

@ the Moment keeps facilities professionals up-to-date each week on industry trends and news.

- @ the Moment has been published since September, 2000 and is well established.
- It is written by the award-winning editors of *BUILDINGS* magazine.
- Online exclusives are featured along with news summaries, case studies and more.
- The publication date is Monday of each week.

WHAT'S INCLUDED IN A SPONSORSHIP?

Sponsorship of *@ the Moment*, sent weekly to over 55,000 facilities professionals*, includes your message prominently displayed within the e-Newsletter.

Reports are provided on the number of e-Newsletters sent, percentage opened and the click-thru rate.

WHAT SPONSORSHIPS ARE AVAILABLE?

Three types of sponsorships are available for *@ the Moment* (relating to the image, on right).

- ① Leaderboard
 ② Skycraper
 ③ Text Advert



AD #	AD TYPE	AD POSITION		AD SIZE
1	Leaderboard	Above e-Newsletter		728 x 90 pixels
2	Skyscraper	On right side within body of e-Newsletter		160 x 600 pixels
3	Text Advert	Position 1	Between feature article and industry news	130 x 130 pixels plus 75 words
		Position 2	Between industry news and related stories	130 x 130 pixels plus 75 words
		Position 3	Between related stories and past issues	130 x 130 pixels plus 75 words

AD SIZE	1X	3X	6X	9X	12X	18X	24X
Leaderboard	\$4,165	\$4,045	\$3,925	\$3,810	\$3,700	\$3,590	\$3,480
Skyscraper	\$4,165	\$4,045	\$3,925	\$3,810	\$3,700	\$3,590	\$3,480
Text - Position 1	\$4,165	\$4,045	\$3,925	\$3,810	\$3,700	\$3,590	\$3,480
Text - Position 2	\$2,980	\$2,895	\$2,810	\$2,730	\$2,650	\$2,570	\$2,495
Text - Position 3	\$1,805	\$1,750	\$1,700	\$1,650	\$1,600	\$1,550	\$1,505



Launch Date (Space & Materials Date)

1/2 (12/19)	Balancing Lighting with Daylighting	Plumbing/Washrooms
1/9 (12/27)	Roofing	Sustainability
1/16 (1/3)	Fire Detection	Indoor Thermal Comfort
1/23 (1/9)	Ceilings	Energy Benchmarking
1/30 (1/16)	Healthcare FM	2012 Industry Outlook
2/6 (1/23)	Lighting Controls	Mobile/Smartphone Applications
2/13 (1/30)	Exterior Wall Retrofits	Sustainability
2/20 (2/6)	Emergency Response	Demand Response
2/27 (2/13)	School Furniture	Building Controls
3/5 (2/20)	Interior LED Lighting	Standby/Back-Up Power
3/12 (2/27)	Glazing Retrofit	Sustainability
3/19 (3/5)	Perimeter Security	Exterior Renovation/Retrofit
3/26 (3/12)	Carpet	Alternative Energy
4/2 (3/19)	Special-Purpose Lighting	HVAC Upgrades
4/9 (3/26)	Parking Lot Maintenance	Sustainability
4/16 (4/2)	Life Safety Controls	Disaster Recovery
4/23 (4/9)	Paints	Demand Response
4/30 (4/16)	Government Facility Regulations	Liability Prevention
5/7 (4/23)	Digital Signage	Vertical Transportation
5/14 (4/30)	Membrane Roofing	Sustainability
5/21 (5/7)	Surveillance	Green Technology
5/29 (5/14)	Office Furniture	Energy Management
6/4 (5/21)	Codes/Regulations Update	Accessible Washrooms
6/11 (5/29)	Insulation	Sustainability
6/18 (6/4)	Mass Notification	Life-Cycle Assessment
6/25 (6/11)	Flooring	Building Controls

7/2 (6/18)	Exterior LED Lighting	Wireless Controls
7/9 (6/25)	Doors/Entrances	Sustainability
7/16 (7/2)	Vandalism	Alternative Transportation
7/23 (7/9)	Walls/Partitions	Power Metering
7/30 (7/16)	Office FM	Professional Development
8/6 (7/23)	Lighting Controls	Smart Washrooms
8/13 (7/30)	Roofing Insulation	Sustainability
8/20 (8/6)	Alarm Systems	BIM for FM
8/27 (8/13)	Paints/Finishes	On-Site Power Generation
9/4 (8/20)	Lamp Recycling	Building Automation
9/10 (8/27)	Recladding	Sustainability
9/17 (9/4)	Fire Suppression	Energy Recovery
9/24 (9/10)	Movable Acoustic Solutions	Solar Power
10/1 (9/17)	High-Performance Fluorescents	HVAC Maintenance
10/8 (9/24)	HighPerformance Windows	Sustainability
10/15 (10/1)	Security Services	Smart Grid Technology
10/22 (10/8)	Wallcoverings	Efficient Data Centers
10/29 (10/15)	Project Innovation Awards	FM Software
11/5 (10/22)	Lighting Retrofits	Efficient Vertical Transportation
11/12 (10/29)	Skylights	Sustainability
11/19 (11/5)	Access Control	Renewable Materials
11/26 (11/12)	Carpet	HVAC
12/3 (11/19)	Signature Exterior Lighting	Solar Technology
12/10 (11/26)	Roofing	Sustainability
12/17 (12/3)	ADA and Safe Spaces	Measurement and Verification
12/24 (12/10)	Flooring	Emission Reduction Regulations
12/31 (12/17)	K1-12 School Trends	FM Liability Prevention

BUILDINGS

615 5th St SE
 Cedar Rapids, IA 52401
 Ph: 800-553-8878 Fax: 319-364-4278

Advertiser:	Agency:
Contact:	Contact:
Address:	Address:
City: State: Zip:	City: State: Zip:
Phone Number:	Phone Number:
Email:	Email:
Fax Number:	Fax Number:

ADVERTISING	RUN DATES	GROSS	NET
@ the Moment e-Newsletter sponsorship			
TOTAL			

E-Newsletter Sponsorship Specifications

Leaderboard Banner 728 x 90 pixels
Skyscraper Banner 160 x 600 pixels
Text Sponsorship with Image..... Provide 75-words including headline and linking text.
 Image dimensions are 130 x 130 pixels
 Maximum file size is 30k, 72 dpi. Please also provide the URL to be linked to. Please submit images as a static JPEG or GIF format only.

Submission Guidelines

Submit materials using the *BUILDINGS* file transfer site. Please use the following steps to ensure proper file transfer to our secure and easy-to-use site. If you have questions or problems connecting or transferring, please contact Megan Kommes at: megan.komm@stamats.com or 800-553-8878, ext. 5062.

1. Type (<http://transfer.buildings.com>) in your Internet browser.
2. Login as follows: Username: **Buildings** [case sensitive]
 Password: **Transfer** [case sensitive]
3. Select the "Buildings" folder in the folder list on the left and drag and drop your files onto the site.
4. Notify Megan Kommes (megan.komm@stamats.com) when the file transfer has been completed. In your e-mail, provide the file name of the digital image and/or word document that was uploaded, and provide your contact

 Accepted for Publisher

 Authorized Signature

 Sales Rep

 Name (Print)

 Date

 Date