FM Digital Opportunities
Editorial Mission

FacilitiesNet delivers timely, critical, in-depth information facility managers need to ensure institutional and commercial facilities are energy efficient, cost-effective, sustainable, and safe. The digital platform ensures fast access to information on the full range of facility management and technology issues from the pages of *Building Operating Management* and *Facility Maintenance Decisions* magazines, while also delivering essential information on education opportunities, product advances, and career opportunities.
Power of Digital

Digital media offers brands and organizations an affordable way to target and reach facilities professionals. It is especially effective as part of an integrated marketing strategy.

The advantages of paid digital media are numerous.

**Digital Advertising is Targeted**

Your ad is seen by qualified prospects - facility executives who are researching products to purchase. You can put your brand in front of these prospects at every stage of the buying cycle. In addition, you can target FMs by behavior, geographic location, demographics, interests, and more.

**Digital Advertising is Measurable**

With a digital campaign the metrics are built right in. You know exactly who clicked on your content, opened it, referred it, shared it, etc. You also can trace the source of your sales leads from entry to the actual purchase. Know exactly which ads brought in the highest number of qualifying leads. Know how many impressions were served, where they were served. This will help you determine which strategies and advertising channels yield the best results and merit more investment.

**Digital Advertising is Flexible**

Because digital advertising is quick to measure—often with real-time results and metrics— you may find that it helps make your campaigns more cost effective. If a digital advertising program is not performing well, you can quickly and easily replace it with a new ad program.

Online advertising campaigns are quickly measured — often with real time results and metrics. You have the flexibility to respond to incoming data and make changes instantly. It’s easy to quickly adjust your ad campaigns to ensure that your budget is spent well and offers the best ROI. This flexibility allows you to stay in front of facilities executives, anticipate their needs and adjust your ads immediately.
Digital Advertising is Portable

Digital and mobile marketing go hand-in-hand. Digital advertising allows you to reach facility executives on the go, wherever they are, whenever they are online. This is especially beneficial as more and more FMs are using their smartphone and ditching the desktop.

Digital Advertising is Cost Effective

Digital channels are highly cost-effective for marketers. Rates are typically set through a combination of ad size, ad location, performance, and demand. Considering the reach allotted via digital channels, an online campaign can stretch your budget further. Furthermore, digital campaigns have greater transparency, allowing you to adjust your cost easily based on performance.
2019 Digital Calendar

Show All

Show Only:  □ Topic Sections  □ Trade Show Sections  □ Top Products  □ Now Showing
□ Critical Facilities  □ High Performance Buildings  □ Webcasts

Update Calendar

January

E-Newsletter Special Sections

<table>
<thead>
<tr>
<th>Topic</th>
<th>Date</th>
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<tbody>
<tr>
<td>HVAC</td>
<td>1/3/19</td>
</tr>
<tr>
<td>AHR Product Review</td>
<td>1/9/19</td>
</tr>
<tr>
<td>Critical Facilities</td>
<td>1/10/19</td>
</tr>
<tr>
<td>High Performance Buildings</td>
<td>1/17/19</td>
</tr>
<tr>
<td>Top Products</td>
<td>1/23/19</td>
</tr>
<tr>
<td>IRE Product Review</td>
<td>1/29/19</td>
</tr>
<tr>
<td>BIoT</td>
<td>1/31/19</td>
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</table>

February
E-Newsletter Special Sections

Roofing 2/5/19

Now Showing 2/12/19

Critical Facilities 2/14/19

Top Products 2/20/19

High Performance Buildings 2/26/19

March

E-Newsletter Special Sections

Security 3/5/19

Critical Facilities 3/14/19

NFMT Show 3/19/19

High Performance Buildings 3/21/19

Top Products 3/27/19

April
### E-Newsletter Special Sections

<table>
<thead>
<tr>
<th>Section</th>
<th>Date</th>
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<tbody>
<tr>
<td>Lighting</td>
<td>4/4/19</td>
</tr>
<tr>
<td>Critical Facilities</td>
<td>4/11/19</td>
</tr>
<tr>
<td>High Performance Buildings</td>
<td>4/18/19</td>
</tr>
<tr>
<td>Top Products</td>
<td>4/24/19</td>
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</table>

### May

#### Webcast Topics

- Roof System Replacement [Learn More](#) TBD

#### E-Newsletter Special Sections

<table>
<thead>
<tr>
<th>Section</th>
<th>Date</th>
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<tbody>
<tr>
<td>Fire Safety</td>
<td>5/2/19</td>
</tr>
<tr>
<td>Critical Facilities</td>
<td>5/9/19</td>
</tr>
<tr>
<td>Now Showing</td>
<td>5/15/19</td>
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<tr>
<td>High Performance Buildings</td>
<td>5/21/19</td>
</tr>
<tr>
<td>Top Products</td>
<td>5/30/19</td>
</tr>
</tbody>
</table>

### June

Webcast Topics

Security Learn More  TBD

E-Newsletter Special Sections

Plumbing & Restrooms  6/5/19
Critical Facilities  6/12/19
High Performance Buildings  6/20/19
Top Products  6/26/19

July

E-Newsletter Special Sections

Lighting  7/3/19
Critical Facilities  7/11/19
High Performance Buildings  7/18/19
Top Products  7/31/19

August
Webcast Topics

<table>
<thead>
<tr>
<th>Topic</th>
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<tbody>
<tr>
<td>Fire Safety Codes</td>
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<tr>
<td>E-Newsletter Special Sections</td>
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<tr>
<td>Roofing</td>
<td>8/6/19</td>
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<tr>
<td>Critical Facilities</td>
<td>8/8/19</td>
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<tr>
<td>Now Showing</td>
<td>8/14/19</td>
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<tr>
<td>High Performance Buildings</td>
<td>8/20/19</td>
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<tr>
<td>Top Products</td>
<td>8/28/19</td>
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September

<table>
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<tr>
<td>Grounds</td>
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<td>Critical Facilities</td>
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<tr>
<td>High Performance Buildings</td>
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<tr>
<td>Top Products</td>
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October
### E-Newsletter Special Sections

<table>
<thead>
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<th>Section</th>
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<tbody>
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<td>Green</td>
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<tr>
<td>Critical Facilities</td>
<td>10/10/19</td>
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<tr>
<td>High Performance Buildings</td>
<td>10/17/19</td>
</tr>
<tr>
<td>Top Products</td>
<td>10/23/19</td>
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</table>

### November

#### Webcast Topics

- **Data Centers**
  - Learn More
  - TBD

#### E-Newsletter Special Sections

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<tr>
<th>Section</th>
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<tr>
<td>BIoT</td>
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<tr>
<td>Now Showing</td>
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<tr>
<td>Critical Facilities</td>
<td>11/12/19</td>
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<tr>
<td>Top Products</td>
<td>11/14/19</td>
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<tr>
<td>High Performance Buildings</td>
<td>12/21/19</td>
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December

E-Newsletter Special Sections

<table>
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<th>Section</th>
<th>Date</th>
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</thead>
<tbody>
<tr>
<td>Critical Facilities</td>
<td>12/3/19</td>
</tr>
<tr>
<td>Security</td>
<td>12/5/19</td>
</tr>
<tr>
<td>Top Products</td>
<td>12/10/19</td>
</tr>
<tr>
<td>High Performance Buildings</td>
<td>12/12/19</td>
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</table>
Circulation/Digital Audience

FacilitiesNet Website

- **Uniques:** 100,000 average monthly
- **Pageviews:** 210,000 average monthly

FacilitiesNet eNewsletter

- Facility Insider Daily 125,000 subscribers
- 75,000 Target building owners and facility executives
- 50,000 Target building maintenance and engineering management professionals

FacilitiesNet Audience Profile

FacilitiesNet focuses on FMs who manage 500,000 or more sq. feet of buildings, are the primary decision maker or influence the buying decision, and have multi-million-dollar budgets.

Reach all decision makers across the whole facilities-management industry with titles like:

- Building Owners
- Presidents, Vice Presidents, Partners, CEO's, CFO's, CIO's, COO's
- VP/Directors of Facilities & Buildings, Real Estate, Property and Asset Managers, Building and Facilities Managers
- Directors of Energy Services
- Directors of Sustainability
- Superintendents of Schools/School Districts
- Director of Engineering
- Director of Maintenance
- Director of Buildings and Grounds
- Site Engineering Manager
- Facility Maintenance Manager
Engineering Manager
Facilities Service Manager
Site Engineering Manager
Manager Maintenance Operations
Construction Manager

* information based on engagement from known users and website analytics
INSIDER ENEWSLETTER

Daily Ads

The must-read daily for the facilities professional, the 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 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

View a Facilities Insider Daily E-Newsletter sample

SEE SPECIFICATIONS
INSIDER ENEWSLETTER SPECIAL SECTION

Critical Facilities

The Critical Facilities focused 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.

SEE SPECIFICATIONS

SEE CRITICAL FACILITIES SCHEDULE
INSIDER ENEWSLETTER

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

SEE SPECIFICATIONS

SEE TOP PRODUCTS SCHEDULE
INSIDER ENEWSLETTER

Now Showing

Get your video in front of the audience you developed it for.

Videos drive results if they are seen by the right audience. Get new prospects to your website, educate customers and create awareness by having your existing company video featured in the Now Showing section of our eNewsletters. Sent to 125,000 industry decision makers.

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

Quarterly

INSIDER ENEWSLETTER SPECIAL SECTION

High-Performance Buildings

Promote your company to VPs, directors and managers of facilities management, energy and sustainability. This e-newsletter focus 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.

SEE SPECIFICATIONS
SEE HIGH-PERFORMANCE BUILDINGS SCHEDULE
eNewsletter Quick Poll

Get feedback from facility professionals in an easy and inexpensive way. Our templated, 3-question quick poll makes it easy for you to hear from your potential customers.

Promotion Ad sample

Poll Landing Page Sample

Reporting

You will receive a report with email opens and an excel file with the data from your poll.

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.

SEE SPECIFICATIONS
Email Upgrades

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

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.

View Sample View Specs

White Paper Email

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

View Sample View Specs
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.

View Sample  View Specs

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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.

View Sample  View Specs

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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.

View Sample  View Specs

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Best Facility Professional Email Database
We have identified facility professionals with the most square footage, the biggest budgets and decision making power. Between active requests from our user base and our circulation department's active list management to keep quality high we have done the work to help ensure you’re reaching the right and most engaged audience.

**Reporting:**

You will receive a report with email opens and clicks.

**Customize Your Blast Size To Meet Your Goal:**

Choose a circulation size to meet your needs in 1,000 increments.

**Enhance Your Targeting:**

You can further refine your target audience for an additional charge. Additional targeting options include:

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

**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.

SEE CUSTOM EMAIL SPECIFICATIONS
Behaviorally-Targeted Email Blast

Powered by

Targeting and reaching the right group is key when it comes to using your marketing dollars effectively. We can identify facility professionals who have read our content related to your product type and do an email blast only to them.

Best Facility Professional Email Database

We have identified facility professionals with the most square footage, the biggest budgets and decision making power. Between active requests from our user base and our circulation department's active list management to keep quality high we have done the work to help ensure you're reaching the right and most engaged audience.

Customize Your Blast Size To Meet Your Goal:

Choose a circulation size to meet your needs in 1,000 increments. Minimum order: 2,000 names or $1,200 min charge

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.

Topics We Can Target This Way
- Building Automation
- Career and Salary
- Ceilings, Furniture, & Walls
- Design & Construction
- Doors & Hardware
- Elevators
- Equipment Rental & Tools
- Emergency Preparedness
- Energy Efficiency
- Facilities Management
- Flooring
- Green
- Grounds Management
- HVAC/IAQ
- Lighting
- Maintenance & Operations
- Outsourcing
- Paints & Coatings
- Plumbing & Restrooms
- Power & Communications
- Roofing
- Security
- Software
- Windows & Exterior Walls
Email Lead-Generation

Gated forms are the industry standard for collecting a users email address if you wish to email them directly and follow up with them.

We can develop a gated form for your email blast and deliver you the email addresses in real time. Most potential customers will be in research mode when they see your advertising and need education and information. Because of that, gated forms perform best when there is a strong sense of value for the user to fill out the form. Most frequency that is done through a content asset like an educational white paper, an eBook or video. These generate Marketing Qualified Leads that you can then follow up with and nurture to a sale.

Forms should be kept simple to get the most responses. Here is a sample of our standard email lead generation landing page: [https://www.facilitiesnet.com/lp/cpower/20180427-CPower.aspx](https://www.facilitiesnet.com/lp/cpower/20180427-CPower.aspx)

- If you need help developing a content piece for this audience we are experts in that and can develop one for you. [Click here to learn more](https://reachfms.com/digital.aspx)

We can also develop forms if you have a special coupon or sale for form users. Or you could use it as a way for users to request a demo, request a quote or get a free sample from you.

- We can add additional fields to our forms at the customer's request. But keep in mind that fewer fields will result in better engagement.

Here is a sample of a customized landing page and form: [https://www.facilitiesnet.com/lp/oeo/OEOLighting.html](https://www.facilitiesnet.com/lp/oeo/OEOLighting.html)
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.

SEE SPECIFICATIONS
Contextually-Targeted Ads

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

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

Additional Targeting Options:

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

Advertising options include leaderboard and image ads.
To select a specific ad position talk to your sales representative.

View ad locations on FacilitiesNet.com

View Mobile ad locations on FacilitiesNet.com

SEE SPECIFICATIONS
FACILITIESNET WEBSITE

Lead-Gen Ads

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.

View a sample ad

SEE SPECIFICATIONS
FACILITIESNET WEBSITE

Video Ad

Is there anything video can't do? Video ads drive results. Bring more prospects to your website, create awareness and increase sales by having your existing video featured on FacilitiesNet.

Video Ad Features:

- Can be placed in any of the FacilitiesNet image ad areas
- Tracking includes the number of ad impressions, the clicks for those starting video and the number of clicks for those going to your Website
- You determine the text for the link below the video

VIDEO AD SPECIFICATIONS
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.

MOBILE AD SPECIFICATIONS
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:

1) 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.

2) Standard FM Targeting + Behavioral Targeting

Behavioral Retargeting 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 & facilities management industry 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

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.

Campaign Tiers:
Campaign budget 1: 25,000 - 38,000 impressions
Campaign budget 2: 40,000 - 60,000 impressions
Campaign budget 3: 60,000 - 85,000 impressions
Roadblock Ad

When you need major impact a roadblock ad is a perfect solution. You dominate all above-the-fold display ad positions and, to increase the impact of your campaign, two responsive images on either side of the content are included to drive home your brand and messaging.

View Roadblock Ad Sample

ADA Excuses Won't Keep Facility Managers Out of Court

The first enforceable provision of the Americans with Disabilities Act (ADA) for public accommodations and commercial facilities began on Jan. 26, 1992. From that date forward facility managers were to begin their barrier removal process in all existing facilities.

"Readily-achievable" barrier removal has been (and continues to be) an ongoing obligation.

Nevertheless, for the past 20 years, thousands of ADA cases have been filed in federal courts across the United States as well as through the Department of Justice (DOJ), the federal agency responsible for enforcing ADA standards for facilities. Nearly all of these cases began with an issue in an existing building, where the individual with a disability or DOJ cited the facility's lack of "readily achievable barrier removal" as the primary reason for
ROADBLOCK AD SPECIFICATIONS
Poll Ad

Looking for an interactive ad experience where you can also gather data from potential customers in the facilities management industry? If so, try one of our easy-to-use poll ads. Our poll ads are a great way for you to gather data without needing additional IT support to generate a form. Having the form inside your ad on the site provides the best engagement for your poll.

We offer three simple templates you can choose from to make setting up your poll easy.

**Option 1:** Radio Buttons

**Option 2:** Check Boxes

**Option 3:** Yes/No buttons and text field

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**POLL AD SPECIFICATIONS**
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

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

VIEW A SAMPLE FASTCAST

FASTCAST MATERIALS NEEDED
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).

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

Our 2019 webcasts address vital trends in facilities management.

Topics include:
May: 5 Keys to Successful Roof System Replacement
One of the most challenging aspects of managing a facility is replacing a roof, and one of the most frequent mistakes made in that process is specifying the same roof as the existing one, assuming the original choice was the correct one. Managers must do their homework before making a final decision, and consider all options. This webcast provides a roadmap to selecting a new roof system that optimizes performance and ROI.

June: Increasing your Facility's Physical Security
A range of threats must be considered when addressing facility security, including unauthorized access, workplace violence, theft, and in some cases bombs and biological agents. Advances in security technology help address myriad concerns, but without a clear understanding of a building's specific vulnerabilities and necessary security protocols, a facility and its occupants will remain at risk. This webcast offers an overview of best practices that are applicable to buildings in most types of organizations, from integrating security technologies to standardizing systems across an entire portfolio.

August: Fire Safety Codes: Is Meeting the Minimum Enough?
The myriad codes and standards that apply to a facility's fire protection systems—including automatic sprinkler and suppression systems, emergency and exit lighting systems, emergency power supplies, and alarm systems-can provide guidance, but are they enough to ensure the appropriate level of fire safety for your facility? This webcast addresses how to evaluate fire system specification, operation and maintenance requirements as they relate to existing and emerging codes as well as your specific facility's needs.

November: Preventing Data Center Downtime
Over the last 15 years, most building operators have come to recognize people account for the majority of interruptions to critical operations. In fact, human error is identified as the root cause in 60 percent to 80 percent of data center downtime events, year after year. Infrastructure systems and component failures still merit attention, but today's rigorous design, construction, and commissioning practices generally provide an expectancy of smooth equipment operation for 10 years or more. Attendees of this webcast will learn how to focus the proper attention and resources to training on best practices to ensure human error potential is absolutely minimized.

Please contact Brian Terry, Facilities Digital Publisher to discuss additional topics and the opportunity to customize a webcast for the facilities management industry.
2019 WEBCAST SCHEDULE
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**EBOOK TOPICS**
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Branded Features are searchable, appear on the home page and topic landing pages and may contain multiple images, video treatments and are promoted via:

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- Appears on up to four FacilitiesNet.com category pages for 1 month. (examples: Building Automation, HVAC, Energy Efficiency, Software) Rotates with other branded features on those categories running during the same campaign dates. Traffic number for that landing page will depend on the category. Ranges from 1,000 a month to over 15,000 a month depending on the category. To view a sample, [click here](#)

- Appears on the BOM and FMD eNewsletters for 1 day, which totals 125,000 circulation total for both eNewsletters with an open rate of about 10%. To view a sample, [click here](#)

- Archived on FacilitiesNet.com for 1 year on the Branded Feature Landing page. To view a sample, [click here](#)
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✔️ A lead generating white paper ad on FacilitiesNet 60,000 impressions;
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✔️ We develop and host a customized, gated landing page for the white paper with your branding;
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We develop and host a customized, gated landing page for the white paper with your branding;
A lead report which includes email addresses for those who fill out online form to download the book;

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WHITE PAPER PACKAGE SPECS