

BSCAI SmartBrief

2025 Media Kit

BROUGHT TO YOU IN
PARTNERSHIP WITH:



BSCAI SmartBrief is a subscription-only news service dedicated to informing building service contractors of the news shaping their industry. Developed in exclusive partnership with Building Service Contractors Association International, it provides a twice weekly summary of essential facility and building maintenance industry intelligence.

Our Subscribers



Recent Advertisers

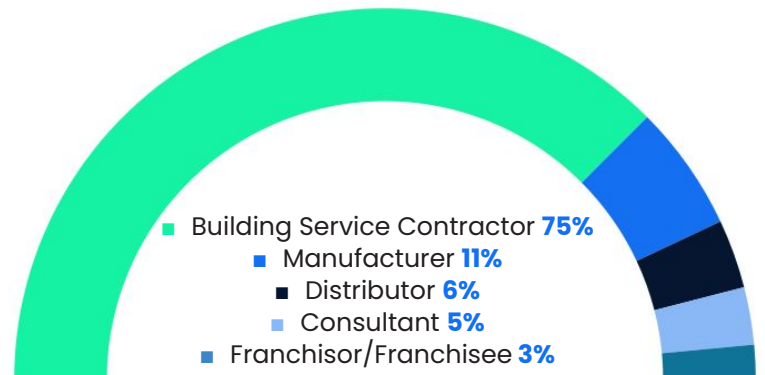


Statistics

Subscribers



Reach Decision Makers



Contact

Melissa Porrás, Account Director
(202) 991-1459 | melissa.porrás@futurenet.com

2025 Pricing

Display & Native Advertising

■ Above-the-Fold Takeover (Billboard + News 1)	\$750/issue
■ Billboard	\$500/issue
■ News 1	\$500/issue
■ News 2	\$450/issue
■ News 3	\$405/issue
■ Featured Content	\$500/issue
■ SmartSocial	By Segment Only
■ 5x minimum on Display & Native Advertising	
■ News Section ads include the Rectangle-Text Ad or Video-Text Ad	
■ Upgrade any news section placement to a Video-Text ad for a premium	

Exclusive Opportunities

■ Special Report Single Issue	\$3,000
■ Dedicated Send	\$5,000
■ Spotlight	\$5,000
■ Year in Review	\$5,000

The screenshot shows a BSCAI SmartBrief article. At the top, the BSCAI logo and 'SmartBrief' are displayed. Below the header, there is a navigation bar with 'News for the building service contracting industry' and 'SIGN UP · SHARE'. The main content area features an advertisement for 'Dynal PRO SOLUTIONS' with the headline 'POWER THROUGH RUST AND LIMESCALE' and the sub-headline 'ENHANCE YOUR RESTROOM'S REPUTATION'. Below the advertisement, the article text begins with 'INDUSTRY UPDATE' and 'Minn. business uses special cleaning method'. The text describes how Brothers Nick and Michael Guentzel founded Midwest Softwash in 2021 and their business provides a range of cleaning services. It mentions that the company, based in Mankato, Minn., uses a process that involves 'applying a solution that kills organic growth' and then using a low-pressure stream to rinse. The article is attributed to Nick Guentzel and includes a 'Full Story' link with a '(1/6)' indicator. Social media icons for LinkedIn, Facebook, and Twitter are visible below the text.

Contact

Melissa Porrás, Account Director
(202) 991-1459 | melissa.porrás@futurenet.com