

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 Website and bring your products/services to the 126,737 users on BUILDINGS.com each month.

The BUILDINGS categorized video player categories available:

- | | |
|---------------------------------|---------------------------|
| Access Control | Energy Management |
| Acoustics | Facades & Curtainwall |
| Alternative Energy | Fire Protection |
| BIM Software | Green Building Operations |
| Building Controls | HVAC |
| Carpet | LED Lighting |
| Ceilings | Life/Fire Safety |
| Communications | Lighting Controls |
| Data Centers | Office Furniture |
| Daylighting | Paint |
| Digital Signage | Roofing |
| Disaster Preparation & Recovery | Sustainability |
| Doors | Vertical Transportation |
| Electrical | 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

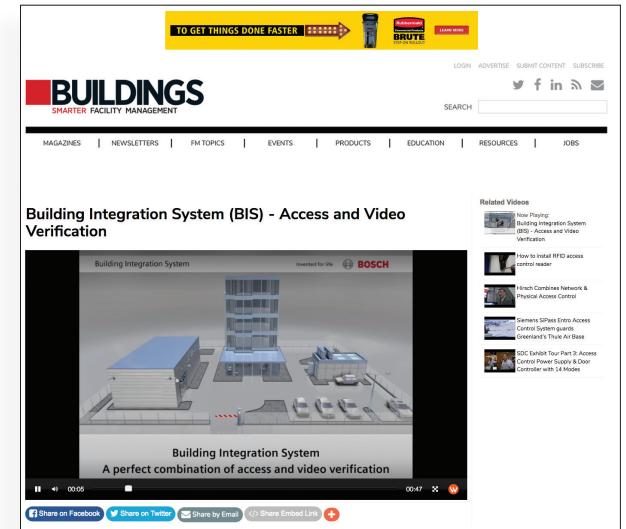
The more authentic the video is the more believable it is.

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