

Take your advertising campaign online

Make sure your brand is represented when the buyers begin their search on BUILDINGS.com

With an average of 149,248 sessions, 126,737 users and 200,851 filtered page views per month, BUILDINGS Web site is the perfect place to connect with a vast audience of industry professionals.

It shows in our metrics that BUILDINGS audience is online weekly looking for products and services just like yours. Increase your reach and connect with these customers where they are — online!

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	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
6	Catfish	955 x 75	\$175
7	Billboard	970 x 250 collapsed to 970 x 31	\$175
8	Wallpaper *	1660 x 1000 plus 728 x 90 leaderboard	\$175

* Wallpaper ad includes the top leaderboard along with all visible background image. As our site is dynamic, many users will only see the banner and background at the top of the page. No copy or ad message should be positioned on the sides.

