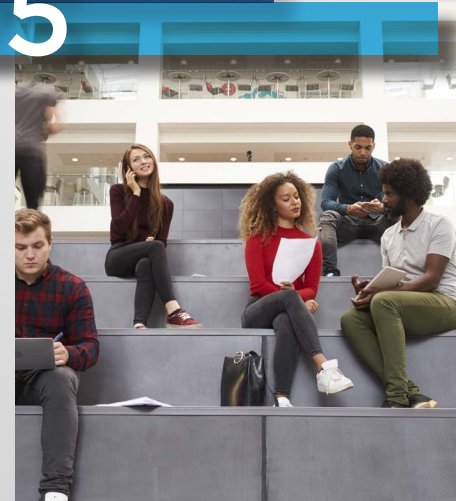


MEDIA KIT

2025



THE FACILITY MANAGEMENT MARKET

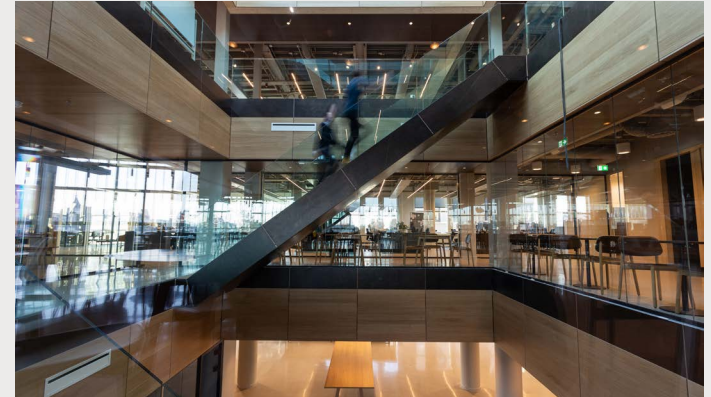
Research reports on the size and scope of the Facility Management global market vary widely and attest to the increasing importance of facility and real estate management data for business operations' decisions.

In May 2022, Fortune Business Insights reported the global facility management market is projected to grow from \$1,260.36 billion in 2022 to \$1,856.44 billion by 2029. Fortune predicts the demand for facility management solutions and services is likely to expand considerably over the next few years*.

Further, according to OSCRE International, Environmental, Social and Governance (ESG) initiatives are a top priority for the industry and provide a unique opportunity for collaboration between real estate investors, owners and occupiers. They share a common need for what's collected at the real estate asset level that's accessible, consistent and can be exchanged across multiple systems.

FMs are the leaders in integrating smart building technology, increasing the sustainability of the physical environment and data, keeping occupants safe and healthy, and managing hybrid workplaces and shifting space needs.

If your business delivers a service, software or product that FMs and design professionals can use to support their organizations and clients, please consider reaching our audiences. The following pages reveal their volume, buying power, interests and engagement with our digital content—and that of our industry partners and advertisers—every week and month of the year.




OUR BRANDS CONNECT WITH THE FM MARKET

The McGraw Reports, and Fmlink newsletters are essential resources for anyone responsible for designing, building, managing or maintaining workplace facilities. Industry suppliers, manufacturers, and service providers build awareness of their products and services by aligning their advertisements with relevant content that educates, inspires and helps facility managers do their jobs.

Our brands:


- ▶ Reach key decision-makers, influencers and insiders through multiple channels. Target audiences include a cross-section of FM, engineering and A&D professionals in the commercial, education, healthcare and government sectors.
- ▶ Offer influential access through our audience affinity and close partnerships with leading industry associations, conferences and trade shows.
- ▶ Provide myriad digital marketing solutions, including advertising, direct email marketing outreach and other forms of content dissemination. Marketers can publish their existing white papers, case studies, e-books and webinars exposing this content to an audience that might not otherwise see it.
- ▶ Furnish custom solutions and content creation, including product advertorials, white papers and case studies. Our expert editorial staff can assist in interviewing, writing and publishing content that positions companies as experts and knowledge providers to the FM audience.

About our audience



70,000+
subscribers
facilities, A&D,
engineering and associated
professionals

90,000+
newsletters each month




an average **Open Rate of 23%**



Social Media
10,000
loyal followers

Websites

500,000+
unique visitors per year.



1:21 min
user duration

Meet our readers



ABOUT US

THE McMORROW REPORTS

- Founded in 2004, The McMorrow Reports is a trusted source of facility management and design insights.
- Its mission is to inform, educate, inspire, connect and empower the industry.
- The content helps manufacturers and service providers find new audiences, make connections and develop business opportunities that increase sales and provide a high return on their media investment.
- Facility management is evolving and becoming more strategically focused in today's changing landscape of commercial and institutional real estate and building use. McMorrow Reports strives to offer valuable and practical insights to facilities professionals to keep the current with this evolution.

FMLINK

- Launched in 1995, FMLink is one of the largest worldwide online publications designed to exclusively meet the information needs of FM professionals.
- It provides facilities managers with concise, actionable advice that maintains their interest and advances the FM profession.
- The website boasts one of the most robust repositories of facilities information in the world, with more than 30,000 pages of valuable content: news, products, events, analyst insights, surveys and reports, checklists, directories, and more.
- With website facilities engineering content, extending to over 8,000 pages and a monthly News Digest reach of 18,000 individuals, including more than 6,000 facilities and building maintenance engineers. FMLink effectively delivers valuable information and news updates to professionals in the facilities engineering field. Including industry news, product announcements, case studies, white papers and articles, as well as FM-specific news and events. The content engages on a broad range of topics pertinent to facilities management and engineering professionals working in all business sectors, including commercial, manufacturing, education, healthcare and government facilities.

Our team



Eileen McMorrow

Editor-in-Chief

- 35+ years as a journalist covering the facilities management and design industry.
- Former Editor-in-Chief of *Facilities Design & Management* magazine.
- ProFM Credential Commissioner.
- 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, Healthcare Design, 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



Janet Stroud

Editor



**Apolline
Andrieu-Delille**

Media Director

MEDIA OPTIONS

DIGITAL NEWSLETTERS

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



DIRECT EMAIL

Deliver custom message to the inbox of a targeted audience of decision-makers + influencers.



SOCIAL MEDIA

Post promotional messages on our LinkedIn, Twitter and Facebook accounts. Create interest, build awareness and make new social media connections.



WEBSITES

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



CONNECTING WITH THE FM AUDIENCE

WHITE PAPER

In-depth research, insights + promotion on websites and in newsletters.



CUSTOM CONTENT & Q&A ADVERTORIALS

- 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, including social media



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

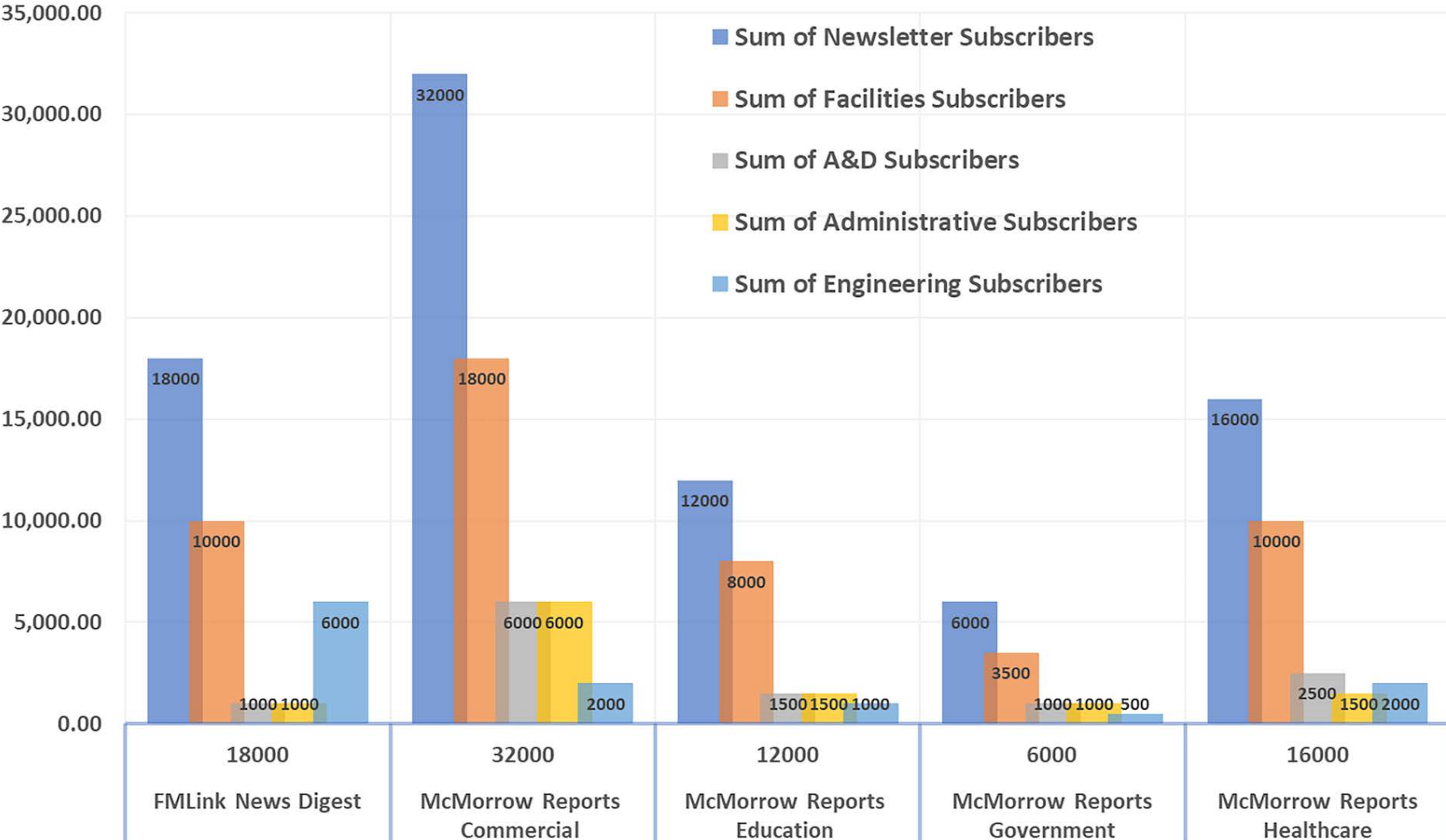


FACE-TO-FACE

- Custom mini-conferences, round tables, business luncheons and dinners
- Conference content development with supporting ad programs.
- Matchmaking media offerings
- Trade show media support partnerships



NEWSLETTER SUBSCRIBERS*

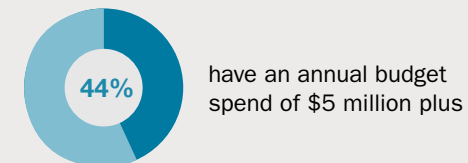
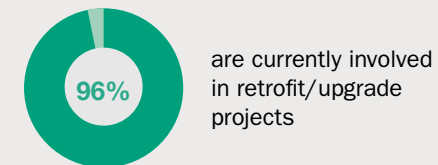


*Audience Profile July 2023

THE McMORROW REPORTS

- Founded in 2004 by Eileen McMorrow, former Editor-in-Chief of Facilities Design & Management magazine, with the mission to inform, educate, inspire, connect and empower the industry.
- A trusted source of facility management and design insights, it covers all the major news and industry events from FM and A&D perspectives.
- Monthly dedicated newsletters with content devoted to specialized sector audiences: Commercial, Healthcare, and Education & Government.
- Editorial reflects growing FM responsibilities as they evolve to meet the needs of changing workplaces. Emerging hybrid work trends complicate the management of workplace facilities, requiring space redesign, new technology, and product solutions.
- Design content is increasingly important to organizations and their facility executives. Competition for talent drives businesses and institutions to improve facilities, amenities and services to attract and retain employees.
- Helps manufacturers and service providers find new customers and exploit business opportunities that positively impact their sales and market position, ensuring a high return on their media investment.
- In addition to advertising and content dissemination, our team can help with advertorials, market research, white paper and research paper creation, sponsored events and more. We also have experts who can train your sales team to speak the language of facilities managers and help close the sale.

The McMorrow Reports' Facilities Management Subscribers*



THE McMORROW REPORTS MONTHLY NEWSLETTERS

32,000+ qualified subscribers



September 2022

2022 FM research finds professional training boosts staff retention

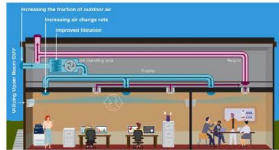
On a recent episode of the **FM Evolution** podcast, hosts Shawn Black of **CGP Maintenance & Construction Services** and Randy Olson of the **Professional Facility Management Institute (ProFMI)** were joined by Eileen McMorrow, founder of The McMorrow Reports Facility Management & Design Insights and editor-in-chief of FMIlink to discuss the impact of the Covid-19 pandemic and the "Great Resignation" on the FM industry and the importance of professional training for staff retention.



One of the biggest questions asked in the past two surveys is if there was a "Great Resignation" in facilities management. What these reports found was that 66% of FM managers and staff had left or were considering leaving. However, they also found that the top three ways that organizations can retain FM professionals are through increased compensation benefits, opportunities for professional development and training, and offering opportunities for internal advancement. Furthermore, 54% of FM leaders say that they have open FM-related positions due to staff retirements.

[Read more . . .](#)

How reliable and efficient are today's germicidal UV LEDs? DOE reports



The Covid-19 pandemic has put a spotlight on germicidal ultraviolet (GUV) radiation for air and surface disinfection. This technology area represents a growing opportunity to improve indoor air quality (IAQ) while saving energy over high-ventilation approaches. However, light-emitting diode (LED) GUV sources and fixtures available today have low efficiencies relative to visible LEDs or other UV sources (such as mercury lamps). Driven by demand for pandemic preparedness measures in buildings and good IAQ, many emerging GUV R&D activities target application effectiveness through increased source efficiency, improved fixture design, and enhanced reliability.

The **U.S. Department of Energy** has released two reports conducted by RTI International aimed at understanding the current state and viability of commercial ultraviolet (UV) LED products, one focusing on the construction and initial performance of commercially available UV LED components in radiometric and current-voltage tests, and the other focusing on the long-term performance and reliability of the same set of commercially available UV LEDs.

[Read more . . .](#)

The next evolution of the facility condition assessment

Facility condition assessments (FCAs) are a key component of good facility management. They paint a picture of your facilities' current state as well as potential issues to plan and budget for. But



18,000+ qualified subscribers

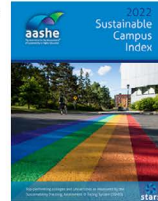


September 2022



AASHE Sustainable Campus Index highlights high-impact green initiatives

The **Sustainable Campus Index (SCI)**, an annual publication by the **Association for the Advancement of Sustainability in Higher Education (AASHE)**, recognizes top-performing colleges and universities overall and in 17 sustainability impact areas, as measured by the **Sustainability Tracking, Assessment & Rating System (STARS)**, a transparent, self-reporting framework for colleges and universities to measure their sustainability performance. The credits in STARS span the breadth of higher education sustainability and are organized into four categories: Academics, Engagement, Operations, and Planning & Administration. All reports are publicly accessible on the STARS website.



The **Sustainable Campus Index** also highlights innovative and high-impact initiatives from institutions that submitted STARS reports in the most recent calendar year. This year's Index introduces an International Top Performers list that recognizes the top-scoring institution in every country with at least one STARS-rated institution.

[Read more . . .](#)

5 steps to tackle deferred maintenance for government facilities



Every public sector building is unique and requires a strategic facilities management program to ensure it can meet its mission and its users' needs. Amidst competing priorities, pressure to work within budget constraints, and lack of access to qualified labor, government agencies across the board — from federal to state and local/municipal agencies — grapple with the challenge of runaway deferred maintenance.

Whether extensive deferred maintenance results from budget cuts, disruption due to the pandemic, or lack of resources, the time is now to handle deferred maintenance and put in place a strategic facilities management program tailored to the unique needs of the government. Getting a handle on years of deferred maintenance can seem like a daunting task. From knowing where to begin, prioritizing a seemingly unending list of tasks, and understanding the financial investment required, facilities teams may feel ill-equipped to tackle a list of long overdue maintenance tasks.

16,000+ qualified subscribers



September 2022

GP PRO: Tips to make healthcare hand hygiene compliance easier

Earlier this year, **GP PRO**, a division of Georgia-Pacific helping to advance hygiene in healthcare and a wide range of other market segments, conducted proprietary research that found that just 39% of healthcare workers consistently comply with hand hygiene protocols primarily due to five common barriers.



In response to those findings, GP PRO is releasing several recommendations to help infection preventionists influence and improve healthcare hand hygiene compliance.

According to the **research** (PDF) from November 2021, the **five barriers healthcare workers face** include 1) emergencies that require immediate attention; 2) a busy workload; 3) broken, malfunctioning or empty hand sanitizer dispensers; 4) full hands; and 5) difficulty during the glove-on / glove-off process — all of which are general inconveniences related to the nature of their jobs.

Healthcare workers often find themselves between a rock and a hard place. The very work they do combined with the physical location of sanitizer dispensers impedes their ability to quickly and easily sanitize their hands and comply with best practices.

[Read more . . .](#)

How ready are you for that next inspection?



Inspections are a critical component of the healthcare compliance process. Without a solid process for collecting and accessing facility data, your healthcare facility is at risk of not meeting standards and regulations. As a result, when inspection time comes, you're scrambling to locate and present information to inspectors.

AkitaBox's modern facility management tools keep all of your facility data in one place. You can more easily see potential risks before they emerge and confidently confirm your systems are in compliance. Learn **5 ways to win proactive healthcare facility management** so you can always be prepared for the next impromptu inspection.

How confident are you that your facilities could pass an inspection today?

I'm confident we would pass with flying colors.

Select

We'd have to do a little scrambling to find all the information.

Select

THE McMORROW REPORTS

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 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 5.9 million commercial buildings in the United States in 2018, or 96 billion square feet of floorspace⁽¹⁾.
- The Inflation Reduction Act (IRA) will have an impact on the built environment due to the billion dollars it provides to help jurisdictions adopt and implement its advanced building codes, including a net zero energy code. The IRA offers incentives for retrofitting existing commercial building and for ramping up the manufacturing of products used to enable buildings to perform better — products like heat pumps and advanced sensors and controls⁽²⁾.
- The development of smart buildings is accelerated by rising real estate investment. A network that connects lighting, sensors, windows, doors, HVAC systems, and CCTVs in smart buildings has become an essential preventative maintenance activity in support of the smart buildings⁽³⁾.

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

Monthly, The McMorrow Reports Commercial newsletter reaches **over 32,000 qualified subscribers** drawn from U.S. leading commercial building owners and managers, A&D firms, and building service providers. This includes:

- 18,000** facilities management professionals
- 6,000** architects and designers
- 2,000** engineers
- 6,000** administrative professionals

Commercial Newsletter subscribers in:

Top 5 commercial A&D firms*:

Gensler	584
Perkins&Will	248
HKS	162
PERKINS — EASTMAN	34
nbbj	39

Top 5 commercial Property Management Firms**:

CBRE	1,164
CUSHMAN & WAKEFIELD	277
JLL	214
Colliers	125
LINCOLN PROPERTY COMPANY	62

⁽¹⁾ U.S. Energy Information Administration. ⁽²⁾ Cliff Majersik, Institute for Market Transformation, IMT.org.

⁽³⁾ Facility Management Market Size, Share, Trends, Report 2022-2029, Fortune Business Insights.

*Building Design and Construction, August 2022. **Commercial Property Executive Magazine, July 2022.

THE McMORROW REPORTS

EDUCATION & GOVERNMENT NEWSLETTER

- Combining the education and government sectors into one newsletter, provides a critical mass of subscribers and a greater value for advertisers. Issues are 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.
- In 2022, US News & World Report estimated that there are 3,982* colleges and universities in the U.S.
- In 2022 the National Center for Education Statistics (NCES) estimated that there are approximately 130,930 K-12 schools in the U.S.
- In 2020 the Congressional Research Service estimated that the US federal executive branch owns and leases more than 127,000 buildings, with annual operating costs in excess of \$15 billion.

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

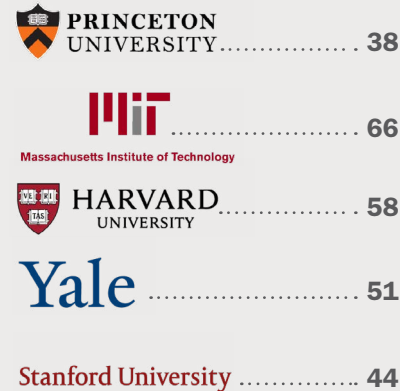
REACH

Monthly, The McMorrow Reports Education & Government newsletter reaches **over 18,000 qualified subscribers** from leading U.S. colleges, universities, the federal government, and A&D firms that service these sectors. This includes:

- 11,500** facilities management professionals
- 2,500** architects and designers
- 1,500** engineers
- 2,500** administrative professionals

Education & Government Newsletter subscribers in:

Best 5 universities*:



U.S. Government Agencies**:



THE McMORROW REPORTS

HEALTHCARE NEWSLETTER

- Healthcare facilities include centers for ambulatory, behavioral health, blood donation, dialysis, education, maternity, radiology, and urgent care, in addition to clinics, offices, hospice and nursing homes.
- 6,093 is the number of hospitals in the U.S., according to the American Hospitals Association 2022 Hospitals Survey. Each hospital operates additional facilities and buildings to deliver patient and administrative services.
- Healthcare infrastructure in the U.S. is well developed. Its upkeep represents a large component of the annual \$4 trillion spent on American healthcare. Institutions compete with quality facilities for patients, physicians and researchers in addition to clinical capability.

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
Johns Hopkins
Health System

REACH

The Healthcare newsletter reaches **over 16,000 qualified subscribers** drawn from U.S. leading healthcare systems and A&D firms each month. This includes:






- 10,000** facilities management professionals
- 2,500** architects and designers
- 1,500** senior administrative professionals
- 2,000** engineers

Healthcare Newsletter subscribers in :

Top 5 healthcare A&D firms*:

	612
CANNONDESIGN	71
HKS	162
 Stantec	172
Perkins&Will	248

Healthcare Systems**:

VA  U.S. Department of Veterans Affairs	541
HCA  Healthcare	451
 CHS Community Health Systems	181
 KAISER PERMANENTE	149
 NewYork-Presbyterian	118

18,000+ qualified subscribers

FMLink Weekly News Digest | September 27, 2022



WELCOME TO THE FUTURE OF

Facility Condition Assessments

Uptime Institute's 2022 Global Data Center Survey reveals gains in resilience and reliability, but challenges with sustainability and outages

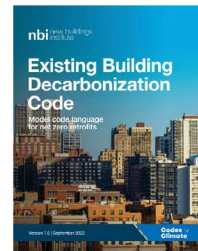
Global digital infrastructure authority Uptime Institute has just announced the release of its 12th Annual Global Data Center Survey. The findings show an industry that is growing, dynamic and increasingly resilient, but still working to address increasing pressure for sustainability progress and reporting, continuing staffing shortages, supply chain delays, costly outages and other complex challenges.



"The global digital infrastructure sector continues to enjoy strong growth and expansion, despite the many obstacles operators are facing today," said Andy Lawrence, executive director of Research, Uptime Institute Intelligence. "We've seen the industry invest in increased resiliency and reliability, but there's still work to be done when it comes to improving efficiency, environmental sustainability, outage prevention, staffing pipelines and more."

[Read more . . .](#)

NBI's game-changing model code will help cut emissions in existing buildings



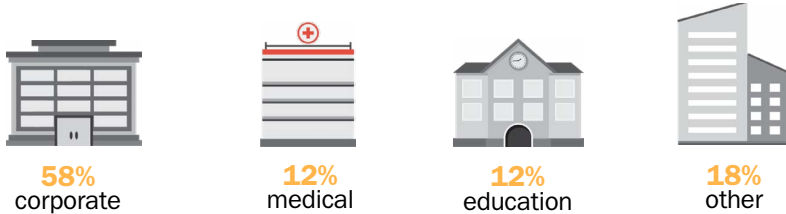
New Buildings Institute (NBI) has released the *Existing Building Decarbonization Code*, a new way for jurisdictions to reduce carbon emissions and meet climate action plan goals and interconnected goals around public health and equity. The need to address existing building stock is immense, notes NBI, with 5.9 million existing commercial buildings in the U.S. comprising 97 billion square feet. New construction represents less than 2% of building activity in any given year, leaving a vast opportunity to update technologies in the current building stock. By requiring existing buildings to be more energy efficient, cities could cut about 30% of all urban emissions by 2050.

NBI's February 2020 release of the *Building Decarbonization Code* provided the first off-the-shelf solution for jurisdictions to transform energy codes into decarbonization codes for new buildings. Expanding where that document left off, the new *Existing Building Decarbonization Code* adds provisions specifically for existing buildings. The new model language covers both residential and commercial buildings, including all electric and mix fuel energy use pathways.

FMLINK MONTHLY NEWS DIGEST

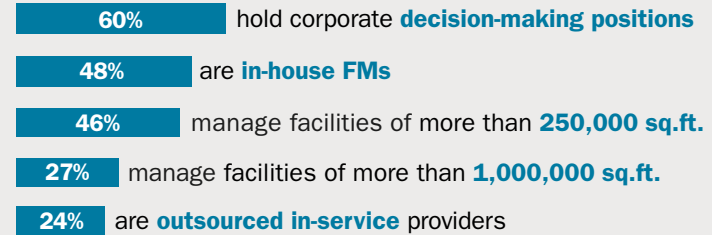
- Delivers the latest facility management news directly to the inboxes of facility decision makers monthly.
- Covers industry news, research, resources, and conferences, providing expert insights with articles addressing the concerns of facilities management, building operations/engineering, and A&D professionals in the commercial, education, healthcare and government sectors.
- Features in-depth articles including many that are curated from field experts and leading publications. Contributors include AFE, ASHRAE, BOMI, FMJournal, fnPrime, IFMA, ISSA, the U.S. Green Building Council, and sustainability organizations.
- Offers clearly defined newsletter reach with an inexpensive CPI and discounts for multiple insertions.
- Geo-targeting ability reaches specific audiences by country or region.

Types of facilities managed:



REACH

Reaches over **18,000 qualified opt-in subscribers** on a monthly basis. Subscriber data shows that:



Monthly News Digest subscribers in:

Top 5 Integrated Facilities Management Services Suppliers*



Segments :



FMLINK WEBSITE

- Founded in 1995 by Peter Kimmel, AIA, IFMA Fellow and a former FM, the comprehensive FMLink.com website supports facilities managers and the FM profession with informative updates about companies and organizations, products and services, events, and resources.
- Daily posting ensures that returning website visitors find fresh, newsworthy articles on salient industry issues.
- Articles appear under building type, and deal with all aspects of building systems; furnishings and interiors; maintenance and operations; planning; safety and health; software and technology; and sustainability.
- News categories include industry developments; surveys and trends' reports; new products and services; technical publications and guides; regulations and government updates; associations and organizations; and contract awards.
- Website visitors arrive via topical organic search*.
- Website architecture enables topic-specific traffic that targets visitors by interest with contextual advertising. For example, a CMMS software ad would appear alongside software and technology articles.
- Guaranteed website ad impressions from qualified visitors presents a clearly defined value.
- Ad tracking and analytics from Google Ad Manager and Constant Contact to verify engagement and ROI.

Information found on FMLink.com is pertinent, credible and valuable to FM professionals and the industry as a whole, with:

400,000+
unique visitors per year

100
essential FM topics

32,000+
pages of content

10,000 backlinks
to FMLink as a resource

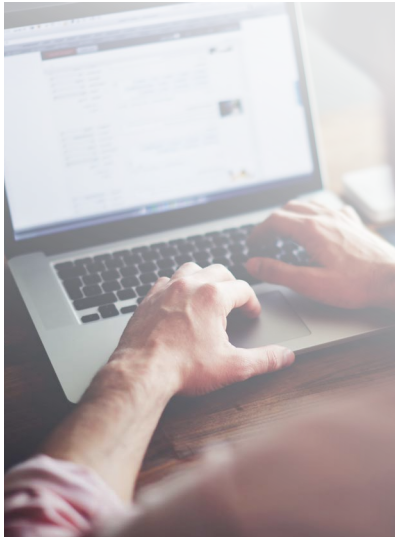
The screenshot displays the FMLink website interface. On the left is a dark navigation sidebar with categories like 'FM TOPICS', 'NEWS', 'EVENTS', 'ARTICLES', 'RESOURCES', 'DIRECTORIES', 'ADS & PRESS', and 'SPECIAL OFFERS'. The main content area features a 'TODAY'S TOP NEWS' section for September 27, with articles on Armstrong's filtration unit, Uptime Institute's Global Data Center Survey, EPA's ethylene oxide (EtO) emissions, TMA Systems' CMMS/EAM software, Bogen and Omallert's active shooter detection, Carrier's Healthy Air Starter Package, DOE's Better Buildings, and GBAC STAR's infection prevention technologies. Below this is a 'FEATURED ARTICLES' section with a highlighted article about New York City Schools navigating the pandemic. The right side of the page contains several advertisements, including 'CASE STUDIES' from Exced Dryer, Inc., 'What's the ROI of FM Training?' eBook, and 'IFMA WORLD WORKPLACE' event promotion. A 'SPONSORS' section at the bottom lists Exced Dryer, Inc., Teklon Office Furniture, and FM BENCHMARKING.

RATE CARD



DELIVERABLES: METRICS & INSIGHTS

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



Payment Terms: Net 30 days
Credit Card Payments: +3% surcharge
Direct Deposit: No surcharge

NEWSLETTERS

	monthly	
	THE MCMORROW REPORTS	FMLINK**
Billboard*	\$3,500	n/a
Leaderboard*	n/a	\$1,750
Super Skyscraper*	\$3,000	\$1,500
Square Tile/Medium Rectangle (best for video)	\$2,350	\$1,250
White Paper or Case Study Feature	\$2,350	\$1,250
Product or Service Feature	\$2,150	\$1,150
Lead Poll (ad or feature cost in any newsletter plus)	\$1,500	\$1,500
Newsletter / 5 Second Home Page Takeover	\$12,000	\$4,250

*Client Specified Top Position +10% Premium

**20% discount for 3+.

WEBSITES

CPM & annual cost	
THE MCMORROW REPORTS	FMLINK
n/a	n/a
n/a	\$80/M*
n/a	\$80/M*
n/a	\$80/M*
\$1,250 p.a.	\$1,350 p.a.
\$1,000 p.a.	\$1,250 p.a.
n/a	n/a
\$200***	\$750***

Targeted placement \$120 CPM.
*Run-Of-Site. ***Per Day. p.a.: per annum.

CUSTOM CONTENT

Article Sponsor (800 words by our editors)	\$7,500
Article Sponsor (800 words by client)	\$3,500
Thought-Leadership Feature (1,000 words by our editors)	\$6,500

DIRECT EMAIL

Direct Email Marketing Reach thousands of decision-makers and influencers directly in their inbox with a custom message.	\$600 CPM (\$5,000 min. order (10,000 Recipients))
Custom Q&A Advertorial Email Have your messaging created by our editorial team with your marketing team's input and then delivered to your target customers.	\$7,500 (Includes a send to a targeted list of 10,000 recipients, any over 10,000 at \$600 CPM)

WHITE PAPER

Custom White Paper 12 to 16 weeks process	\$24,000
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SOCIAL MEDIA (10K FOLLOWERS)

Post sponsorship	per post \$300
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CONFERENCE & TRADE SHOW MARKETING

Conference Media Partner & Trade Show Promotion	from \$6,000
Conference Match-ups	from \$6,000

INDUSTRY INSIGHTS TRAINING

Help your sales team understand and reach our audience	from \$10,000
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SPECIFICATIONS

ADVERTISING CREATIVE MATERIALS & QUESTIONS

Please send all ad creative materials and URLs to:

Apolline Andrieu-Delille, Media Director
apolline.andrieudelille@mcmorrowreports.com

Michael Walsh, Publisher
michael.walsh@mcmorrowreports.com
(973) 885-8283

EDITORIAL CONTENT

Please send all editorial content to:

Janet Stroud, Editor
edit@fmllink.com
editorial@mcmorrowreports.com

CREATIVE SPECS: [Click here](#)

BONUSES

Sponsor recognition levels on the [FMLink home page](#), all news content pages and an [FM Directory](#) listing as follows:

- **Platinum** for a \$25,000 commitment.
- **Gold** for a \$15,000 commitment.
- **Silver** for a \$7,500 commitment.

White Papers and Case Studies receive periodic promotions in the FMLink and McMorro Reports newsletters.

White Paper / Case Study website advertisers can supply multiple links to landing pages or websites.

DIRECT EMAIL PROMOTIONS

Client supplies content formatted for HTML delivery to selected segments of our database to reach from 10,000 to 48,000 subscribers. HTML design should be no wider than 1000 pixels with all external links fully functional. All images must reside on a publicly accessible web server.

DIGITAL NEWSLETTER & WEB ADVERTISING SPECS

Ad Type	Ad unit Name	Ad Dimensions width x height (dp***)	Min size Newsletter Aspect ratio
Horizontal	Billboard	970 x 250	4:1
Horizontal	Super Leaderboard	970 x 90	1:1
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
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, 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 gif file has a functional link to your landing page.

NEWSLETTER PRODUCT/SERVICE OR CASE STUDY FEATURE

- +/- 125-150 words of copy (product/service feature)
- +/- 200-250 words of copy (case study)
- Low-resolution static visual, .png or .jpg and not more than 100 KB, typically around 300x250 pixels.
- A URL to where the client wants to direct the viewer. Advertiser also can anchor the URL to content on our website.

LEAD-GENERATION POLL

(COMBINED WITH A NEWSLETTER PRODUCT/SERVICE OR A CASE STUDY FEATURE)

Lead-generation poll is one question - max. 95 characters. The question allows readers to select two possible opt-in answers that direct the sponsor to engage the potential client. 65 characters max.

QUESTION & ANSWER INTERVIEW ARTICLE + DIGITAL, PROMOTIONAL CAMPAIGN

Our editors will conduct an interview with someone from your organization and/or one of your clients. If you wish, you may provide questions to us that we will include during the interview, or we can create the questions. Our skilled writers will turn this into a webpage with an executive summary. Upon your approval, the following will occur:

- The interview will be posted as a webpage; you will be provided with a link to it.
- An executive summary of the interview will be posted in our newsletter, similar to a Product / Service Feature, which will link to the full interview.
- A dedicated email will be sent to a filtered part of our opt-in mailing list (e.g., facility managers, designers, etc.). The email will describe the interview and link to the full interview. You may select the filters for the email's recipients (up to 10,000 recipients).
- You will have an option:
 - to add a Lead-Generation Poll to the executive summary in the newsletter.
 - to post the interview on both the FMLink and McMorro Reports websites.

CUSTOM NEWSLETTER

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

WHITE PAPER

An objective, researched white paper responds to a specific issue, focusing on a topic with unbiased content and includes a research bibliography, website links and sponsor identity information.

CASE STUDY

Exploring a specific client experience, application or installation, a case study focuses on a single project and allows for exploration of how a solution was created identifying a sponsor's specific products or services and including multiple links to different pages in the sponsor's website.

OTHER OPTIONS

- Direct email campaigns to promote products and services.
- 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 (LinkedIn and Instagram).

ADVERTISING PARTNERS

Our facilities management technology sector client was a start-up eager to raise awareness of its dynamic Spatial Intelligence Platform as employees returned to the office.

They wanted to connect with real estate and facilities decision-makers seeking a robust and reliable solution for occupancy and usage data. The McMorro Reports and Fmlink covered all issues related to work from home, return to office, and workplace solutions that FM departments need. Across the range of segments they address, we knew their digital publications and websites could grow brand awareness and business for our client's technology.



Andrew Urbain
Director of Client Strategy
Avani Media

LET OUR MEDIA BRANDS HELP GROW YOUR BUSINESS



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