

# Content Marketing

## Give your content a voice with BUILDINGS

Share your story with our audience of building owners and facilities management professionals no matter what channel they use:

Online | In email | On social | On podcasts | In print

The options are limitless to get your custom content in the hands of more than 123,000 facilities management professionals. We can work with you to create your content so your specific, targeted message reaches those which are most important to you. Or bring your already produced content to us and use our select options to get your story seen.

### CONTENT CREATION

BUILDINGS will create your story and deliver your message to the commercial buildings marketplace. We have an exceptional staff of content creators ready to put a voice to your story.

**BEST VALUE**

	A LA CARTE RATE	BUNDLE RATE
Strategy session teleconference (1 hour); 1 or 2 phone interviews with experts; 500-800 word article created in first person by expert; Click-through optimization and links; Designed into useable PDF document; Hosted on Buildings.com (CMS) for up to one year	\$4,900	\$15,500
4-page article published in BUILDINGS Magazine	\$13,000	
4 social media posts	\$800	
3 editorial mentions in BUILDINGS push emails	\$6,600	
3 related content links on Buildings.com	\$1,500	
Placement in our CMS and publication on Buildings.com	\$800	

### CONTENT SYNDICATION

If you have created your own content in-house or through an agency, we offer a special content syndication package to ensure you reach your target audience.

**BEST VALUE**

	A LA CARTE RATE	BUNDLE RATE
Review and feedback of submitted content by our experts against current best practices	\$1,000	\$15,500
Enhanced homepage listing	\$1,000/two weeks	
30 minute podcast	\$3,000	
4-page article published in BUILDINGS Magazine	\$13,000	
4 social media posts	\$800	
3 editorial mentions in BUILDINGS push emails	\$6,600	
3 related content links on Buildings.com	\$1,500	
Placement in our CMS and publication on Buildings.com	\$800	