



Pay-for-Performance Lead Generation delivers quality leads right to your inbox!

Our Pay-for-Performance Lead Generation delivers cost-efficient leads while building your brand. Use our Resource Center to give your white paper, case study, software package or catalog exposure to the 50,233* unique visitors using the *BUILDINGS* Web site each month.

There are no set-up fees – instead pay only on a performance basis and receive leads via e-mail. Generate leads from a targeted audience with a genuine interest in your product or service as they conduct research for a purchasing decision.

This is not a time-based product but a lead-based product. You purchase a given number of leads and your information will stay posted in our Resource Center until the lead count is met.

* BPA Worldwide, June 2011

EXAMPLE OF LISTING



Building Sustainability through Building Automation
Brought to you by: **KMC Controls**



Are you seeking sustainable facilities? Whatever is driving you toward this goal, building automation and controls systems can play a significant role in its achievement. Discover the benefits of building control systems and the related strategies that can be employed to achieve higher energy efficiency, lower operating and maintenance costs, better indoor air quality, and greater occupant comfort and productivity.

Price: \$0.00

Add to basket

GENERATE VALUABLE LEADS. HERE'S HOW.

Feature your 150-character text write-up to describe your white paper, case study, software package or catalog, along with your company logo in our Resource Center.

You specify the number of leads you want to generate and we post your information until you reach the number. We invoice at the end of each month based on the leads we have generated for you.

We drive traffic to your offering with direct e-mail campaigns, banners and text sponsorships on our site and in our e-Newsletters.

Materials needed: document in PDF format, image of your document, logo, 500-character text write-up and an e-mail address to send leads.

RATES

White Papers.....	\$25 per lead
Case Studies.....	\$25 per lead
Software Demos.....	\$25 per lead
Catalogs.....	\$25 per lead
Conversion of your PDF into a "Page-Turning PDF"	\$500 per document

Note: BUILDINGS can provide a single upfront invoice for \$2,500 if small monthly invoices don't fit your invoicing strategy. Your document will stay up until 100 leads have been generated.

The screenshot shows the BUILDINGS website interface. At the top, the logo "BUILDINGS" is prominent, with the tagline "Helping Facilities Professionals Make Smarter Decisions" below it. Navigation links include Home, Publications, Events, Building Products, BuildingsVIP and Webinars, Resource Center, and CEUs. A user account section shows "Subscribe | My Account | Login" with a search bar.

The main content area is titled "Whitepapers" and includes a sub-header: "Our whitepapers are provided by our sponsors and offered free of charge to registered web site users. Choose one or more whitepapers, from the list below, to initiate the registration process and gain access to this valuable resource." To the right, there is a "My Downloads" section with the text "Your cart is empty".

Three whitepaper listings are visible:

- Building Sustainability through Building Automation:** Brought to you by: KMC Controls. Includes a thumbnail image and a brief description: "Are you seeking sustainable facilities? Whatever is driving you toward this goal, building automation and controls systems can play a significant role in its achievement. Discover the benefits of building control systems and the related strategies that can be employed to achieve higher energy efficiency, lower operating and maintenance costs, better indoor air quality, and greater occupant comfort and productivity. Price: \$0.00".
- Facilities professionals report that service contracts extend equipment life cycles and reduce energy costs:** Brought to you by: Siemens. Includes a thumbnail image and a brief description: "The continual rise in energy costs and the focus on energy efficiency are ever greater concerns for facilities professionals. This research surveys facilities professionals' attitudes and expectations for in-house staff and outside service-contract providers, and offers cost-saving insights into operations and maintenance. Price: \$0.00".
- Corporate Universal Waste Recycling: Ensuring Compliance, Generating Savings:** Brought to you by: Air Cycle. Includes a thumbnail image and a brief description: "A critical green practice for large organizations to implement is universal waste (UW) recycling. Recycling universal wastes ensures compliance with waste disposal regulations and reduces harmful environmental impacts. But implementing UW recycling across the complex, multi-facility structure of a large corporation can pose challenges including minimizing recycling costs, ensuring organization-wide participation and measuring recycling progress. A corporate UW recycling program can solve these challenges and generate additional benefits, like green marketing opportunities and reduced liability".

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

ADVERTISING	Cost
Pay-for-Performance	$\underline{\hspace{2cm}} \times \$25 = \underline{\hspace{2cm}}$ No. of Leads per lead
Turn your pdf into "page turning pdf" (optional)	$\underline{\hspace{2cm}} \times \$500 = \underline{\hspace{2cm}}$ No. of PDFs per PDF

Pay-for-Performance Specifications

- Your listing will stay posted in our Resource Center until the lead count is met.
- Provide the following for completing your Pay-for-Performance listing:
 - 500-character description
 - Document image
 - Company logo
 - An e-mail address for delivery of the leads.

Pay-for-Performance Specifications

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 info.

Accepted for Publisher

Sales Rep

Date

Authorized Signature

Name (Print)

Date