

CONTENT MARKETING

Give your content a voice with BUILDINGS

Sharing your story with those who are most interested has never been easier. Get your custom content on the pages of *BUILDINGS* and BUILDINGS.com, extending your reach to the facility management professional.



BUILDINGS can help you create your story and then deliver your message to the commercial buildings marketplace. We have an exceptional staff of content creators ready to put a voice to your story.

The options are limitless to get your message in the hands of more than 82,000* facilities management professionals. We can work with you to customize your content so your specific, targeted message reaches those which are most important to you. Or bring your already produced content to us and use our select options to get your story seen.

BEST VALUE

	A LA CARTE RATE	BUNDLE RATE
CONTENT CREATION		
Strategy session teleconference (1 hour); 1 or 2 phone interviews with experts; 500-800 word article created in first person by expert; Click-through optimization and links; Designed into useable PDF document; Hosted on Buildings.com (CMS) for up to one year	\$4,900	\$15,500
CONTENT SYNDICATION		
Article published in BUILDINGS Magazine	\$16,000	
5 social media posts	\$2,000	
3 editorial mentions in BUILDINGS push emails	\$7,500	
3 related content links from other Buildings.com content	\$1,500	

*BPA Brand Report, June 2017