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 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 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.

**Digital Advertising is Flexible**

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.

**Digital Advertising is Portable**

Digital and mobile marketing go hand-in-hand. Reach facility executives on the go, wherever they are, whenever they are online.

**Digital Advertising is Cost Effective**

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.
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.
Circulation/Digital Audience

FacilitiesNet Website

- **Uniques:** 105,000 average monthly
- **Pageviews:** 200,000 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 Daily eNewsletter 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.

**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**

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](https://reachfms.com/digital.aspx)
Headline:
✓ 70 characters max*

Company Name:
✓ 30 characters max*

Description:
✓ 90 characters max*

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

Call to Action:
✓ 20 character max including spaces and special characters

*Spaces and special characters are included in the character count.

Email materials to webads@tradepress.com

Advertising Policies & Guidelines
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.

**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.

**Frequency**

Monthly

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SEE SPECIFICATIONS

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**Company Name:**

✔️ 30 characters max*

**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

*Spaces and special characters are included in the character count.*

Email materials to [webads@tradepress.com](mailto:webads@tradepress.com)

[Advertising Policies & Guidelines](https://reachfms.com/digital.aspx)
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.

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.

Frequency

Quarterly

SEE SPECIFICATIONS

Company Name:

✔️ 30 characters max*

Image:

✔️ Dimensions: 100 pixels width x 100 pixels height

*Spaces and special characters are included in the character count.*

Email materials to webads@tradePress.com

Advertising Policies & Guidelines →

SEE NOW SHOWING 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.

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**SEE SPECIFICATIONS**

- ✔ Customer Logo
- ✔ Text for 3 questions: 150 characters per question max
- ✔ Answers for each question: Up to 3 answers max for each question, answer text must be 50 characters for less

*Spaces and special characters are included in the character count.*

Email materials to [webads@tradepress.com](mailto:webads@tradepress.com)

[Advertising Policies & Guidelines](#)
Take Over

Take over all ad positions in the eNewsletter for a day to make a big impact. You get all three ad positions, plus a product release for premium visibility. Combining both display ads and native content ads to drive impact along with educational and engagement results for advertisers.

Take Over sample

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

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

Display Image

- Dimensions: 500 pixels width x 150 pixels height
- File size: 60K
- File type: gif or jpg

Content-style Ad:

Image

- Dimensions: 175 pixels width x 100 pixels height

File size: 30K
File type: gif or jpg

Headline:
70 characters max*

Company Name:
30 characters max*

Description:
90 characters max*

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

Call to Action:
20 character max including spaces and special characters

Product Release
Send product press release

*Spaces and special characters are included in the character count.

Email materials to webads@tradeexpress.com

Advertising Policies & Guidelines 🌐
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

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
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.

**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.

**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.

**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

**Custom Email Specs**

**Have our team setup your email creative:**
See our [creative setup and design policies](https://reachfms.com/digital.aspx)

**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.

**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.

Email materials to [webads@tradeppress.com](mailto:webads@tradeppress.com)

[Advertising Policies & Guidelines](https://reachfms.com/digital.aspx)

SEE WHITE PAPER SPECIFICATIONS

**White Paper Specs**
Using our White Paper template, 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)

Email materials to webads@tradepress.com

Advertising Policies & Guidelines

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Video on Demand Specs

Using our Video on Demand template, 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.

Email materials to webads@tradepress.com

Advertising Policies & Guidelines

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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.

Email materials to webads@tradepress.com

Advertising Policies & Guidelines
SEE SPONSORED ARTICLE SPECIFICATIONS

**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

Email materials to webads@tradepress.com

[Advertising Policies & Guidelines](#)
Behaviorally-Targeted Email Blast

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.

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

SEE SPECIFICATIONS

**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](https://reachfms.com/digital.aspx).
1. Provide a subject line with a maximum of 50 characters, including spaces and punctuation.

2. From Line (the companies name or person's name. Not an email address)

3. Suppression file of clients opt-outs/unsubscribes

4. Clients opt-out/unsubscribe link must be embedded in the HTML along with a physical address.

5. Seed names and email addresses of who needs to see the test and final blasts. Only one seed name can be responsible for sending final approval of the test blast to amanda.balistrer@tradepressmedia.com

6. Clicks intended to deliver emails must adhere to one of the following best practice conventions:

   ● Link indicates customer is requesting contact from manufacturer;
     (examples: Send me information. Contact me about XXX. Email me about XXX.)

   ● Link indicates the user wants a demo, test drive or is looking for more information;
     Email Brochure. Sign Up For A Test Drive.)

   ● Link indicates user request to receive manufacturer’s eBook, Webcast, White Paper or similar highly-valued content piece.
     (examples: Request Guide. Request eBook. Request Webcast.)

   ● In some cases customers should add:
     I consent to be emailed regarding the content above. under buttons/links as needed to help make email consent more clear.

7. Link Landing pages must deliver on expectations from link text and contain coordinating language. (We can help with landing page setup)

Email materials to webads@tradepress.com

Advertising Policies & Guidelines
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.

To select a specific ad position talk to your sales representative.

View ad locations on FacilitiesNet.com

View Mobile ad locations on FacilitiesNet.com

**Reporting:**

Ad impressions. Ad clicks.

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**Run of Site Specifications**

For run of site advertising, please provide a leaderboard ad, an image ad, and a mobile 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

Email materials to webads@tradepress.com

[Advertising Policies & Guidelines](https://reachfms.com/digital.aspx)
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.

[View ad locations on FacilitiesNet.com](https://facilitiesnet.com/adlocations)

[View Mobile ad locations on FacilitiesNet.com](https://facilitiesnet.com/mobileadlocations)

**Reporting:**

Ad impressions. Ad clicks.

SEE SPECIFICATIONS

For contextually targeted advertising, please provide the following 3 ad sizes.

**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

Email materials to webads@tradepress.com

Advertising Policies & Guidelines

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.

Reporting:
Ad impressions. Email and name of users who requested.

Dynamic, Lead-Gen Web Ad Specs
For the "Lead Generated" we will run ads in our dynamic placements. Here are the specs:

- **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
- **PDF**: send us the pdf the user should get after filling out the form. Should be optimized for digital.

Select a Call-To-Action option below:
- Free, Read It Now
- Download Free Brochure
- Get Free White Paper

Program Requirements

In-ad customer consent line will read:

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

- Ad text and pdf are vetted for approval.
- Ad text must correspond to pdf content. PDF must deliver on expectations set from the ad.
- PDFs that are not high enough quality or purely advertorial in nature as to not deliver on 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.
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 clicks for those going to your Website
- You determine the text for the link below the video

**Reporting:**

Ad impressions. Customers can track plays through their respective video platform tools. We are not able to report on video plays.

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**VIDEO AD SPECIFICATIONS**

**Video Ad Specs:**

- ✔️ URL of video on YouTube. Video on YouTube must be sharable.
- ✔️ URL ad should link to.
- ✔️ Line of text, max 45 characters (includes spaces and special characters. Lines of all capital characters is not allowed.)

**Use your existing YouTube video as creative**

- ✔️ Send us your embed code or YouTube url and we can use that as your ad on the site
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.

Reporting:
Ad impressions. Ad clicks.

Mobile Site Ad Specs:
Slider Image Ad
View a sample ad

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

Email materials to webads@tradepress.com

Advertising Policies & Guidelines
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

Want to retarget to a specific section of FacilitiesNet.com? We can do that. With our retargeting program, you can retarget to very specific users who are frequenting the pages of most interest to you and your products.

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

<table>
<thead>
<tr>
<th>FM RETARGETING SPECIFICATIONS</th>
</tr>
</thead>
</table>

**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.

Ads must name the product, service, or entity being promoted. Image or animated ads must clearly display identifying information such as a product or company name, logo, or display URL on the final static frame (after the animation has ceased).

Animated gifs must end after a max of 30 seconds. HTML5 not allowed. HD animated gifs are not supported.

Additional ad requirements apply relating to copyrighted material, prohibited content, spammy ads and the like. Ads must be approved before going live.
Connecting with facility professionals on social channels like Facebook is no easy task. The standard targeting on these platforms is tailored for local and consumer products; it's not meant for reaching B2B audiences. Most targeting is overly generic keywords and categories which end up reaching kids or hobbyists and doesn't get to the audience you need. It becomes impossible to get in front of the right people at any kind of scale resulting in minimal returns. We can make your social media efforts easier and more productive. Since we can identify our targeted print and digital readers/users on the platform, we will get your brand message in front of decision makers you are unable to reach.

Through our turnkey social marketing program, our targeted decision-maker databases, and employing best practices, we give your brand maximum visibility on Facebook. We help you reach top facilities management executives that you are unable to target yourself. With our program, you will end up driving more of the prospects you want directly into your purchasing funnel.

**Reporting:**
Campaign impressions and engagements

**Program:**
You provide your campaign budget and campaign duration. Our experienced digital media managers will configure your campaign to reach the audience with your creative.

**Campaign Tiers:**

- **Campaign budget 1:** 25,000 - 30,000 impressions
- **Campaign budget 2:** 40,000 - 50,000 impressions
- **Campaign budget 3:** 60,000 - 75,000 impressions

[SEE SPECIFICATIONS](https://reachfms.com/digital.aspx)
Social Media Marketing Specs:

- **Image Size**: 1200x628 (if submitting video see video specs below)
- **Primary Text**: 125 characters max
- **Headline (optional)**: 40 characters max
- **Description (optional)**: 130 characters max
- **Website URL**: The URL for the web page you want people to visit.
- **Display Link**: Show a shortened link instead of your full website URL in some placements. The link should go to the same domain as your website URL. The position of the display link varies by placement.
- **CTA**: Learn More, Apply Now, Book Now, Contact Us, Download, Get Offer, Get Quote

Ad Requirements:

- Only 1/6 of your image can have text in it, Facebook will not approve ads that have images with too much text
- Ads must have landing page
- Ads must conform to Facebook ad standards
- 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.
- Ads must name the product, service, or entity being promoted. Image or animated ads must clearly display identifying information such as a product or company name, logo, or display URL on the final static frame (after the animation has ceased).
- Additional ad requirements apply relating to copyrighted material, prohibited content, spammy ads and the like. Ads must be approved before going live.

Video Specifications:

- Recommended format: `.mp4`, `.mov` or `.gif`
- View full list of supported formats
- Required Lengths By Placement:
  - Facebook: **240 minutes max**
  - Audience Network: **5 - 120 seconds**
  - Instagram Stories: **Up to 120 seconds**
- Instagram Feed: **Up to 120 seconds**
- Rewarded Video: **3 - 60 seconds**

- **Resolution:** 600px minimum width
- **File size:** Up to 4 GB max

**Video Recommendations**

- **Recommended Length:** Up to 15 seconds
- **Recommended Aspect Ratio:** Vertical (4:5)
- **View aspect ratio specifications**
- **Sound:** Enabled with captions included

Email materials to webads@tradepress.com

[Advertising Policies & Guidelines](#)
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.

**Reporting:**

Ad impressions. Ad clicks.

[View Roadblock Ad Sample](#)
ROADBLOCK AD SPECIFICATIONS

Leaderboard Ad:

✔️ Image Size: 728 pixels wide x 90 pixels high
✔️ Max File Size: 50K
✔️ URL: Include link to landing page
✔️ No animation allowed

Image Ad:

✔️ Image Size: 300 pixels wide x 250 pixels high
✔️ Max File Size: 50K
✔️ URL: Include link to landing page
✔️ No animation allowed

Wide Image Ad:

✔️ Image Size: 600 pixels wide x 250 pixels high
✔️ Max File Size: 150K
✔️ URL: Include link to landing page
✔️ Animation allowed

Side Graphics:

✔️ Image Size: 2 individual graphics, 470 pixels wide x 1200 pixels high each
✔️ Max File Size: 200K each
✔️ No animation allowed

Email materials to webads@tradepress.com

Advertising Policies & Guidelines ☰
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

Reporting

You will receive a report with the data from your poll.

POLL AD SPECIFICATIONS

**Option 1 or 2 specs:**

- ✔️ **Headline:** 60 characters
- ✔️ **Each box text:** 60 characters max

**Option 3 specs:**

- ✔️ **Question 1 (yes or no):** 60 characters max
- ✔️ **Question 2 (free type):** 60 characters max

Email materials to [webads@tradepress.com](mailto:webads@tradepress.com)

Advertise Policies & Guidelines
Fastcast

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

Invest in this low-cost, highly customizable event for the perfect entry level webcast sponsorship. Your sponsorship includes:

- A dynamic marketing campaign tailored specifically to your event that includes eNewsletter, website and email promotion to our high-value audience
- Your own choice of sole-sponsored, custom content. We'll assist in copy review, slide generation and provide our experience and expertise to assure a successful event.
- The opportunity to get in front of and present your expert knowledge on your solutions to challenges that FMs face on the job.
- A 30-minute, fast-paced broadcast prompting facility managers to continue dialogue after the event
- Exclusive branding on promotional emails during the two weeks prior to the webcast
- The ability to promote to your prospect list (optional)
- Your logo included on screen throughout the presentation's entirety
- The exclusive database of all registrants including email address, name, title, company, city, state and phone

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

VIEW A SAMPLE FASTCAST

FastCast Sample:
FASTCAST MATERIALS NEEDED

**FastCast Materials:**

- ✔ Logo and URL
- ✔ Fastcast title
- ✔ Image for promotion (product image or promotional image)
- ✔ Fastcast summary with learning objectives
- ✔ Presenter name, photo and bio
- ✔ Presenter contact information
- ✔ Powerpoint presentation slides (The industry average is roughly 1 minute per slide, and fastcast are capped at 30 minutes)

Email materials to [webads@tradepress.com](mailto:webads@tradepress.com)

[Advertising Policies & Guidelines](#)
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.*

Our 2019 webcasts address vital trends in facilities management.

Topics include:

- **May:** 5 Keys to Successful Roof System Replacement
- **October:** Securing Upgrades for Security Initiatives
- **October:** Fire Safety Codes: Is Meeting the Minimum Enough?
- **November:** Preventing Data Center Downtime
- **December:** Minimizing Data Center Downtime
Please contact Brian Terry, Facilities Digital Publisher to discuss additional topics and the opportunity to customize a webcast for the facilities management industry.

<table>
<thead>
<tr>
<th>2019 Webcast Schedule:</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>March</strong></td>
</tr>
<tr>
<td>Cybersecurity</td>
</tr>
<tr>
<td><strong>May</strong></td>
</tr>
<tr>
<td>Roofing</td>
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<tr>
<td><strong>October</strong></td>
</tr>
<tr>
<td>Security Systems</td>
</tr>
<tr>
<td><strong>October</strong></td>
</tr>
<tr>
<td>Fire/Life Safety</td>
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<tr>
<td><strong>November</strong></td>
</tr>
<tr>
<td>Data Centers</td>
</tr>
<tr>
<td><strong>December</strong></td>
</tr>
<tr>
<td>Data Centers</td>
</tr>
</tbody>
</table>
Sole Sponsor 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
- Get valuable feedback by asking this audience up to four questions for your event via the event registration page and polling questions during the live event. (*sponsor can choose how they want to use those four between the registration page and live event polling)
- 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

View a sample Sole-Sponsor Webcast

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

MATERIALS NEEDED

Round 1 Materials

- Webcast Title, Summary & Learning Objectives
- Presenter Name, Title, Photo & Bio
- Company Logo & URL
- Up to 4 Registration Questions or Polling Questions (You can decide which questions will be registration questions vs. which questions will be polling questions. Registration questions are required to answer in order to register, while polling questions are asked during the live event and are not a requirement to answer. You may do up to 4 registration questions if you would like.)
Round 2 Materials

- Webcast Slides
- Presenter Phone Number & Email
- Commercial —
  - Visual — PowerPoint or jpg images (Up to 5 slides, no animations or video)
  - Audio — Include script for in house recording OR provide an MP3/WAV file of audio recording
  - Length — 30 seconds or less (about 90 words)

Email materials to webads@tradepeer.com

Advertising Policies & Guidelines
eBooks

By sponsoring an eBook you can identify the FMs currently researching products like your’s and nurture them with your lead development process.

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 75,000 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.

EBOOK SPECIFICATIONS

**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 ad to link to

EBOOK TOPICS

Check back soon for 2020 topics
Branded Features

Branded features appear in the news feed along trusted and topical content from FacilitiesNet. You have a message and you need it in front of this audience of decision makers.

Branded Features are searchable, appear on the home page and topic landing pages and may contain multiple images, video treatments and are promoted via:

✔ Appears on the FacilitiesNet.com Home Page for 1 month. Rotates in that position with all the branded features running during that time period. Overall category page traffic ranges from 1,000 a month to over 15,000 a month depending on the category. To view a sample, click here 🔄

✔ 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 🔄

Reporting:

Promotional impressions (includes the total of website impressions + eNewsletter opens)

Branded feature landing page total views (this is the equivalent of clicks to a landing page)

<table>
<thead>
<tr>
<th>BRANDED FEATURE PACKAGE SPECS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Branded Package Specs:</strong></td>
</tr>
<tr>
<td><strong>Required Featured Page Components:</strong></td>
</tr>
<tr>
<td>✔ Headline (up to 10 words)</td>
</tr>
<tr>
<td>✔ Text file* (up to 4,000 words)</td>
</tr>
</tbody>
</table>
Images, graphs, and/or charts: gif, jpeg or png
Accepted Video URLs: YouTube or Vimeo
Advertiser to provide URLs
Company Name: 30 characters max*

Email materials to webads@tradepress.com

Advertising Policies & Guidelines

*Content is subject to review and may be edited for length, clarity and style.
Branded content is intended to provide useful or otherwise engaging, non-promotional information to facility professionals.
Top Facility Apps

Make sure facility professionals are aware of your App by leveraging our Top Facility Apps visibility. Your message will be featured on the FacilitiesNet Apps landing page for 3 months, where industry professionals go to learn more about useful apps and mobile information for building management professionals. Additionally, your message will be promoted via our two industry eNewsletters to over 125,000 subscribers over your 3-month program. Its a great way to get in front of the people controlling budgets for large-scale facilities.

Promotion and Visibility

✔ Sold in 3-month increments
✔ Featured in the Top Facility Apps section of our Mobile & Today's FM landing page on FacilitiesNet for the duration of their program
✔ Featured in our "Top Facility Apps" special section once per month for 3 months on our Facility Insider eNewsletter to 75,000 subscribers
✔ Featured in our "Top Facility Apps" special section once per month for 3 months on our Maintenance Insider eNewsletter to 50,000 subscribers

Reporting:

Promotional impressions (includes the total of website page impressions + eNewsletter opens - does not include promotion impressions from the website menu for the page)

We're unable to track clicks to your website link, app store links or YouTube video plays. Customers can track those through their respective tools or directly using Google Analytics or other tracking services.

TOP FACILITY APP SPECS

Top Facility App Specs:
✔ **Image:** Send us an image or screen shots that are applicable for your product.

✔ **Text:** up to 750 characters (about 100 words) that gives an overview of your product and why it is of value for facility professionals.

✔ **Learn More URL:** to your product landing page

✔ **optional 2 App Store URLs:** Apple and Google direct links to your app

✔ **optional YouTube video:** YouTube URL or embed code for your sharable YouTube video.

![Email materials to webads@tradepress.com](https://reachfms.com/digital.aspx)

**Advertising Policies & Guidelines**

*Content is subject to review and may be edited for length, clarity and style.*

*Branded content is intended to provide useful or otherwise engaging, non-promotional information to facility professionals.*
Virtual Edition Sponsorship

The Virtual Edition of Building Operating Management or Facility Maintenance Decisions is a fully interactive copy of the print magazine. Virtual Edition sponsorship consists of a full-page ad placed across from the front cover, an exclusive top-of-page banner visible on every page, as well as sponsor recognition weekly in our newsletter for a month. The sponsor ad and banner in the virtual edition are clickable to your provided url.

- Clickable, full-page ad placed adjacent to the front cover on desktop and tablet devices
- Clickable, exclusive top-of-page banner, visible on every page on desktop and tablet devices

Reach:

- **BOM**: 4-week promotion to over 75,000 eNewsletter recipients
- **FMD**: 4-week promotion to over 50,000 eNewsletter recipients

View a Virtual Edition

View a Virtual Edition Sponsorship Email Sample

Reporting:

eNewsletter opens (promotional impressions)

### VIRTUAL EDITION SPONSORSHIP SPECS

**Virtual Edition Sponsorship Specs:**

**Image:**

- Maximum file size: 40 kb, 72 dpi, RGB
- Accepted formats: GIF, JPEG, and third-party tags
- Advertiser to provide URL Submit all ad material to

**Deliverables:**
Note: Virtual edition ads do not appear on mobile phones
White Papers

White papers are a key component in content marketing strategies to build thought leadership, awareness, consideration, preference and favorability with a brand. They are an effective tool to support upper funnel marketing objectives. They are especially important in the facilities management industry.

We've put together an easy to run, effective awareness campaign to maximize visibility and user engagement in this industry for the most efficient cost. You can provide an existing white paper, if you need help writing and creating one for this market you can use our experienced staff of white paper developers to do it for you.*

**Standard White Paper Package Includes:**

- A lead generating white paper ad on FacilitiesNet 75,000 impressions;
- A daily Insider e-Newsletter white paper ad campaign going to our 125,000 subscribers 4 times in the month;
- 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;

View Website Ad Sample [↩]

View eNewsletter Ad Sample [↩]

View Landing Page Sample [↩]

**WHITE PAPER PACKAGE SPECS**

**White Paper Package Specs:**

**Required:**

- Company Name as it should appear in text
- Logo: eps format
White Paper Blitz Package Includes:

- A lead generating white paper ad on FacilitiesNet 75,000 impressions;
- A daily Insider e-Newsletter white paper ad campaign going to our 125,000 subscribers 4 times in the month;
- A dedicated email broadcast to 10,000 facility professionals;
- 1 week on the FacilitiesNet education menu which links to your customized landing page on FacilitiesNet
- 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;

View Website Ad Sample

View eNewsletter Ad Sample

View Landing Page Sample

View a Dedicated Email Sample

View a Website Menu Sample

WHITE PAPER BLITZ PACKAGE SPECS

White Paper Blitz Package Specs:

Required:
- Company Name as it should appear in text
- Logo: eps format

White Paper 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)

Email materials to webads@tradepress.com

Advertising Policies & Guidelines