

MEDIA KIT 2024



FM Topics are a top visitor destination including Building Type/Building Systems/Furnishings & Interiors/M&O/Planning/Safety & Health/Software & Tech/Sustainability.

FM News includes 9 segments:

- Latest Postings
- Developments
- Surveys
- Products & Services
- Publications
- Regulations & Government
- Associations & Organizations
- Contract Awards
- Newsletter Archive.

Directories and resources for FM professionals

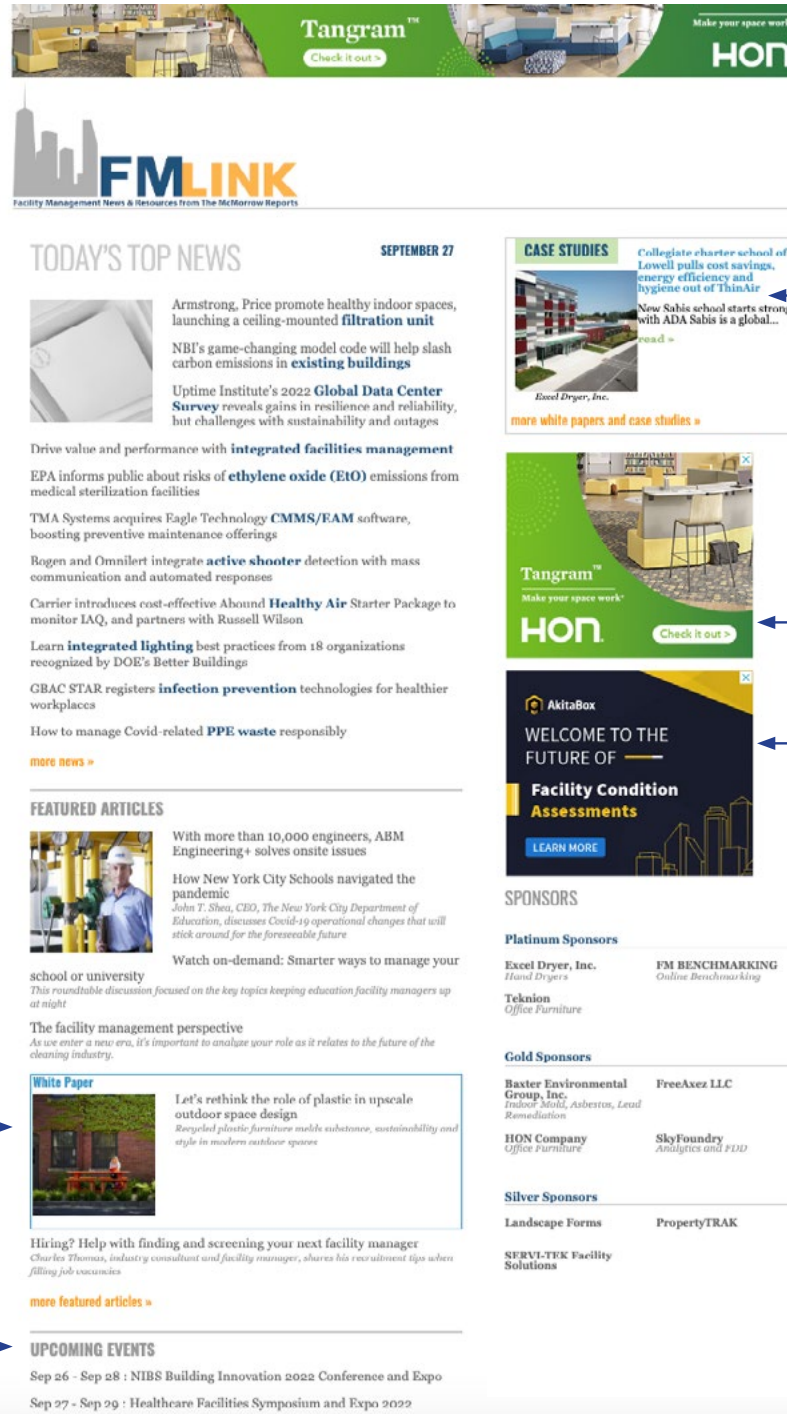
Breaking news through social media

12,000 subscribers receive the FMLink News Digest newsletter that directs them to all the articles and updates posted in the past week creating engagement with content, industry resources and advertising. The News Digest is free to its opt-in subscribers.

Another White Paper gets featured here.

Recent white papers: [Servi-Tek](#); [Landscape Forms](#)

Comprehensive events calendar



Big Leaderboard Ad 970x90 px

Topic-specific white papers and case studies. 20% to 35% of our visitors and clicks are engaged with case studies.

Recent case study: [Fujitsu/Con Edison](#)

Medium Rectangle Ads 300x250 px

Sponsors at the Platinum, Gold and Silver levels are always listed with active links to their full FM Directory listing and their home page.

- Launched in 1995, FMLink is one of the largest worldwide online publications designed to exclusively meet the information needs of FM professionals.
- It provides facility managers with concise, actionable advice that maintains their interest and advances the FM profession.
- Over 30,000 pages of timely news and featured articles organized by topic deliver valuable content: news, products, events, analyst insights, surveys and reports, checklists, directories, and more.
- Ranked #1 by Google out of more than 1 billion search results for “facility management news”. Website visitors arrive via topical organic search.
- Access to FMLink is free; there’s no requirement to subscribe or provide an e-mail address.
- Monthly, in-depth feature articles by FMJ, fnPrime, ProFM Institute research, ISSA, the AFE Newsletter, and other leading experts.
- 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 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 banner 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:



30,000+
pages of content

100
essential FM topics



10,000 backlinks
to FMLink as a resource



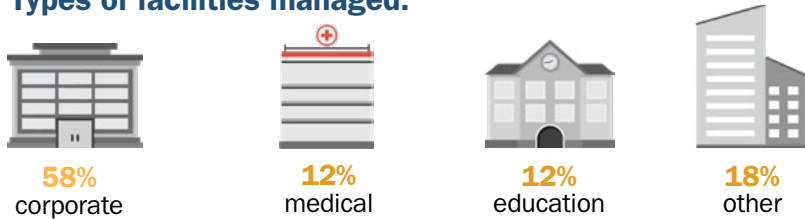
300,000+
unique visitors per year



1:18 min
user duration

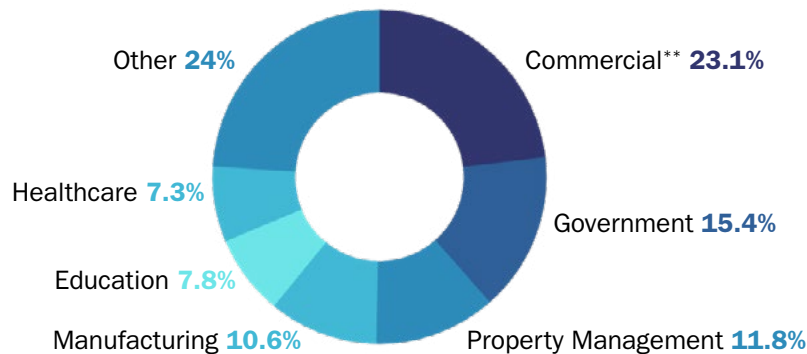
- Delivers the latest facility management news directly to the inboxes of facility decision makers.
- Covers industry news, research, resources, and conferences, providing expert insights with articles addressing the concerns of facility management, building operations/engineering, and A&D professionals 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 **12,000 qualified opt-in subscribers***.



*FMLink newsletter sign-ups for 2017 to 2022. **Includes: Utilities, Entertainment, Telecommunications, Transportation, Insurance, Law Firms and Financial Services.

Leaderboard Ad (728x90 px)
Horizontal format creates brand recognition, communicates solutions visually, and generates interest and click-thru engagement.

Skyscraper Ad (300x600 px)
Vertical format creates brand recognition, communicates solutions visually, and generates interest and click-thru engagement.

Native Product Feature
Content based format introduces products and solutions with a 125-word description and product image. Readers are directed to sponsor's landing page to learn more.

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.

Renewables, cooling are biggest drivers for sustainability gains

In your opinion, which of the following will have the biggest impact in making the data center industry more environmentally sustainable in the next three to five years? (Choose one or more)

Improved data center cooling	21%
More renewable energy purchasing options	10%
Increased IT utilization	10%
Stricter environmental regulatory requirements for data centers	8%
More efficient chip technology	7%
Greater use of public cloud data centers	6%
A significant increase in energy prices	4%
Improved data center management software	3%

ASHRAE commits to fast-tracked IAQ pathogen mitigation standard

Global building technology society ASHRAE's Board of Directors recently announced its commitment to support the expedited development of a national indoor air quality (IAQ) pathogen mitigation standard. The goal is to finalize the consensus-based, code enforceable standard within six months.

"The health and well-being of building occupants are crucial factors that must be considered during the design, construction and operation phases of the building process," said 2022-23 ASHRAE President Farooq Mehboob, Fellow Life Member ASHRAE. "ASHRAE's long history of leadership in IAQ science and technology will provide broad-reaching guidance through this standard to help ensure the use of best practices for pathogen mitigation, which will assist in creating safer indoor spaces for us all."

The Gridd Mobile App delivers easy cable management for FMs

The Gridd adaptive cabling distribution system enables a building to adapt to inevitable technology changes, remain highly functional and operational, and saves money at every stage of its life cycle. An original contributor to the circular economy, Gridd's fluid, modular design enables moves, adds, and changes without the mess of traditional cabling methods. If a facility manager can avoid contributing to the waste stream, that's also an added benefit to the company's ESG commitment.

The Gridd Mobile App makes it even easier for Facility teams, IT teams, electricians, and maintenance personnel to make power and data cabling. Gridd Mobile provides augmented reality (AR), technical support, as-built drawings, how-to videos, original site pictures, and product information conveniently accessible on a smartphone or tablet.



DIGITAL ADS

Super Leaderboard - 970x90 px - **Cost: \$65/M**

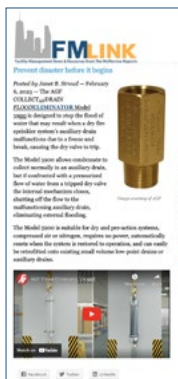


Medium Rectangle - 300x250 px - **Cost: \$65/M**



<https://www.fmlink.com/>

PRODUCT/SERVICE FEATURE



Cost: \$1,000

AGF
Prevent disaster before it begins

FreeAxez
The Gridl Mobile App is the facility manager's solution, delivering easy cable management

CASE STUDY FEATURE



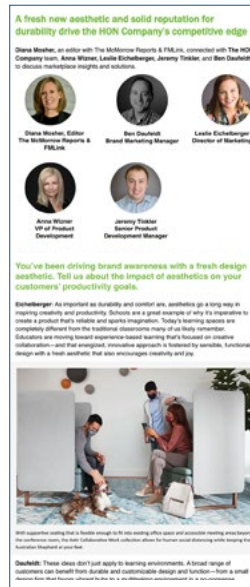
Cost: \$1,000

Fujitsu
Fujitsu provides solution for Con Ed natural gas moratorium

PropertyTRAK
Providing visitors with restroom QR Codes will raise maintenance standards to the next level. It's good for business and reduces costs



QUESTION & ANSWER INTERVIEW ARTICLE + DIGITAL, PROMOTIONAL CAMPAIGN



Cost: \$6,000 (minimum 10,000 recipients, then \$500/CPM)

HON
Sparking imagination in kids? Keeping employees alert? HON asks, can your furniture do this?

ABM
With more than 10,000 engineers, ABM Engineering+ solves onsite issues

WHITE PAPER



Cost: \$20,000
Post of your existing white paper: **\$1,200 per year**

ABM
Expert answers to every EV question, from ABM — the leader of charging

Servi-Tek
Tips for a germ-free environment in specific types of commercial buildings

SkyFoundry
Moving to data-driven facility management with analytics



CUSTOM NEWSLETTER



Cost: \$6,000/CPM (minimum 10,000 recipients, then \$500/CPM)

VergeSense
The 5 Facility Management Tools You Need Today

DIRECT EMAIL PROMOTIONS



Cost: \$500/CPM (minimum 10,000 recipients)

ABM
How ABM makes a difference for factories and warehouses

JLL
5 steps to tackle deferred maintenance in government facilities

DELIVERABLES: METRICS & INSIGHTS



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

FMLINK WEEKLY NEWSLETTERS (3 per month)

Leaderboard*	\$1,500
Super Skyscraper*	\$1,250
Square Tile/Medium Rectangle (best for video)	\$1,000
White Paper or Case Study Feature	\$1,000
Product or Service Feature	\$950
Lead-Generation Poll	\$1,250
Newsletter / 5 Second Home Page Takeover	\$3,500

*Client Specified Top Position +10% Premium
20% discount for 3+.

WEBSITES CPM & annual cost

	\$65/M**
	\$65/M**
	\$65/M**
	\$1,200 p.a.
	\$1,000 p.a.
	n/a
	\$600***

Targeted placement \$100 CPM.
Run-Of-Site. *Per Day. p.a.: per annum.

CUSTOM CONTENT

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

WHITE PAPER

Custom White Paper 12 to 16-week process	\$20,000
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SOCIAL MEDIA (10K FOLLOWERS)

Post sponsorship	per post \$250
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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)
Custom Question & Answer Interview Article + digital, promotional campaign 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 10,000 recipients, any over 10,000 at \$500 CPM)

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

CONFERENCE & TRADE SHOW MARKETING

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



FMLink is a brand of [The McMorro Reports](#).

To reach an additional audience of commercial facility managers, architects, interior designers, related professionals, and engineers, and learn more about additional media opportunities with those brands, access the collective [Media Kit 2024](#) for The McMorro Reports and FMLink.

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@fmlink.com

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.

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 widthxheight (dp ^{***})	Min size Newsletter Aspect Ratio
Horizontal	Super Leaderboard	970x90	1:1
Horizontal	Leaderboard	728x90	1:1
Vertical	Super Skyscraper	300x600	1:2
Vertical	Square Tile	300x300	1:1
Vertical	Medium Rectangle	300x250	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.

CUSTOM NEWSLETTER

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

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.
- You will have an option to post the interview on both the FMLink and McMorrow Reports websites.

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.
- 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 and LinkedIn).
- Direct Print Mail: Creative production, printing and mailing available.



LET'S WORK TOGETHER

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