## ONLINE DISPLAY ADVERTISING

## Drive traffic from our site to yours

With a strong visitor pool of facilities management professionals responsible for the buying decisions, your ad on *BUILDINGS* Web site will be noticed by the people who matter the most.

## What Online Display Ads are Available?

We offer seven web units on our Web site. You can purchase an exact amount of impressions (excluding Wallpaper web units.)

## Target Your Audience.

The *BUILDINGS* Web site comprises several different advertising zones, allowing you to target an even more specific audience.

ZONES:

**ARTICLE PAGES** 

**AWARDS PAGES** 

PRODUCT PAGES

**EVENTS PAGES** 

**TOPIC PAGES** 

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**PER THOUSAND** AD# **WEB UNIT PIXEL SIZE IMPRESSIONS** Leaderboard above or below site navigation 728 x 90 \$145 2 Superleaderboard 970 x 90 \$190 3 1/2 Page Ad 300 x 600 \$320 4 Medium Rectangle above fold 300 x 250 \$145 5 Medium Rectangle below fold 300 x 250 \$105 Catfish 955 x 75 \$175 970 x 250 collapsed Billboard \$175 to 970 x 31 **WEB UNIT PIXEL SIZE PER MONTH** \$6,000 per 1660 x 1000 Wallpaper month

LIVE SAMPLE

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