

# 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 130,633\* 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:**

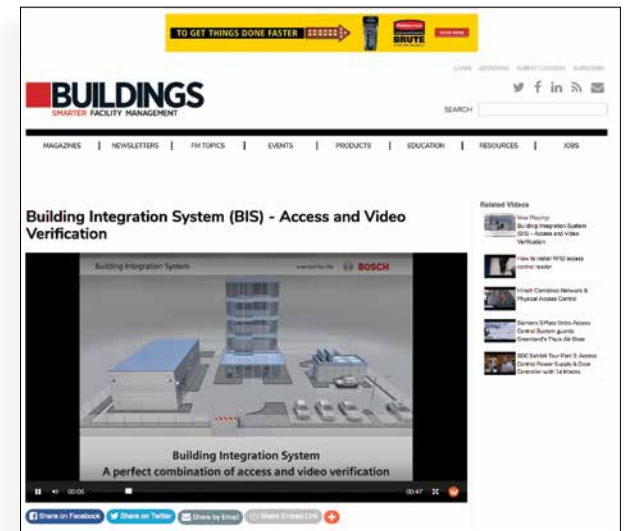
**KEEP IT REAL**

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, June 2018  
 \*Online Publishers Association