

# DIRECT OUR AUDIENCE TO YOUR MARKETING

The BUILDINGS database connects you to those hard-to-find decision-makers who are looking to spend billions of dollars on construction and modernization projects.

With strong behavioral tracking of our highly responsive list of major building owners and facilities management professionals, we can put you in touch with a specific segmented audience that meets your marketing objective. We can help you customize a package to deliver direct mail postcards, email campaigns and more to your target.



## DIRECT MAIL LIST RENTAL

List Charges (rates for one-time use only)

Minimum order: 3,000 names

Price: \$180 net per one thousand names

## DIRECT MAIL POSTCARDS

Your personalized message can be delivered to the desk of your targeted list using our turn-key postcard marketing. With your content creative and selection of targeted audience, we can deliver a professional direct mail piece to the audience that best fits your needs.

Contact your media consultant for specific pricing based on your requirements.

## E-MAIL LIST RENTAL/E-MAIL MARKETING

An effective way to get your content consumed is to send it directly to the inboxes of your target audience. You can rent our list and have us send out your HTML e-mail or have us flow your content into one of our custom templates.

List Charges (rates for one-time use only)

Minimum order: 3,000 names

Price: \$400 net per one thousand names - Sent from third-party

Price: \$600 net per one thousand names - Sent from BUILDINGS

## TARGETED LIST SELECTIONS HELP YOU REACH YOUR TARGET AUDIENCE

- Geographic
- Business
- Job Title/Function
- Building Type/Size
- One per Company
- A/B Split
- Key Code
- Email Opens/Clicks
- Print subscribers
- E-newsletter subscribers
- Webinar attendees