

MEDIA KIT 2022



ABOUT US

THE McMORROW REPORTS

- Founded in 2004, it is a trusted source of Facility Management and Design insights.
- Its mission is to inform, educate, inspire, connect and empower the industry.
- Reaching decision-makers, influencers and insiders through myriad media channels and marketing solutions.
- The content helps well-known manufacturers and service providers find new audiences, make connections and develop business opportunities that have increased sales and provided a high return on their media investment.
- Close partnerships with leading industry associations, conferences/trade shows and complementary media outlets allow us to offer unique marketing solutions and access to decision-makers and influencers.

Eileen is a respected journalist and industry insider who knows everyone in the facilities management business ecosystem. She is the go-to person we rely on when it comes to knowing all things about facilities management and design.



Ozzie Nelson
Chairman and
Co-CEO at NELSON

FMLINK

- FMLink is one of the largest worldwide online publications designed to exclusively meet the information needs of facilities management (FM) professionals. Launched in 1995 by Peter Kimmel, AIA, IFMA Fellow, and a former facilities manager, FMLink provides FM professionals with concise, actionable advice that maintains their interest and advances the facility management profession.
- FMLink boasts one of the largest repositories of facilities information in the world. The FMLink website has more than 35,000 pages of timely content: analyst insights, checklists, directories, benchmarking data, articles, white papers, case studies, and more.
- The brand provides in-depth facilities management-related information from field experts and leading publications. Contributors include AFE, ASHRAE, BOMA, BOMI, Frost and Sullivan, IFMA, ISSA, The McMorrow Reports, the U.S. Green Building Council and several sustainability organizations.

OUR TEAM



Eileen McMorrow
Editor-in-Chief

- 30+ years as a journalist covering the facilities management and design industry.
- Former Editor-in-Chief of *Facilities Design & Management* magazine.
- Former member of the Board of Directors of the International Facility Management Association (IFMA).
- An industry insider with strong relationships and partnerships with top conferences and trade shows including IFMA's World Workplace, IFMA's Facility Fusion, NFMT, NeoCon, ISSA Conference & Expo, Healthcare Design, LightFair and AHR.
- Creator and Director of the Best of NeoCon Awards Competition for product design and the Nightingale Awards for product design in healthcare environments.



Michael Walsh
Publisher



Theresa Giarrusso
Editor



Janet Stroud
Editor

MEDIA OPTIONS

DIGITAL NEWSLETTERS

- Reach the inbox of Decision-Makers + Influencers
- Segmented by industry—Commercial, Healthcare, Education + Government
- Weekly news digest and industry information
- Engage with custom native content and ads



DIRECT EMAIL

Reach the inbox of Decision-Makers + Influencers



DIRECT PRINT MAIL

- Mail print promotional literature or brochures to selected databases
- Choose title + location of target audience
- Creative production, printing + mailing available



WHITE PAPER

- In-depth research, insights + promotion



WEBSITES

- Reach Decision Makers + Influencers
- Sponsor specific industry segments
- Influence with advertorial content insertions



THE **McMorrowReports**
Facility Management & Design **Insights**



FACE-TO-FACE

- Product Focus Fridays: Monthly virtual interactive program in a news magazine format featuring a thought-leadership discussion and market introduction by the sponsors of two new products or services
- Custom mini-conferences, round tables, business luncheons and dinners
- Conference content with support ad programs.
- Matchmaking media offerings
- Trade show media support partnerships

CUSTOM CONTENT & 100% SOV Q&A ADVERTORIAL

- Created by a professional editorial team
- Incorporates third-party authenticity
- Targeted to client-defined universe
- Supports inbound marketing and lead generation
- Can be leveraged in other media, plus social media



SOCIAL MEDIA

Connect with our followers



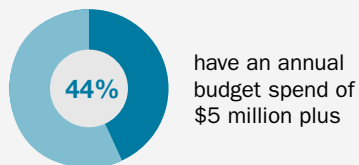
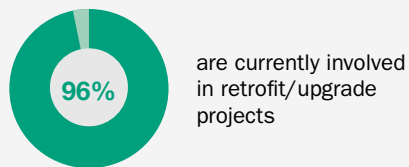
INDUSTRY INSIGHTS TRAINING

- Help your sales team understand the FM and A&D roles
- Learn the FM and A&D decision-making process
- Acquire new business prospecting channels



OUR STATISTICS

The McMorrow Reports' Facilities Management Subscribers*

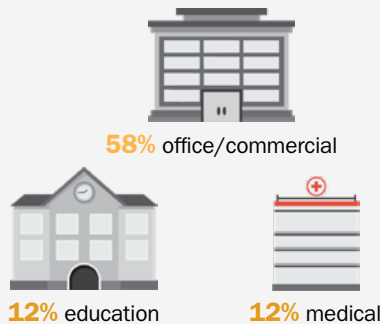


FMLink's News Digest Subscribers**

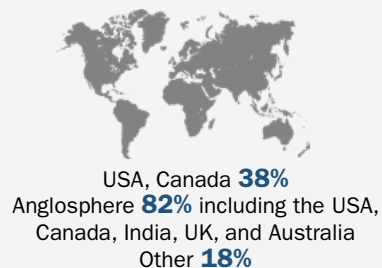
46% manage facilities of more than **250,000 sq.ft.**

27% manage facilities of more than **1,000,000 sq.ft.**

Types of facilities managed:



North American and Global Reach***

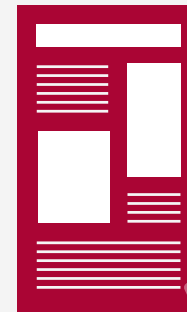


Newsletters



68,000+ subscribers
who are Facilities Management and Design professionals

per month
7 issues
100,000+ newsletters



an average
Open Rate of 16% to 22%

Websites

700,000 unique visitors
per year

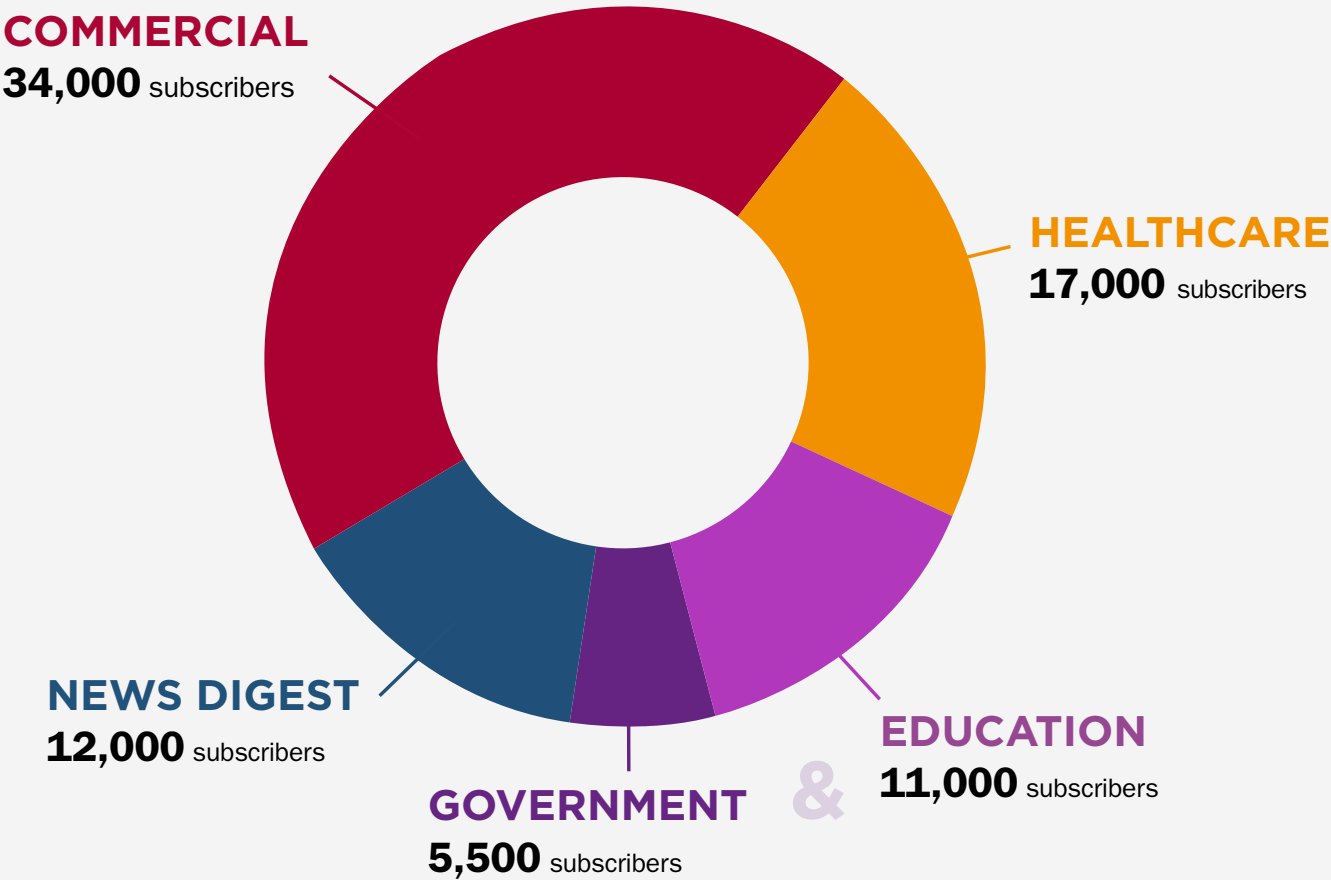
1:05 min user duration

Social Media



10,000 loyal followers

NEWSLETTER SUBSCRIBERS*



*Audience Profile April 2021

COMMERCIAL NEWSLETTER

- The commercial facilities sector embraces multiple building types, operating under a principle of public access—open to employees and often the general public. The McMorrow Reports Commercial segment addresses information needs in the office (corporate / developer / management), retail, hospitality, entertainment, and aviation sectors.
- The commercial facilities sector is a key component of the critical infrastructure. The Commercial Building Energy Consumption Survey estimates there were 5.6 million commercial buildings in the United States in 2012, or 87 billion square feet of floorspace, increasing at an annual rate of about 1.5%.
- From Apple's HQ to NYC's Hudson Yards, the commercial building market continues to expand with new construction and innovative retrofit developments.
- Our editors cover all the major news and industry events from FM and A&D perspectives.
- In addition to advertising and content dissemination in the Commercial newsletters, our team can help with advertorials, sales training, market research, white paper creation, sponsored events, and more.
- We have helped many well-known companies and service firms find new audiences and exploit business opportunities that have positively impacted their sales and market position.
- Our close partnerships with leading industry associations, conferences, and trade shows allow us to offer unique solutions and access to decision-makers and influencers.

FreeAxez has worked with The McMorrow Reports for many years. We have advertised in their newsletters, and they have assisted us with both content creation and customer relationship development. We are very happy with the results and look forward to a continued partnership.



Earl Geertgens
President & CEO
FreeAxez

REACH


- The McMorrow Reports Commercial newsletter reaches monthly **over 34,000 qualified subscribers** drawn from U.S. leading commercial building owners and managers, A&D firms, and building service providers.
- **Over 9,000 architects and designers; 20,000 facilities management professionals; 2,000 administrative professionals and 3,000 engineers** receive the Commercial newsletter each month.

Commercial Newsletter subscribers in the:

Top 5 commercial A&D firms*:

Gensler	488
Perkins&Will	110
HKS	133
KPF	41
PERKINS — EASTMAN	34

Top 5 commercial building owners/managers:

CBRE	1064
 CUSHMAN & WAKEFIELD	259
bxp Boston Properties	232
VORNADO REALTY TRUST	98
STANDARD & POOR'S	2815

*Building Design and Construction, July 2013

EDUCATION & GOVERNMENT NEWSLETTER

- The McMorrow Reports combines the education and government sectors into one newsletter, providing a critical mass in terms of subscribers and a greater value for advertisers. There is crossover on issues relevant to both sectors, and the products and services sourced by the specifiers often need to meet the same functional criteria.
- The content addresses the information needs of college, university, and government including federal and state agencies, military, and related A&D specifiers and engineers.
- There are 5,300 colleges and universities in the U.S. ranging from cosmetology to the Ivy League. In 2012, The Cato Institute estimated that the federal government owned 306,000 buildings and leased another 55,000 buildings for a total of 361,000 buildings.
- In addition to advertising and content dissemination in the Education & Government newsletters, our team can help with advertorials, sales training, market research, white paper creation, sponsored events, and more.
- We have helped many well-known companies and service firms find new audiences and exploit business opportunities that have positively impacted their sales and market position.
- Our close partnerships with leading industry associations, conferences, and trade shows allow us to offer unique solutions and access to decision-makers and influencers.

The McMorrow Reports and Eileen McMorrow are well respected in this industry. We have worked with her for many years and advertise in the Education & Government newsletters to great effect.



David Leigh
Marketing VP
Bobrick Washroom

REACH

- The McMorrow Reports Education & Government newsletter reaches monthly **over 16,500 qualified subscribers** drawn from leading U.S. colleges and universities, the federal government, and A&D firms that service both sectors.
- **Over 3,500 architects and designers; 10,000 facilities professionals; 3,000 engineers**, and administrative professionals receive the newsletter each month.

Education & Government Newsletter subscribers in the:

Best 5 universities*:

 PRINCETON UNIVERSITY.....	24
 HARVARD UNIVERSITY	69
 Yale	64
 THE UNIVERSITY OF CHICAGO.....	21
 COLUMBIA UNIVERSITY IN THE CITY OF NEW YORK	45
 MIT	41
<small>Massachusetts Institute of Technology</small>	
Stanford University.....	37

Top 5 U.S. federal government agencies:

	1251
	551
	419
 Homeland Security	294
	121

*2017 U.S. News Best Colleges' rankings

- Healthcare facilities are more than just hospitals. They include centers for ambulatory, behavioral health, blood donation, dialysis, education, maternity, radiology, and urgent care, in addition to clinics, offices, hospice, and nursing homes.
- The AHA put the number of U.S. hospitals at 6,210 in its 2017 Hospitals Survey, and it's safe to conclude there are thousands more facilities in the categories outlined.
- Healthcare infrastructure in the U.S. is well developed. Its upkeep represents a large component of the annual \$4 trillion spent on American healthcare. There is an ongoing drive among institutions to compete on the basis of quality facilities in addition to clinical capability.
- Our editors cover all the major news and industry events from FM and A&D perspectives.
- In addition to advertising and content dissemination in the Healthcare newsletters, our team can help with advertorials, sales training, market research, white paper creation, sponsored events, and more.
- We have helped many well-known companies and service firms find new audiences and exploit business opportunities that have positively impacted their sales and market position.
- Our close partnerships with leading industry associations, conferences, and trade shows allow us to offer unique solutions and access to decision-makers and influencers.

I have had the opportunity to work with Eileen closely as a juror at several interior design conferences and have been very impressed with her calm professional approach to this challenging task. I have also had the privilege of attending networking events she has organized which enable healthcare designers and manufacturers to discuss issues related to our industry. The McMorrow Reports newsletter is one that I look forward to receiving, and I am grateful she is able to provide such a valuable resource to the Healthcare Interior Design community.



Teri Lura Bennet
RN, CID, CHID, IIDA,
EDAC, NIHD
Lead Interior Designer
Johns Hopkins
Health System

REACH

- The McMorrow Reports Healthcare newsletter reaches monthly **over 17,000 qualified subscribers** drawn from U.S. leading healthcare systems and A&D firms.
- **Over 4,000 architects and designers, 8,500 facilities management professionals; 2,000 engineers; and 2,500 senior administrative professionals** receive the newsletter each month.

Healthcare Newsletter subscribers in the:

Top 5 healthcare A&D firms*:

	602
	133
	110
	125
	66

Top 5 healthcare systems:

	621
	551
	174
	126
	111

*Building Design and Construction, August 2017

- **FMLink** is one of the largest worldwide online publications designed to exclusively meet the information needs of facilities management (FM) professionals. Launched in 1995 by Peter Kimmel, AIA, IFMA Fellow, and a former facilities manager, the site provides FM professionals with concise, actionable advice that maintains their interest and advances the facility management profession.
- More than simply a news daily, FMLink features in-depth articles from field experts and leading publications. Contributors include AFE, ASHRAE, BOMA, BOMI, Frost and Sullivan, IFMA, ISSA, The McGraw-Hill Companies, the U.S. Green Building Council, and several sustainability organizations.
- FMLink is topic-centric, explicitly covering **over 100 FM topics**. This lets advertisers target audiences by interest—for example, maintenance, energy, software, or building systems. News stories are published three days/week on a broad range of topics, often within one or two days of the news event. Featured articles of more depth are published each month on newsworthy and salient industry issues and topics.
- Our editors report on industry news, research, resources, and conferences, providing analyst insights and articles addressing the concerns of facilities management, engineering, and A&D professionals in commercial, education, healthcare, and government sectors.
- By virtue of its website architecture, FMLink is distinctive in its ability to generate topic-specific traffic. This enables contextual advertising on specific pages, which is incredibly powerful from a communications perspective.
- News items include: **Latest Postings; Developments; Surveys and Trends; Products & Services; Publications; Regulations & Government; Contract Awards; Associations and Organizations; Newsletter Archive.**
- Website topics include: **Building Type; Building Systems; Furnishings & Interiors; Maintenance & Operations; Planning; Safety & Health; Software & Technology; Sustainability; Other Topics.**
- The FMLink website has over 35,000 pages of content and draws more than 600,000 unique visitors annually, primarily from the U.S. and the Anglosphere.

The screenshot displays the FMLink website interface. At the top, there's a navigation bar with a search icon and a link to 'fmlink.com/topics/building-type/'. Below this, a banner advertises a 'free FMLink e-book' titled 'all you need to reoccupy your buildings'. The main content area is divided into several sections:

- FM TOPICS:** A sidebar menu listing various facility management topics like Building Type, Building Systems, Furnishings & Interiors, Maintenance & Operations, Planning, Safety & Health, Software & Technology, Sustainability, and Other.
- TODAY'S TOP NEWS:** A section featuring several news articles with headlines such as 'If static control is critical to your facility, check out the flooring this electronics assembly facility chose', 'Improve healthcare outcomes and experiences with Kimball's new person-centered furnishings brand, Interspace', and 'National lab helps Marine Corps air base build efficient, resilient, cost-effective data center'.
- WHITE PAPERS:** A section with articles like 'Moving to data-driven facility management with analytics' and 'Let's think about how technology helps us deal with massive...'. It also promotes 'Reopening? Make your facility cleaner and greener'.
- SPONSORS:** A section listing various sponsors, including Platinum Sponsors (Excel Dryer, Inc., FM Benchmarking), Gold Sponsors (Skyfoundry, Skyline), Silver Sponsors (Archibus, Inc., Landscape Forms), and other sponsors like Waco, Stairmaster, and Flex-Tred.
- FEATURED ARTICLES:** A section with articles like 'Three must-haves for a relevant post-COVID workplace', 'The innovation imperative', 'Maintenance for an existing building's envelope—Sustainable considerations for cost-effective retrofits', and 'HelloFresh: Serving green, going green, saving green'.

At the bottom, there's a section for 'Benchmarking security best practices during COVID-19' and 'The future role of the office'.

- More than 10,000 other websites link to FMLink as a resource.
- Google has over 30,000 indexed pages of FMLink content. Search **facilities management news in Google** and FMLink will be #1 or #2 in the search results.
- Visitors most often reach FMLink through topical organic search.

FMLINK WEEKLY NEWS DIGEST

- The sophisticated management and maintenance of facilities infrastructure in the U.S. represents a large component of our annual \$20 trillion economy. Competition for talent is driving businesses and institutions to compete through quality facilities, amenities and services that will attract workers and are an extension of the benefits of joining an organization.
- The latest U.S. Commercial Building Stock Report** put the number of commercial (including institutional) buildings in the U.S. at 5.6 million covering floor space of 87 billion sq.ft.
- More than 30% of U.S. building stock constitutes facilities of greater than 100,000 sq.ft. The average commercial construction project, at 19,000 sq.ft., is nearly double the size of the average commercial construction project pre-1960.
- Our editors report on industry news, research, resources, and conferences, providing analyst insights and articles addressing the concerns of facilities management, engineering, and A&D professionals in commercial, education, healthcare and government sectors.
- The 10 biggest commercial building segments in terms of floor space:
 1. Office
 2. Warehouse
 3. Mercantile
 4. Lodging
 5. Public, Assembly & Safety
 6. Religious
 7. Healthcare
 8. Service
 9. Food Service
 10. Vacant & Other
- Our close partnerships with leading industry associations, conferences, and trade shows allow us to offer unique solutions and access to decision-makers and influencers.

At FEA, we've always looked to FMLink as a trusted source for facility management information and knowledge. Peter Kimmel and his associates have always delivered helpful and timely information about what's new in FM, what's trending, and most important – telling the story of the valuable contributions FMs make to their organizations.



Chris Hodges
PE., CFM, FMP
IFMA Fellow, FRICS
Principal
Facility Engineering
Associates

REACH

- The FMLink Weekly News reaches **over 12,000 qualified subscribers** drawn from the U.S. and Anglosphere.
- Subscriber data indicates: **48% are in-house FMs; 24% are outsourced-FMs; 60% hold corporate positions; 46% of in-house FMs manage over 250,000 sq.ft.; 27% manage over 1,000,000 sq.ft.; and 58% manage office facilities; with 12% each managing academic and medical facilities.**

Weekly News Digest subscribers in the:

Top 5 Integrated Facilities Management Services Suppliers*::

JLL	46
CBRE	66
sodexo	34
COMPASS	9
CUSHMAN & WAKEFIELD	21

Top 5 segments:

usa.gov	221
EDUCATION	552
CORPORATE	8042
HEALTHCARE	582
HOSPITALITY	388

*Spend Edge Global Procurement Report, August 2018

** EIA's 2012 Commercial Buildings Energy Consumption Survey

MONTHLY & WEEKLY NEWSLETTERS

COMMERCIAL

34,000+ qualified subscribers

COMMERCIAL

OH!

VERSTEEL

April 10, 2018

Class A industrial buildings planned for Atlanta suburb

Adkerson & Co. will develop three Class A industrial buildings totaling 470,000 square feet as part of the new Rockdale Technology Center. Located in Conners, Ga., 26 miles east of downtown Atlanta, the distribution facilities will offer build-to-suit and flexible space options ranging from 10,000 square feet to 185,000 square feet. Construction is slated to begin this month, with completion in 10/2019.

Taco

Mission Critical Rated Solutions

- Liquid Cooled Data Center Solutions
- Datacenter Build Compatibility
- Improved Data Center Efficiency
- Decreases T&E and Operational Costs
- Flexible Build Configuration
- Scalable, Efficient & Compact Solution

The City of Brotherly Love shines through the new Radian headquarters

Headquartered in Philadelphia, Radian connects vendors, homebuyers, investors and loan servicers using a suite of private mortgage insurance and related risk management products and services. In 2014, NELSON was contracted to create a new headquarters for their central operations. NELSON had previously worked on Radian's Philadelphia technology center.

Situated on five and a half floors of the new headquarters is approximately 150,000 square feet. NELSON was key to creating an innovative and community atmosphere for this Philadelphia mortgage insurance company.

Dodge Momentum Index climbs in March

The Dodge Momentum Index moved 6.1% higher in March, rising to 155.0 (2000=100) from the revised February reading of 146.0. The Momentum Index is a monthly measure of the first (or initial) report for nonresidential building projects in planning, which have been shown to lead construction spending for nonresidential buildings by a full year. March's gain was the result of a 9.6% increase in the commercial component - more than erasing the 5.1% decline it had seen the previous month.

Why Dallas is hot: Three factors that drive this fast-growing city

Three factors drive this fast-growing city: 1. Innovation 2. Life and culture 3. Education. Dallas is a fast-growing city with a strong economy and a vibrant culture. It is a city that is always moving forward and is always looking for new opportunities. Dallas is a city that is always growing and is always looking for new ways to improve itself. Dallas is a city that is always changing and is always looking for new ways to make itself better. Dallas is a city that is always evolving and is always looking for new ways to become a better place to live.

EDUCATION & GOVERNMENT

16,500+ qualified subscribers

EDUCATION & GOVERNMENT

March 19, 2018

Brown University selects Planon's Facility Management Technology

Brown University has taken a step forward in initiatives to enhance its campus facility management through the selection of Planon's integrated workplace management system (IWMS).

"The partnership with Planon will allow Brown to implement the most progressive smart campus technology for our facilities management services, which we hope will transform the campus experience for our students, faculty, staff and visitors and, in the process, reduce our costs while enabling greater efficiencies for the university," said Dr. Rami Pendse, COO of Brown University.

Brown chose Planon's entire IWMS suite and will start implementation with the maintenance and space solutions first. This includes inventory and warehousing capabilities, as well as key functionality for planning, managing and operating the extensive Brown campus portfolio of buildings and assets.

ASHRAE 2019 Winter Conference paper abstracts due by March 26

ASHRAE announced a call for papers for its 2019 Winter Conference Jan. 12-16 in Atlanta at the Omni Hotel Atlanta CNN Center. The 2019 ASHRAE Expo, taking place Jan. 14-16 at the Georgia World Congress Center, is expected to attract 70,000 registered visitors and exhibitor personnel.

Morehouse Healthcare recognized by NCCA for patient-centered care

The National Committee for Quality Assurance (NCCA) announced in March that Morehouse Healthcare, the faculty physician practice of Morehouse School of Medicine (MSM), has received NCCA Patient-Centered Medical Home (PCMH) Recognition for using evidence-based, patient-centered processes that focus on highly coordinated care and long-term participative relationships.

Quick Reads

- ARCHIBUS appoints John McGee as new president
- STOPS Incident Monitoring Service enables anonymous reporting
- Honeywell, UN Environment enter partnership
- Diversey donates \$400,000 in cleaning products

The Legacy Collection: Classic, cost-effective and made in U.S.

HEALTHCARE

17,000+ qualified subscribers

HEALTHCARE

March 28, 2018

NO PEEKING. JUST PRIVACY.

Gap-free interlock & max height toilet partitions

MacNeal Hospital acquired by Loyola Medicine

Loyola Medicine has finalized the acquisition of MacNeal Hospital and its affiliated operations from "Inet Healthcare. The acquisition also includes Chicago Health System, Chicago Market Laboratories, Inc. and some physicians of Chicago Health Medical Group.

MacNeal Hospital is a 374-bed teaching hospital in Berwyn, Illinois, with over 550 medical staff members in 50 specialties, advanced inpatient and outpatient medical, surgical and psychiatric services and advanced diagnostics and treatments in a convenient community setting. In addition, MacNeal has a 12-bed acute rehabilitation unit, a 26-bed inpatient skilled nursing facility and a 68-bed behavioral health program.

Encompass Health

Joint venture plans rehabilitation hospital in Dayton, Ohio by 2020

Encompass Health Corp., formerly known as HealthSouth Corp., and Premier Health announced in March plans to build a 60-bed inpatient rehabilitation hospital in Dayton, Ohio. The Rehabilitation Institute of Ohio, a joint venture with Encompass Health, is expected to open in early 2020 on the campus of Miami Valley Hospital.

Henry joins HDR health leadership team

Jim Henry, AIA, has been named health director responsible for the U.S. West region healthcare architecture practice for HDR. This move signals a transition for Henry from the global firm's design team to its health leadership team.

Henry has most recently been serving as design director for the Health sector, where he played a pivotal role in bringing to life many of HDR's most noteworthy projects. He has worked on notable projects such as The Pavilion for the University of Pennsylvania Medical Center, Cleveland Clinic Abu Dhabi, and currently The Ohio State University's Wexner Medical Center.

Study: PUP system reduces patient falls by more than 90%

An eight-month functionality and utility study of PUP (the Patient in Urgency), conducted at a 50-bed acute care hospital in Ohio in 2017, demonstrated a greater than 90 percent reduction in patient falls. Over the study period, the fall rate was 0.021/1,000 patient days (0 falls) when the PUP patient smart sock was used as an adjunct to existing fall prevention interventions. A comparable patient population using existing fall-prevention interventions alone experienced a fall rate of 4.51/1,000 patient days.

MONTHLY

WEEKLY

FM NEWS DIGEST

10,000+ qualified subscribers

Fmlink

Facility Management News & Resources from The McMorrow Reports

Fmlink Newsletter -- May 17, 2021

TOP STORIES

Sign up now for newsletters from The McMorrow Reports!

CBRE: See how free-rent entitlements and tenant-improvement allowances are factoring into new office leases (Surveys and Trends)

GSA commits to 100% renewable energy for federal real estate by 2025 -- and improving equity (Regulations and Government)

USGBC/ASHRAE study shows air quality measures implemented by schools during the pandemic (Read this article on the McMorrow Reports website)

See which real estate developers have earned certification to **vital response** best practices across their portfolios (Developments - Safety and Health)

Remainig public safety -- exploring the role of **campus police** (Read this article on the McMorrow Reports website)

UPCOMING EVENTS

Happening this week

- May 17 - May 20: Better Buildings, Better Plants Summit 2021 [VIRTUAL]
- May 18 - May 20: Southwest Buildings & Facilities Management (SWBFM2021) Trade Show & Conference

Posted this week

"NEW THIS WEEK!"

- Jun 1 - Jun 30: Facilities Show Connect 2021 [VIRTUAL]
- Jul 8 - Aug 19: AIA Conference on Architecture 2021 (A21) [VIRTUAL]
- Jun 2 - Jun 4: POC Summit: International Summit & Exhibition on Health Facility Planning, Design, & Construction [VIRTUAL]

MORE STORIES

Improve healthcare outcomes and experiences with Kimball's new **person-centered furnishings** brand, Intervenor (Furniture & Furnishings - Products and Services)

RATE CARD



DELIVERABLES: METRICS & INSIGHTS

- Verified granular exposure to qualified audiences
- Clients know in detail who sees their ads or sponsored content



	NEWSLETTERS		
	monthly	weekly	both
	THE MCMORROW REPORTS	FMLINK**	FMLINK & THE MCMORROW REPORTS
Billboard*	\$3,000	\$1,500	\$3,750
Leaderboard	n/a	n/a	n/a
Super Skyscraper	\$2,500	n/a	n/a
Square Tile/Medium rectangle (best for video)	\$2,000	\$1,000	\$2,400
White Paper or Case Study Feature	\$2,000	\$1,000	\$2,400
Product or Service Feature	\$1,750	\$950	\$2,160
Mini Page	n/a	n/a	n/a
Homepage Takeover	n/a	n/a	n/a
Sponsor Takeover of the Newsletter - 100% SOV	\$10,000	\$3,075	\$11,000

*Client Specified Top Position +10% Premium

**20% discount for 3+

WEBSITES

CPM* & annual cost		
THE MCMORROW REPORTS	FMLINK	FMLINK & THE MCMORROW REPORTS
n/a	n/a	n/a
n/a	\$55/M	n/a
n/a	\$55/M	n/a
n/a	\$55/M	\$60/M
\$1,000*	\$1,200*	\$2,000*
\$900*	\$1,100*	\$1,800*
\$5,000*	\$6,000*	\$9,000*
\$3,000**	\$4,500**	\$6,000**
n/a	n/a	n/a

Targeted placement \$75 CPM

Run-of-Site By year By month**

CUSTOM CONTENT

Article Sponsor (800 words)	\$6,000
Thought-Leadership Feature (1,000 words)	\$6,500

WHITE PAPER

Custom White Paper 12-week process	\$20,000
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INDUSTRY INSIGHTS TRAINING

Help your sales team understand and reach our audience from \$8,500

DIRECT EMAIL

Direct Email Marketing Reach thousands of decision-makers and influencers directly in their inbox with a custom message.	\$500 CPM \$5,000 min. order (10,000 Recipients)
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100% Share of Voice Advertorial Email Have your messaging created by our editorial team with your marketing team's input and then delivered to your target customers.	\$6,000 (Includes a send to a targeted list of 6,000 recipients, any over 6,000 at \$500 CPM)
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SOCIAL MEDIA (10K FOLLOWERS)

Post sponsorship	per post \$250
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CONFERENCE & TRADE SHOW MARKETING

Conference Media Partner & Trade Show Promotion	from \$5,000
Conference Match-ups	from \$5,000

DIRECT PRINT MAIL

DIRECT PRINT MAIL Creative production, printing + mailing available	from \$10,000
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Payment Terms: Net 30 days
Credit Card Payments: +3% surcharge
Direct Deposit: No surcharge

SPECIFICATIONS

ADVERTISING CREATIVE MATERIALS

Please send all ad creative materials and URLs to:

Apolline Tridon

apolline.tridon@mcmorrowreports.com

ADVERTISING QUESTIONS?

Apolline Tridon, Media Director

apolline.tridon@mcmorrowreports.com

Michael Walsh, Publisher

michael.walsh@mcmorrowreports.com
(973) 885-8283

EDITORIAL CONTENT

Please send all editorial content to:

Theresa W. Giarrusso, Editor

theresa.giarrusso@mcmorrowreports.com

Janet Stroud, Editor

janet.stroud@fmlink.com

CREATIVE SPECS: [Click here](#)

DIGITAL NEWSLETTER & WEB ADVERTISING SPECS

Ad Type	Ad unit Name	Ad Dimensions width x height (dp***)	Min size Newsletter Aspect ratio
Horizontal	Billboard	1000 x 250	4:1
Horizontal	Leaderboard	728 x 90	1:1
Vertical	Super Skyscraper	300 x 600	1:2
Vertical	Square Tile	300 x 300	1:1
Vertical	Medium Rectangle	300 x 250	1:1
Mini Page		Webpage	-
White Paper / Case Study		Webpage	-
Product or Service Feature		Webpage	-

[Click here](#) to get more details on the standard IAB ad units

PRODUCTION REQUIREMENTS FOR DIGITAL ADS

Advertising creative/graphics must be supplied:

- two weeks before publication
- in digital format to exact sizes as specified above
- as png or jpg files below 4 MB. Please be advised, flash/swf or gif files are acceptable only for website ads (Max. 3 loops allowed in an animated gif). But click-through data cannot be provided in this format. Also ensure that the swf file has a functional link to your landing page.

PRODUCT OR CASE STUDY FEATURE

- +/- 125 words of copy (product feature)
- +/- 200 words of copy (case study)
- Low-resolution static visual, .png or .jpg and not more than 100 KB, typically around 300 x 250 pixels.
- A URL to where the client wants to direct the viewer. Advertiser also can anchor the URL to content on our website.

BONUSES

- All newsletter and website advertisers receive a one-year Gold Listing in the FMLink FM Directory
- White Paper / Case Study website advertisers can supply multiple links to landing pages or websites.
- Mini Pages & White Paper / Case Study webpages receive a monthly **Fast Read Link** from a McMorrow Reports / FMLink newsletter.

DIRECT EMAIL PROMOTIONS

Client supplies content formatted for HTML delivery to selected segments of our database to reach from 10,000 to 68,000 subscribers. HTML design should be no wider than 1,000 pixels, with all external links fully functional. All images must be fully rendered, and reside on a publicly accessible web server. Avoid javascript programming - recipient email clients sometimes cannot handle it.

WHITE PAPER

Objective researched white paper(s) that responds to a specific issue, with a research bibliography, website links, and About the Sponsor information.

CUSTOM NEWSLETTER

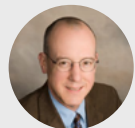
Our team can help yours create a custom targeted e-newsletter to reach your clients and/or segments of our subscriber database.

OTHER OPTIONS

- Direct email campaigns to promote products and services.
- Conference and trade show marketing:
 - Conference and trade show promotion
 - Conference partner media
 - Conference match-ups
- Industry Insights Training: Help your sales team understand and reach our audience.
- Social Media: Support for client information dissemination (Twitter, Facebook and LinkedIn)
- Direct Print Mail: Creative production, printing and mailing available.

ADVERTISING PARTNERS

We have worked with Eileen and her team for many years to promote and establish KI as a leading and innovative contract furniture manufacturer with great success. Their prime consideration is getting the best results for their clients. We especially appreciate the depth of industry knowledge and expertise that everyone at The McMorrow organization brings to our clients.



Brad Rye
Senior Partner
Eric Mower
+ Associates



The McMorrow Reports newsletters are one of my favorite industry information resources. They present fresh and unique facilities solutions and news.

Noel McNulty
Workplace Operations
Manager (AMER)
Twilio Inc., San Francisco
Past President, IFMA's Legal
Industry Council & San
Francisco chapter



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International Facility Management Association

Tarkett

LET'S WORK TOGETHER



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