



# 2018 FACILITIESNET.COM DIGITAL PRODUCTS

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## DIGITAL ADVERTISING

FacilitiesNet.com gets more visitors and more views than any other site in the facilities and buildings industry. On FacilitiesNet.com, your ad is seen by more influential FMs than anywhere else. FMs come to the site when researching, specifying or planning upcoming projects. The traffic that FacilitiesNet.com generates allows you to target ads to the purchasing executives and senior-level leadership you want to reach, no matter what area of the site they're visiting.

**105,000**

AVERAGE UNIQUE VISITORS MONTHLY

**220,000**

AVERAGE MONTHLY PAGE VIEWS

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## RUN OF SITE ADVERTISING

Our Run-of-Site (ROS) advertising is intrinsically targeted to the buyers you want to reach. Take it to the next level and place your ad contextually and hyper-target your campaign — your ad appears on content directly related to your product or service. FMs researching specific technologies are highly engaged and likely to be primed to purchase your product in the near future. Advertise in one of FacilitiesNet.com's contextually targeted areas and watch your ROI skyrocket.

## CONTEXTUALLY TARGETED ADVERTISING

Our Contextual Advertising on FacilitiesNet allows advertisers to target their ads not only to facilities professionals but also directly to the pages on the site that relate to a specific topic the user is currently engaged with. This double targeting allows advertisers to reach a specific audience and at the same time make an impression on the user at the exact moment they are engaging with content which relates to the advertiser's message. Getting in front of users at the moment of engagement within a relevant and trusted context is incredibly valuable.

## FACILITIESNET.COM CONTEXTUAL TARGETING OPPORTUNITIES

### MANAGEMENT TOPICS

- ADA
- Design & Construction
- Emergency Preparedness
- Energy Efficiency
- Facilities Management
- Green
- Grounds Management
- IAQ
- Maintenance & Operations
- Material Handling
- Outsourcing

### ADDITIONAL TARGETING OPTIONS

- FacilitiesNet home page and select facilities pages
- Building Products area
- myFacilitiesNet community area
- Career Center area
- Technology Topics

### BUILDING AUTOMATION

- Ceilings, Furniture, & Walls
- Doors & Hardware
- Elevators
- Equipment Rental & Tools
- Fire Safety
- Flooring
- HVAC
- Lighting
- Paints & Coatings
- Plumbing & Restrooms
- Power & Communications
- Roofing
- Security
- Software
- Windows & Exterior Walls

## DYNAMIC, LEAD-GEN WEB AD

Get better conversion rates with your content marketing assets. We create an ad for you with form fields right inside the ad. We've seen increased conversion rates when comparing to the traditional landing page approach. Some programs have had a 100% higher conversion rate when comparing to their landing page with form.

## SPLASH OR FLOORBOARD (INTERSTITIAL) AD

Take over ads make a big impression on our site, and isn't advertising all about making impressions? Your ad repeatedly welcomes visitors to the site, leaving a lasting impact. Splash and Floorboard ad opportunities are high-visibility ways for you to promote your brand.

## MOBILE-TARGETED ADS

### Want to go mobile?

Now you can with the FacilitiesNet Mobile Site Ads!

Take advantage now and gain exposure to on-the-go FMs monthly. As an advertiser on FacilitiesNet Mobile, your ad will be displayed on every visit to FacilitiesNet from a mobile device – use your ad to build brand awareness and increase web traffic with no competitive ads in sight!

As the web moves towards mobile-friendly websites, position yourself on the cutting edge of technology with FacilitiesNet Mobile. Whether visitors come from search or email, direct or referral, your ad will be front and center for the duration of these high-value visits. You will receive reports detailing interaction with your ad in terms of monthly impressions and clicks.

## LEAD GEN EBOOKS

An easy way for you to align yourself with high-quality content and identify targeted leads with email address.

Our pre-written eBooks educate on the issues and solutions FMs are currently researching. By sponsoring an eBook you can identify the FMs currently researching products like your's and begin nurturing them with your lead development process.

eBooks also align your company as a thought leader and solution provider without all time and expense of

generating your own customized, high quality piece that speaks to this audience. We've had great success with lead generation on eBooks. Our audience wants and needs this relevant information.

We promote eBooks throughout our website and our eNewsletters for a month's time; this ensures your brand is seen by thousands of potential customers in the facilities management industry.

### ALL eBook PROGRAMS INCLUDE:

- A lead generating web ad on FacilitiesNet 60,000 impressions;
- An Insider e-Newsletter ad campaign going to our 125,000 subscribers 4 times in the month;
- We develop and host a customized, gated landing page for the eBook which includes your logo;
- A lead report which includes email addresses for those who fill out online form to download the book;
- Your logo on the eBook cover;
- Optional: the eBook back page can be a full page ad for your company with a link to visit your website;

eBooks only have one sponsor and these leads are invaluable — make sure you don't miss out.

## NATIVE ADVERTISING

### WHAT IS NATIVE ADVERTISING

These ads are a great way for you to get your existing articles, blog posts, whitepapers or other existing content in front of our audience of purchasing decision makers. Native ads by their nature are specifically educational and informative to the reader which can help you accomplish your goal of being the trusted source of knowledge and solutions for FMs.

## FM RETARGETING

FacilitiesNet is the best place to get in front of key facilities professionals, and we can help extend your message by targeting FMs all across the web. Reach the people you want to do business with. Target top prospects that you know you need to reach, but otherwise can't get in front of. Drive more FMs directly into your purchasing funnel.

## 2 Options to Choose From

### STANDARD FM TARGETING

Our standard retargeting campaign puts you in front of facilities decision makers, helping you build mind share, create awareness and generate leads.

### STANDARD FM TARGETING + BEHAVIORAL TARGETING

Our double-targeted behavioral campaign targets facility professionals, and takes it one step further by identifying prospects who are actively researching and reading topics relevant to your products and services. You reach facilities decision makers when they are in a buying mind-set - at the exact moment that they are engaged with content that relates to your product.

#### REPORTING:

Ad impressions. Ad clicks.

#### PROGRAM:

You provide your campaign budget and campaign duration. Our experienced digital media managers and analysts will custom configure your campaign and make recommendations with your targeting needs in mind.

## E-NEWSLETTERS

*Building Operating Management* has a large portfolio of content-specific E-Newsletters that target audiences based on their interests and vocations. Whether you sponsor an E-Newsletter or advertise in one, it is a surefire way to ensure your message reaches the right audience. E-Newsletters provide a simple, effective way to put your brand in front of the people who matter.

### Maintenance Insider Daily E-Newsletter

The must-read daily for the facilities professional, the Maintenance Insider Daily E-Newsletter provides FMs with the information they need to stay ahead of the curve and includes the cost-saving techniques and strategies industry professionals utilize. FMs rely on the Maintenance Insider Daily E-Newsletter for the latest product and innovation information and insight on how manufacturers are meeting the needs of today's buildings. Frequently covered topics include: HVAC, energy management, greening your buildings, building automation, salary and career resources, lighting, design and retrofits, FM management, IAQ and more.

#### REPORTING

You will receive a report with email opens and clicks.

## CIRCULATION

### PICK FROM THE FOLLOWING:

- 125,000 Whole FM Industry
- 75,000 Target building owners and facility executives
- 50,000 Target building maintenance and engineering management professionals

## Critical Facilities Insider Daily E-Newsletter

The Critical Facilities Insider Daily E-Newsletter delivers invaluable information directly to inboxes, providing intelligence on all things Mission Critical.

#### BONUS REPORTING

Your report will include the names, titles, companies and street addresses where we have them for recipients who click on your content links.

## CIRCULATION

125,000 high-level facility managers and engineering/maintenance managers who subscribe to *Building Operating Management* (BOM) or *Facility Maintenance Decisions*. Also includes premium circulation to facility professionals who have registered to attend NFMT, BOM and FMD webcasts or receive BOM and FMDs e-newsletters.

## High-Performance Buildings

Promote your company to VPs, directors and managers of facilities management, energy and sustainability. This twice a month e-newsletter is designed to help facility management managers integrate and optimize all of their major high performance building attributes, including energy efficiency, durability, life-cycle performance and occupant productivity. Managers will receive news updates, feature articles and various other resources related to high performance buildings.

#### REPORTING

You will receive a report with email opens and clicks.

#### BONUS REPORTING

Your report will include the names, titles, companies and street addresses where we have them for recipients who click on your content links.

## CIRCULATION:

125,000 high-level facility managers and engineering/maintenance managers who subscribe to *Building Operating Management* (BOM) or *Facility Maintenance*

*Decisions*. Also includes premium circulation to facility professionals who have registered to attend NFMT, BOM and FMD webcasts or receive BOM and FMDs e-newsletters.

## Top Products

Increase your visibility and drive traffic to your Web site.

Inclusion in Top Products shows the facilities industry you're one of the best. Incredible ROI opportunity when you showcase your products and services to industry decision makers' inboxes. An easy and cost effective way to get your product message out in front of key buyers. Our high level reporting lets you know the quality of the readers you're reaching.

### REPORTING

You will receive a report with email opens and clicks.

### BONUS REPORTING

Your report will include the names, titles, companies and street addresses where we have them for recipients who click on your content links.

### CIRCULATION

125,000 building executives, facility managers and engineering/maintenance managers who are subscribers to *Building Operating Management* or *Facility Maintenance Decisions* magazines or have registered for NFMT, Webcasts, E-Newsletters or other *Building Operating Management* or *Facility Maintenance Decisions* - related products and services.

No ad materials - You provide a jpeg product photograph, product name, and link to the product specific page on your website.

### FREQUENCY

Monthly

## Now Showing

Increase your visibility and drive traffic to your Web site.

Videos drive results. Bring more prospects to your Website, create awareness and increase sales by having your existing company video featured in the new Now Showing eNewsletter. A virtual video showcase of products and services emailed to facility professionals responsible for the operations and maintenance of commercial and institutional buildings. Now Showing

is sent to 90,000+ industry decision makers and then posted on FacilitesNet.com for three months.

### REPORTING

You will receive a report with email opens and clicks.

### BONUS REPORTING

Your report will include the names, titles, companies and street addresses where we have them for recipients who click on your content links.

### CIRCULATION

125,000 building executives, facility managers and engineering/maintenance managers who are subscribers to *Building Operating Management* or *Facility Maintenance Decisions* magazines or have registered for NFMT, Webcasts, E-Newsletters or other *Building Operating Management* or *Facility Maintenance Decisions* - related products and services.

No ad materials - You provide a jpeg product photograph, product name, and link to the product specific page on your website.

### FREQUENCY

Monthly

## SOLE-SPONSOR EMAILS

Connect with thousands of FMs who have subscribed to receive facilities industry emails Our sole-sponsored emails use content you've already developed – case studies, whitepapers, videos, etc. – to engage the FM audience, demonstrating how your products and services can help them. We'll provide you demographic and contact information for all the FMs who engage with your content. Need help creating content? Our Marketing Services team is available!

### Upgrade Opportunities:

- Standard landing page with form to collect leads/ email: \$500.00
- Custom design landing page: \$1,500.00
- Personalization: \$500.00 \*available only for dedicated emails
- A/B split Subject Line: \$500.00 \*available only for dedicated emails
- A/B split Creative and Subject Line: \$750.00 \*available only for dedicated emails

## Custom Email

Do it your way! Facility Industry Custom Emails allow you to tell your story to the FMs who need to hear it. Introduce new brands, generate new interest in established product lines or simply promote your message through a customized email. You supply the HTML, we do the rest. Custom Email is the opportunity you've been searching for to engage the FM universe on your terms.

### REPORTING

You will receive a report with email opens and clicks.

### BONUS REPORTING

Your report will include the names, titles, companies and street addresses where we have them for recipients who click on your content links.

### CIRCULATION:

Choose a circulation size to meet your needs in 1,000 increments. Minimum order: 3,000 names or \$1,200 min charge

### REFINE BY THESE OPTIONS TO REACH YOUR TARGET AUDIENCE:

- Business
- Job Title/Function
- Building Type/Size
- E-newsletter subscribers
- Webinar attendees
- Geographic

## Whitepaper Email

The FM Industry values Whitepapers as educational resources: deep dives on topics every FM needs to know. Position your organization as a knowledge partner by putting your Whitepaper in Facility Managers' inboxes, engaging them on a level that isn't attainable anywhere else.

### REPORTING

You will receive a report with email opens and clicks.

### BONUS REPORTING

Your report will include the names, titles, companies and street addresses where we have them for recipients who download your whitepaper.

### CIRCULATION:

You can purchase in 1,000 circulation increments.

### REFINE BY THESE OPTIONS TO REACH YOUR TARGET AUDIENCE:

- Business
- Job Title/Function
- Building Type/Size
- E-newsletter subscribers
- Webinar attendees
- Geographic

## Video on Demand Email

Video is now a preferred method of consuming info. It's an integral tool for every digital marketer. Tell your story in real-time and generate a new relationship on your terms. Leverage your existing investment in video by engaging the facilities audience.

### REPORTING

You will receive a report with email opens and clicks.

### BONUS REPORTING

Your report will include the names, titles, companies and street addresses where we have them for recipients who click to watch your video.

### CIRCULATION

You can purchase in 1,000 circulation increments.

### REFINE BY THESE OPTIONS TO REACH YOUR TARGET AUDIENCE:

- Business
- Job Title/Function
- Building Type/Size
- E-newsletter subscribers
- Webinar attendees
- Geographic

## Case Studies Email

When FMs are researching products and services for upcoming projects, few content items are as valuable and powerful as case studies. Send up to three case studies to the *Building Operating Management* database and demonstrate the ROI you can help achieve through real projects, real numbers and real savings. Case studies are individually tracked, so you'll know who read which piece.

### REPORTING

You will receive a report with email opens and clicks.

### BONUS REPORTING

Your report will include the names, titles, companies

and street addresses where we have them for recipients who click on your content links.

## CIRCULATION

You can purchase in 1,000 circulation increments.

## REFINE BY THESE OPTIONS TO REACH YOUR TARGET AUDIENCE:

- Business
- Job Title/Function
- Building Type/Size
- E-newsletter subscribers
- Webinar attendees
- Geographic

## Sponsored Article Email

Be the sole sponsor in one of *Building Operating Management's* award-winning feature articles sent via email. Associating your brand with our high quality editorial is the easiest marketing you will ever do. Select from two exciting mobile-friendly templates.

## REPORTING

You will receive a report with email opens and clicks.

## BONUS REPORTING

Your report will include the names, titles, companies and street addresses where we have them for recipients who click on your content links.

## CIRCULATION:

You can purchase in 1,000 circulation increments.

## REFINE BY THESE OPTIONS TO REACH YOUR TARGET AUDIENCE:

- Business
- Job Title/Function
- Building Type/Size
- E-newsletter subscribers
- Webinar attendees
- Geographic

## Behaviorally-Targeted Direct Email

Our advanced data-intelligence system, Au DataMine, will build a list of prospects most likely to purchase your exact products. We can then develop a tailored campaign for you that will generate the best leads for your company

## SAVE TIME AND MONEY FINDING NEW PROSPECTS

AU DataMine is built on the largest and most comprehensive database of FM decision-makers. As a result, you save time and money trying to identify new customers. We are constantly identifying new decision-makers, using our experience with audience building in the facilities marketplace, who fit your buyer profile.

## CHOOSE FROM TWO LIST OPTIONS: 1. CUSTOMIZED LIST

Tell us your desired buyer profile and we will build a targeted list of facilities professionals that fit your specific parameters. We build your custom list using a combination of geo, job title, and company type to hone in and make your marketing campaign count.

## 2. LIKELY-PURCHASER LIST

Use our advanced purchase-potential targeting where we build a custom list of individuals who look most interested and most likely to buy your product. Our audience analytics experts will, using behavioral indicators, analyze our audience data to pinpoint your most likely buyer candidates. They will then recommend the best options for you to reach them.

## IN ACTION – A CASE STUDY

### Build Your CRM and Better Sales Leads in 5 Steps

A leading roofing manufacturer was seeking new customers for a product launch. With Au DataMine and our audience analytics expert:

1. We generated a likely-purchaser list of 2,500 facilities professionals who looked and behaved like the potential buyer prospects for this product type
2. We put together a three part, content-marketing campaign to this tailored audience
3. We drove audience interest via an inbound marketing campaign
4. We identified key-target FMs via user engagement behavior with actionable requests. The campaign achieved over 500 engagements from 338 high-level facilities professionals.
5. We helped drive sales leads by directly connecting our customer with these key individuals so they could continue the lead development and sales process. The customer added these 338 roofing decision maker prospects to their CRM with the email addresses and full contact information we provided.

## EMAIL REPORTING

You will receive a report with email opens and clicks.

## LEAD GEN REPORTING

Your report will include the emails, phone numbers, names, titles, companies and street addresses where we have them for recipients who click on your lead generation, call-to-action links. (Not all links apply)

## ADDITIONAL SERVICES/UPGRADES

- Standard landing page to collect email
- Custom design landing page
- Personalization
- A/B split Subject Line
- A/B split Creative and Subject Line

## SPONSOR WEBCASTS

Does the market know your company is an expert at solving their challenges? Do FMs need to be educated about your solutions? These live, highly-educational events are a proven way to accomplish these goals and differentiate yourself to this key audience.

Webcasts are a digital-content-marketing go to for moving the sales needle. We make executing them simple by doing all the marketing, creative and operations involved. Each marketing campaign is customized for your event to achieve the best result and include a landing page, eNewsletter promotion, dedicated targeted emails and your event is featured on our website home and webcast pages.

## FASTCAST

### A Bite-Sized Webcast Delivering Immediate Exposure to Busy Executive Facility Managers

This webcast-light, is low-cost, highly customized event is the perfect entry level webcast sponsorship. As a sponsor, you get:

- We do the creative and run a custom marketing campaign for your event that includes eNewsletter, website and email promotion to our high-value audience.
- Sole-sponsored, custom content—you choose your topic. We'll assist in copy review, slide generation and provide experience and expertise to assure a successful event.
- It's your opportunity to get in front of and present your expertise on your solutions to challenges

FMs face on the job.

- Presentation is a 30 minute, fast-paced broadcast, prompting facility managers to continue dialogue after the event.
- Exclusive branding on promo emails during the two weeks prior the webcast
- Promote to your prospect list (optional)
- Your logo appears on screen throughout the presentation
- You get the exclusive database of registrants and attendees—email address, name, title, company, city/state, phone

## Industry Education Webcast: Multi-Sponsor

Up to four companies share sponsorship of this event.

### BENEFITS — BEFORE THE WEBCAST

- We do the creative and run a custom marketing campaign for your event that includes eNewsletter, website and email promotion to our high-value audience.
- Your logo appears on the landing page and marketing materials leading up to the event.
- Get market data by asking one single-answer multiple-choice question on the registration page (with up to 5 possible responses).

### BENEFIT — DURING WEBCAST

- Your logo appears on screen throughout the webcast

### BENEFITS — AFTER THE WEBCAST

- You receive database of registrants and attendees (Email address, Name, Title, Company, City/State, Phone ).
- You get 12 months of bonus exposure as the webcast is archived on FacilitiesNet.com.

### [View a sample Multi-Sponsor Webcast](#)

\* Live events are limited to 1,000 attendees at the same time.

2018 WEBCAST SCHEDULE	
March	HVAC
May	Roofing
June	Fire/Life Safety
October	IoT

## **CUSTOMIZED SOLE WEBCAST**

### **EXCLUSIVE SPONSORSHIP OPPORTUNITY**

### **FOR YOUR BRAND ALONE.**

Receive all of the benefits of a multi-sponsor (noted above), plus:

- We do the creative and run a custom marketing campaign for your event that includes eNewsletter, website and email promotion to our high-value audience.
- It's your opportunity to get in front of and present your expertise on your solutions to challenges FMs face on the job.
- You control the content
- Place up to 4 questions on our event registration page
- Ask up to 4 polling questions during the live event
- You get up to a 30 second ad to run at the beginning of the presentation
- Enjoy exclusive branding on promo or attendance building emails sent out during a two-week period

## **SPECS**

### **Run of Site Advertising**

#### **LEADERBOARD AD**

Image Size: 728 pixels wide x 90 pixels high

Max File Size: 50K

URL: Include link to landing page

#### **IMAGE AD**

Image Size: 300 pixels wide x 250 pixels high

Max File Size: 50K

URL: Include link to landing page

#### **MOBILE LEADERBOARD**

Image Size: 320 pixels wide x 50 pixels high

File Type: No animation allowed

Max File Size: 50K

URL: Include link to landing page

### **Contextually Targeted Advertising**

For contextually targeted advertising, please provide either a leaderboard ad or an image ad.

#### **LEADERBOARD AD**

Image Size: 728 pixels wide x 90 pixels high

Max File Size: 50K

URL: Include link to landing page

#### **IMAGE AD**

Image Size: 300 pixels wide x 250 pixels high

Max File Size: 50K

URL: Include link to landing page

#### **MOBILE LEADERBOARD**

Image Size: 320 pixels wide x 50 pixels high

File Type: No animation allowed

Max File Size: 50K

URL: Include link to landing page

### **Dynamic, Lead-Gen Web Ad Specs**

For the "Lead Generated" we will run ads in our dynamic placements. Here are the specs:

Get better conversion rates with your content marketing assets. We create an ad for you with form fields right inside the ad. We've seen increased conversion rates when comparing to the traditional landing page approach. Some programs have had a 100% higher conversion rate when comparing to their landing page with form.

Tag: company name as it should appear above headline

Image: 216 x 120 minimum dimensions. (You can send a larger image and we will crop it to fit the above)

Headline: 45 characters max including spaces and special characters

Description: 80 characters max including spaces and special characters

Select a Call-To-Action option below:

- Free, Read It Now
- Download Free Brochure
- Get Free Whitepaper
- Free, Watch It Now

In-ad customer consent line will read:

This sponsor can send me information related to the content above via email (not changeable)

Send us the content asset as indicated by the call to action above. Content asset must be digital friendly optimized.

Ad text and content asset are vetted for approval.

Ad text must correspond to content asset delivered.

Content asset must deliver on expectations set from the ad.



Content assets that are not high enough quality or purely advertorial in nature as to not deliver on eBook or white paper expectations will not be accepted.

As publisher we retain the right to refuse ad text or content asset as we see fit and as it relates to the best well being of our audience.

#### **FACILITIESNET SPLASH AD SPECS**

Image Size: 600 pixels wide x 375 pixels high  
Max File Size: 100K  
URL: Include link to landing page

The ad appears for 7 seconds; animations must be shorter than 7 seconds for the entire sequence to be displayed.

The ad appears once per user session

#### **FACILITIESNET FLOORBOARD AD SPECS**

Large Image

Image Size: 640 pixels wide x 410 pixels high  
Max File Size: 125K  
URL: Include link to landing page

Sticky Pencil

Image Size: 640 pixels wide x 40 pixels high  
Max File Size: 20K

The ad appears once per user session.

#### **MOBILE SITE AD SPECS**

Image Size: 320 pixels wide x 50 pixels high  
File Type: No animation allowed  
Max File Size: 50K  
URL: Include link to landing page

**Splash**

Image Size: 320 pixels wide x 320 pixels high  
File Type: No animation allowed  
Max File Size: 40K  
URL: Include link to landing page

Your ad appears once per user session.

Your ad appears for 5 seconds.

#### **EBOOK SPECS:**

**Required:**

Company Name as it should appear in text

Logo: eps format

**If Desired:**

Ad for eBook: 1024 pixels wide and 768 pixels high

Destination url for at to link to

#### **MATERIALS FOR NATIVE ADS**

Business Name: As it should appear on ad

Headline: max 85 Characters including spaces and special characters

Text: 350-700 words

Images & Videos: 1 image minimum. Up to 3 additional images or YouTube hosted videos can be included in the body

Logo: optional

Call to Action: 35 character maximum

URL: landing page web page address (landing page should correlate with content objective)

#### **LEADERBOARD AD**

Image Size: 728 pixels wide x 90 pixels high

Max File Size: 50K

URL: Include link to landing page

#### **IMAGE AD**

Image Size: 300 pixels wide x 250 pixels high

Max File Size: 50K

URL: Include link to landing page

#### **MOBILE LEADERBOARD**

Image Size: 320 pixels wide x 100 pixels high (can also accept 320 pixels wide x 50 pixels high)

File Type: No animation allowed

Max File Size: 50K

URL: Include link to landing page

Landing page content must be relevant to the ad and helpful to the user. It must promote transparency and foster trustworthiness. It should make mobile and computer navigation easy and should be fast to load.

Additional ad requirements apply relating to copyrighted material, prohibited content, spammy ads and the like. Ads must be approved before going live.

## Content Marketing Ad:

### Image:

Dimensions: 175 pixels width x 125 pixels height  
File size: 30K  
File type: gif or jpg

Headline: 70 characters max

Description: 90 characters max (Spaces and special characters are included in the character count.)

URL: Include the URL to which you would like the ad linked.

Include company name as you would like it to appear in the ad.

## HIGH PERFORMANCE BUILDINGS ENEWSLETTER

### Company Name:

As you would like it to appear in the ad

### Image:

Dimensions: 100 pixels width x 100 pixels height  
File size: 25K  
File types: gif or jpg

Headline: 65 characters max\*

Description: 150 characters max\*

URL: Your landing page link

## TOP PRODUCTS SPECS

Company Name: As you would like it to appear in the ad

### Image:

Dimensions: 100 pixels width x 100 pixels height  
File size: 25K  
File types: gif or jpg

Headline: 65 characters max\*

Description: 150 characters max\*

URL: Your landing page link

## CUSTOM EMAIL SPECS

Have our team setup you email creative:

See our creative setup and design policies.

Supply your own completed newsletter: Send an HTML version of your own completed newsletter designed to be 600 pixels wide or less (PDF files are not accepted.)

E-newsletters containing 350 - 500 words perform best. Also provide a subject line with a maximum of 50 characters, including spaces and punctuation.

Need newsletter content created? Please refer to the Content Development Services section, below.

## Some Things to Note:

Maximum number of 6 links per newsletter. Click tracking on links, provided by publication, are not tracked separately. There is one tracking entry per email.

A proof will be sent to you prior to the e-newsletter mailing out.

### Production Charge

In addition to the base cost for this newsletter, there is a \$500 net production up-charge for email personalization, including subject line and/or email body copy personalization.

### Whitepaper Specs:

Send us a PDF of the white paper, an email subject line (56 characters or less), and intro copy for white paper (100 words or less)

### Production Charge:

In addition to the base cost for this newsletter, there is a \$500 net production up-charge for email personalization, including subject line and/or email body copy personalization.

### Video email specs:

Send us a text headline and description of the video (maximum of 200 words) along with a maximum of 3 URL links (one main video and up to two additional). We will create a screen shot from the video. If you want to provide your own screen shot, it should be 550 pixels wide x 300 pixels tall.

### Production Charge:

In addition to the base cost for this newsletter, there is a \$500 net production up-charge for email personalization, including subject line and/or email body copy personalization.

### Case study email specs:

Send 3 case studies (as PDFs) along with headlines for each case study, or 3 headlines and 3 URL links to the case studies we can pick up.

### Production Charge:

In addition to the base cost for this newsletter, there is a \$500 net production up-charge for email personalization, including subject line and/or email body copy personalization.

## SPONSORED ARTICLE EMAIL SPECS

### TEXT WITH IMAGE:

- Headline Text: 100 words max
- Logo size: Width 200 pixels (height auto depending on logo)
- Image size: Width 540 x Height 282 pixels
- File size: 60k max
- URL: Include the URL to which you would like the ad linked

### ONE LARGE IMAGE:

- Logo size: Width 200 pixels (height auto depending on logo)
- Image size: Width 540 x Height 720 pixels
- File size: 120k max
- URL: Include the URL to which you would like the ad linked

## BEHAVIORALLY-TARGETED DIRECT EMAIL SPECS

### Supply your own email HTML

If supplying your own HTML, have the email designed to be 600 pixels wide or less (PDF files are not accepted.) Email layouts containing 350 - 500 words perform best. (Hosted images and “in line style” is required) Emails should be set up for responsive design. A proof will be sent to you prior to the email blast for your sign off and approval.

### Or have our team setup you email creative:

See our creative setup and design policies.

### Production Charge

In addition to the base cost for this newsletter, there is a \$500 net production up-charge for email personalization, including subject line and/or email body copy personalization.