

# CONTEXTUAL ADVERTISING

## Own a “piece” of our content

Engage your customers by putting your advertising directly inside the articles that are most relevant to their needs and your products. You secure your word of choice and we link your contextual ad in our content and your selected word.

### OWNING YOUR WORDS WITHIN EVERY ARTICLE ON THE BUILDINGS WEB SITE HELPS YOU:

**SOLIDIFY YOUR POSITION**  
and gain mindshare during the research phase of the buying cycle.

**CLARIFY YOUR MESSAGE**  
to ensure that your brand is synonymous with your core word(s).

**GET A JUMP**  
on the competition by securing your words - once you own them, no one else can.

**CHANGE PERCEPTION**  
by introducing a new capability or strength that isn't currently associated with your company or products.

**MEASURE RESULTS**  
with data on your impressions, mouse-overs and click-thrus.

### HOW IT WORKS:

Once you own your word, it will appear double underlined in green every third time it appears on the site.

Users that scroll over the word will see a “balloon” with your message linked directly to your Web site.

Words will be implemented with a “starts with” application (i.e. floor will appear with floor, flooring, floored, floors).

| RATES                          |         |
|--------------------------------|---------|
| Owning each word for one month | \$1,725 |

