

# 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:**

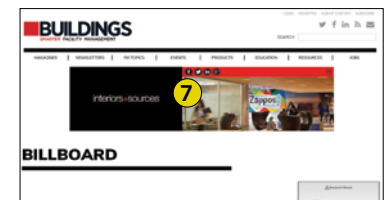
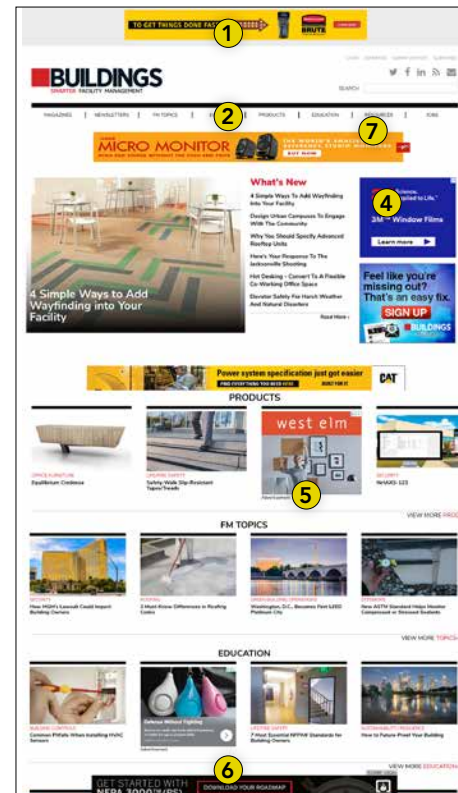
**ARTICLE PAGES**

**AWARDS PAGES**

**PRODUCT PAGES**

**EVENTS PAGES**

**TOPIC PAGES**



| AD # | WEB UNIT                                   | PIXEL SIZE                      | PER THOUSAND IMPRESSIONS |
|------|--|---------------------------------|--------------------------|
| 1    | Leaderboard above or below site navigation | 728 x 90                        | \$145                    |
| 2    | Superleaderboard                           | 970 x 90                        | \$190                    |
| 3    | ½ Page Ad                                  | 300 x 600                       | \$320                    |
| 4    | Medium Rectangle above fold                | 300 x 250                       | \$145                    |
| 5    | Medium Rectangle below fold                | 300 x 250                       | \$105                    |
| 6    | Catfish                                    | 955 x 75                        | \$175                    |
| 7    | Billboard                                  | 970 x 250 collapsed to 970 x 31 | \$175                    |
|      | WEB UNIT                                   | PIXEL SIZE                      | PER MONTH                |
| 8    | Wallpaper                                  | 1660 x 1000                     | \$6,000 per month        |

LIVE SAMPLE

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