMA biweekly WIRE e-newsletter and on social media	✓	✓	✓	✗
Complimentary registration for one Facility Management Professional (FMP™) credential program	✓	✓	✗	✗
Submit to present an online webinar to industry-specific council members	✓	✓	✗	✗
Opportunity to poll membership via IFMA Insider weekly e-newsbrief	✓	✓	✗	✗
Special promotion on IFMA's social media outlets	✓	✓	✗	✗
Complimentary registration for one Sustainability Facility Professional® (SFP®) credential program	✓	✗	✗	✗
Industry exclusivity	✓	✗	✗	✗
Presentation reserved in FM Solutions track at World Workplace Conference & Expo	✓	✗	✗	✗
Complimentary meeting room at World Workplace Conference & Expo	✓	✗	✗	✗
Opportunity to hold focus group at World Workplace Conference & Expo	✓	✗	✗	✗
Promotion of white paper/case study in IFMA Insider weekly e-newsbrief	✓	✗	✗	✗
Senior executive interviewed by IFMA's Editor-in-Chief	✓	✗	✗	✗
One-year contract	\$50,000	\$25,000	\$10,000	\$3,900
Two-year contract	\$90,000	\$45,000	\$18,000	\$7,500



FMJ: The magazine of choice for IFMA members

Facility Management Journal (FMJ) is the go-to resource for IFMA members. Published six times a year, it provides relevant coverage of worldwide industry trends that impact today's FM's and those seeking to improve productivity and efficiency in the built environment. Each issue consists of bylined articles, columns, guest editorials and case studies on FM hot topics.

Access to FMJ is a benefit of membership in IFMA. As membership rises, so does circulation. The digital magazine is distributed to members via email, posted on IFMA's website and promoted on social media and via IFMA's e-newsletters. In addition, digital archives are available online and print subscriptions are available to both members and non-members.

Circulation: More than 24,000 (74% U.S., 26% global)

From the readers:

- **More than 85%** say FMJ is one of the most beneficial publications they read.
- **More than 70%** save each issue of FMJ for a month or longer to use as a reference.

Connect with FMJ:



Follow
www.twitter.com/TheFMJ



Like
www.facebook.com/FacilityManagementJournal



Comment
www.ifma.org/publications/blog-fmj

Editorial Calendar

ISSUE	THEME	DISTRIBUTION	BONUS DISTRIBUTION	ADVERTISING DEADLINE (RESERVATION & MATERIALS)
January/February	Safety First - Risk management - Emergency preparedness/ business continuity - Environmental health & safety	Mid-January		Nov. 14, 2014
March/April	Workplace Design - Office interiors - Ergonomics/occupant comfort - Productivity/efficiency	Mid-March	IFMA Facility Fusion 2015 (est. 1,200 attendees)	Jan. 16, 2015
May/June	Back to Basics - Operations - Maintenance - Budgeting	Mid-May		Mar. 13, 2015
July/August	Best Practices - Benchmarking - Tips & solutions - Leadership/human	Mid-July		May 15, 2015
September/October	Building the Future of FM - Planning & project management - Next-generation FM's - Trends & emerging technology	Mid-September	IFMA World Workplace 2015 (est. 5,000 attendees)	Jul. 17, 2015
November/December	Reduce, Reuse, Recycle, Renew - Sustainability & energy efficiency - Corporate social responsibility/ environmental stewardship - Innovations & the next frontier	Mid-November		Sept. 18, 2015
January/February	Managing the Building Portfolio - Real estate - Property management - Exteriors (landscaping, parking, pest control)	Mid-January		Nov. 6, 2015

2015

2016



Standard ad rates^{*^}

SIZE	NET RATES (PER ISSUE)
Double-page spread	US\$6,800
Full page	US\$3,500
1/2-page (hz. or vt.)	US\$2,630
1/3-page (hz. or vt.)	US\$2,130
1/4-page (hz. or vt.)	US\$1,915

*IFMA's Corporate Sustaining Partners receive a 10% discount off of published rates. Learn more or become a CSP – details on page 3.

^Place three or more advertisements and receive a 10% discount off of published rates. Contact Diana Maldonado at diana.maldonado@ifma.org or +1-281-974-5674 for packaged pricing.

Rates include:

- ✓ Ad placement in both print and digital magazine
- ✓ One complimentary listing by business category in ad index in both print and digital magazine
- ✓ Live hyperlinks to your website (both on your ad and in ad index) in digital magazine
- ✓ Complimentary 500-character profile in special section of digital magazine
- ✓ Recognition on FMJ section of IFMA website and via IFMA's robust social media channels
- ✓ Complimentary competitive separation (as requested)

SPECIAL ADVERTISING OPPORTUNITIES

Premium Positions

US\$4,000

Stand out from fellow advertisers by securing prime placement! Premium positions ensure high visibility and include back cover, inside back cover, opposite inside back cover, inside front cover, opposite inside front cover, opposite table of contents, opposite industry news, opposite editor's column, opposite chair's column and opposite president's column.

Belly Band

US\$6,500

(EXCLUSIVE – only one per issue)

Wrap your message around FMJ in print and online! Your ad will be displayed on a special wrapper around FMJ, ensuring your company is the first seen by readers. Rate includes a full-page ad within magazine.

Product Demo Video

US\$3,900

Highlight your company with a short video commercial or product demonstration. One of the hottest Web trends is interactive media –take advantage of this opportunity to create an exciting brand experience for your target market as an enhancement to your print ad or as a stand-alone digital piece.

Email Announcement Sponsor

US\$2,500

(EXCLUSIVE – only one per issue)

Leverage exclusivity by sponsoring the FMJ announcement email! Each issue is emailed to IFMA's full membership, and readers look forward to the messages to learn about issue highlights including article summaries, magazine tool tips and more.

Digital Sponsor

US\$1,200

Exclusive opportunity! When you sponsor the FMJ digital edition, your company will be one of the first ads readers see when they open their digital copy. Your message will prominently display directly across from the cover of the magazine.

Online Article Box

US\$1,099

For additional exposure, consider a side article box on the FMJ pages of the IFMA website to complement your print ad or as a stand-alone piece. Limited to three advertisers per issue (three positions, no rotation).

Resource Ad

US\$650

Don't let a restricted budget limit your opportunity for exposure! FMJ provides affordable advertising options so that you can stay in front of your target audience without breaking the bank. Your full-color, 1/6-page ad will be located in the special Resources section of FMJ, which is referenced in the table of contents.

Ad specifications can be found on page 11.

Website advertising on ifma.org

Frequently updated with new products, services, educational offerings and events, the IFMA website attracts thousands of FM professionals looking for the latest facility management news and information.

Make the most of your budget

- ✓ On average, advertisers receive 70,000 to 90,000 impressions per month.
- ✓ IFMA undertakes extensive ongoing research and user analysis studies to continually increase Web traffic.
- ✓ Only two high-exposure positions are available (three banners rotate per position).
- ✓ Ads receive prime placement on the home page and are reinforced throughout every page of the site.

IFMA.ORG BY THE NUMBERS

81,376 visits

62,264 unique visitors

318,556 page views

3.91 session duration (in minutes)

70,000 ad impressions

Per month averages as of March 6, 2014.

Article Box

Grab the attention of the largest community of facility professionals on the Web. Advertising positions are limited and available on a first-come, first-served basis. Banner ads are purchased at a flat net rate.

US\$2,500



IFMA's FM Buyer's Guide

ONLINEFMGUIDE.COM

This searchable Web database connects facility decision makers directly with your business when they are in the market for product and service solutions.

A basic FM Buyer's Guide listing is available to IFMA members at no cost. For only US\$395 annually, upgrade to a Web-enabled listing.

Web-enabled listing

This enhanced listing includes your full-color company logo, a corporate description, links to your website, email address and placement in up to 10 predefined categories.

Visit www.bit.ly/guidemediakit to view detailed information on IFMA's FM Buyer's Guide.

IFMA has partnered with MultiView to produce and deliver the FM Buyer's Guide and the IFMA Insider. To obtain more information on these products, please contact MultiView at +1-972-402-7000 or ifma@multiview.com.

IFMA Insider e-newsbrief

GLOBAL

IFMA Insider tackles today's most relevant facility management-related issues, gathered from trusted news sources and leading industry publications from around the Web. Delivered weekly to the inboxes of IFMA's full membership, the IFMA Insider keeps professionals informed of topics that impact their programs. Subscribers are decision-makers with purchasing power – the top-tier professionals in the industry.

Visit www.bit.ly/insidermediakit to view a complete IFMA Insider media kit today!

REGIONAL

In addition to the global IFMA Insider, IFMA publishes three regionally focused newsbriefs delivered weekly to members in concentrated geographic locales. Advertising opportunities in the regional Insiders allow you to target your message directly to areas where you'll find the right customers for your business.

Consider advertising in a regional edition today!

IFMA Regional Insider – Canada Edition

Visit www.bit.ly/insidercanada for more information.

IFMA Regional Insider – Northeast Edition

Visit www.bit.ly/insiderNE for more information.

IFMA Regional Insider – West Coast Edition

Visit www.bit.ly/insiderWC for more information.

IFMA Facility Fusion

One fantastic conference,
two unique approaches!

2015: Orlando & Vancouver

These intense learning and networking events feature a two-day tradeshow with dedicated expo hours and a variety of sponsorship opportunities.

IFMA Facility Fusion Canada

March 11-12, 2015

Sheraton Vancouver Wall Centre
Vancouver, British Columbia

Booth Fees: US\$2,112

Sponsorships: US\$500 to US\$2,500

Advertising: US\$200 to US\$2,000

IFMA Facility Fusion USA

April 20-22, 2015

Rosen Shingle Creek
Orlando, Fla.

Booth Fees: US\$2,350

Sponsorships: US\$500 to US\$5,000

Advertising: US\$200 to US\$750

Contact **Kim Coffey** at **+1-281-974-5681**
or **kim.coffey@ifma.org** for more
information.



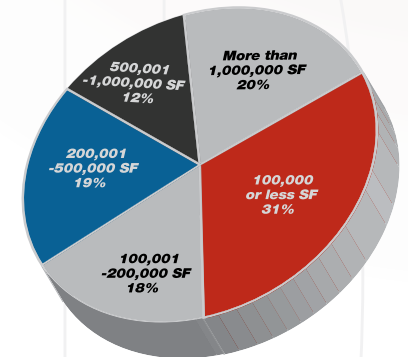
Attendee Profile (U.S.)

IFMA Facility Fusion is attended by an estimated 1,250 attendees from more than 46 U.S. states and 20 countries. Our attendees represent more than 800 companies with annual facility budgets totaling more than US\$23 million.

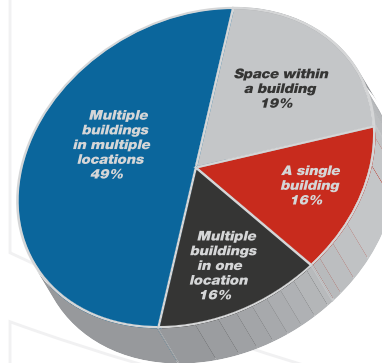
Annual facility budget:

Mean = US\$23,735,480

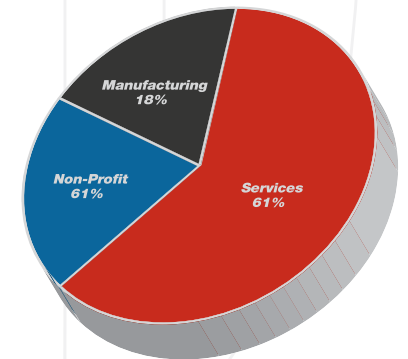
Median = US\$4,000,000



Square feet managed



Type of facility managed



Industry of work in FM



IFMA's World Workplace

The Facility Conference & Expo

Denver . Colorado . 2015

The premier educational, networking and buying event for the facility management profession draws more than 4,000 attendees from more than 2,000 companies representing 35 countries and billions of dollars worth of purchasing power.

Booth Fees: US\$3,500

Sponsorships: US\$1,000 to US\$35,000

Advertising: US\$500 to US\$3,500

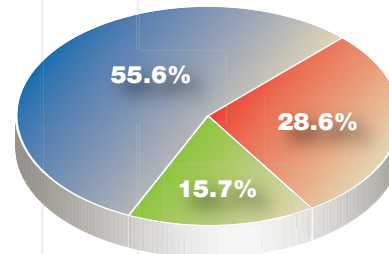
Visit

www.bit.ly/WWP15EXPO

for more information.

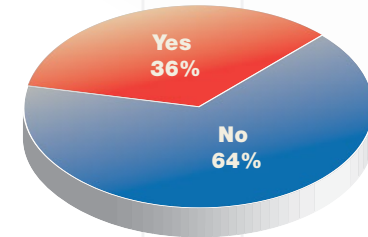
Contact **TJ Mendieta** at **+1-281-974-5678** or **tj.mendieta@ifma.org** for more information.

Which of the following best describes the industry in which you work?



- Manufacturing (e.g. computer, electronics, pharma, consumer goods)
- Services (e.g. financial, professional, retail, utilities, health care, trade)
- Non-Profit (e.g. education, government, religious)

In 2013, **64%** of surveyed attendees **only** attended events hosted by **IFMA**.



Did you attend another non-IFMA conference in 2013?

World Workplace attendees represent a broad range of industries, managing facilities of every type, size and number.

results from October 2013 post-event survey

Gutter
Allow 1/4" to 1/2" for visual gutter loss.

Live Area

2-Page Spread
10.875" x 17" trim
0.125" bleed
(10.375" x 16.5" live area)

Full Page
8.5" x 10.875" trim
0.125" bleed
(8" x 10.375" live area)

Resource Ad
2.125" x 4.625"
no bleed

Belly Band
18.8125" x 5"
(inquire for full specs)

1/2 Horizontal
8" x 5.1875"
no bleed

1/2 Vertical
4" x 10.375"
no bleed

1/3 Horizontal
8" x 3.5"
no bleed

1/3 Vertical
2.65" x 10.375"
no bleed

1/4 Page
4" x 5.1875"
no bleed

Digital Specs

Article Box
300 x 250 pixels

FMJ Announcement Email
468 x 60 pixels

Product Demo Video
8.5" x 10.875"; 640 pixels x 480 pixels (video)

Print Ad Specifications

Minimum print resolution: 300 dpi
Convert all colors to CMYK or grayscale. Do not use RGB or indexed color.

File saving and formatting requirements.

IFMA uses the Microsoft Windows platform. Do not send files with Mac previews. Only high-resolution digital art submissions are accepted. IFMA does not accept ads saved in page layout programs (QuarkXPress, Adobe InDesign, Pagemaker, etc.). Please submit only .pdf, .eps or .tiff files.

- Adobe Acrobat: Save files in high-resolution press-optimized composite .pdf format.
- Adobe Illustrator: Save files in .eps format. Convert all fonts to outlines. Use CMYK colors. Don't use RGB or PMS spot colors. Include all linked files saved as 300 dpi CMYK .eps or .tiff. Save with IBM (8 bit/pixel) preview with binary encoding. Do not embed color profile (ICC color profile).
- Adobe Photoshop: Save files in .eps or .tiff format at 300 dpi (600 minimum for line art) in CMYK (or grayscale for B/W ads). Rasterize all fonts. Don't use RGB or indexed color. Don't save with .lzw or .jpeg compression. Save with IBM (8 bit/pixel) preview with binary encoding. Do not embed color profile (ICC color profile).

Digital Ad Specifications

File Saving and Formatting Requirements

All banner ads need to be 72 dpi, RGB and saved in .gif or .jpg format. Animated .gif files are acceptable. No flash animation. The file size cannot exceed 40K.

Video demo specifications. Submitted videos must be a .flv (Flash) file with dimensions of 640 pixels x 480 pixels (or the exact same proportion—larger only). IFMA cannot accept files smaller than these dimensions. Flash file should be no larger than 30MB and no longer than 6 minutes.

File Naming.

Documents should be named by the advertiser's name and month advertising.

File transport.

Please email compressed files using WINZIP or Stuffit to diana.maldonado@ifma.org. For large files, please use www.mailbigfile.com. Third-party tags are accepted for Web banner ads.

General Policies

All quoted rates are net. No agency discounts. Advertising rates subject to change. Discounts may be available for multiple issue placements.

Payment terms. Payment terms are net 30 days from date of invoice or unless otherwise specified. Rendering invoice to advertising agency at advertiser's request shall not release advertiser in case of nonpayment of agency. Print advertisers receive a tear sheet and sample copy of the publication with each invoice. All Web banner advertisements require pre-payment and will not run unless the payment has been received. All prices are quoted in U.S. dollars and payment must be remitted as same. No foreign currency will be accepted

Positions. Only premium print ad positions are guaranteed. All other print ads are placed according to pagination requirements. There are only two positions available for Web ads; advertisers are placed randomly in open slots.

Liability. Advertisers and advertising agencies assume liability for all advertising content and are responsible for claims made against the publisher arising from advertising content.

Publisher's rights. The publisher reserves the right to reject any advertisement. The publisher also may place the word "advertisement" with copy that, in the publisher's opinion, resembles editorial content. IFMA also may label a Web banner ad with the word "advertisement."

Advertising contract. All advertising companies and agencies must sign an IFMA advertising contract to reserve space in FMJ or a Web banner ad on IFMA's website. Insertion orders are accepted but a signed IFMA advertising contract acknowledging and agreeing to IFMA's payment terms and cancellation policy is required to secure ad space. IFMA's terms and conditions take precedence over any other agreement or insertion order. The advertising company named on the contract is aware that if, for any reason, the individual whose signature is on the contract is no longer with the company, the company is still responsible for all fees associated with the agreement.

Cancellation policy. To cancel an advertising order, you must submit your cancellation request in writing to corporateconnections@ifma.org a minimum of 30 days prior to the reservation deadline or posting date unless specified. Advertisers will be held accountable for all advertising fees if contracts are cancelled less than 30 days before the issue's reservation deadline or specified cancellation date. If you secure space within 30 days of the reservation deadline or after the specified cancellation date, your order cannot be cancelled. The individual who signs the contract signs as a representative of the advertiser's company, therefore the burden of payment lies with the company, not the individual.