

VIDEO ON BUILDINGS.COM

A powerful communication vehicle

Research indicates 80%+ of internet users recall watching a video ad on a website they visited in the past 30 days. And better yet, 46%+ took some action after viewing the ad.
That's the power of video!

GIVE YOUR BRAND DIMENSION

Connect your products with the people who matter most through the medium that brings your brand to life. Advertise via video on the *BUILDINGS* Web site and bring your products/services to the 81,326* unique visitors to BUILDINGS.com each month.

THE BUILDINGS CATEGORIZED VIDEO PLAYER:

Categories available:

- Access Control
- Acoustics
- Alternative Energy
- BIM Software
- Building Controls
- Carpet
- Ceilings
- Communications
- Data Centers
- Daylighting
- Digital Signage
- Disaster Preparation & Recovery
- Doors
- Electrical
- Energy Management
- Facades & Curtainwall
- Fire Protection
- Green Building Operations
- HVAC
- LED Lighting
- Life/Fire Safety
- Lighting Controls
- Office Furniture
- Paint
- Roofing
- Sustainability
- Vertical Transportation
- Security

Viewing metrics will be provided:

- Views (total from both BUILDINGS.com and YouTube)
- Click-thrus from text description to your video

A FEW KEY TIPS:

KEEP IT REAL

The more authentic the video is the more believable it is.

KEEP IT SHORT

Unless you are providing a product demonstration or a "how-to" video try to keep to two minutes or less.

MAKE IT ENTERTAINING It seems obvious, but boring videos will lose your audience, and truly entertaining video could go viral.



RATES

One full year	\$2,760
Updates or changes to the video are charged	\$230

*BPA Brand Report, December 2016
 †Online Publishers Association