



The **Roofing e-Newsletter** offers in-depth coverage on high-performance roofing, preventive maintenance and specifying roof systems.

The monthly e-Newsletter provides practical, money-saving information from highly recognized industry veteran Richard L. Fricklas, former technical director at the Roofing Industry Educational Institute. Owners look forward to this highly credible source of information on one of their most important building assets.

WHAT'S INCLUDED IN A SPONSORSHIP?

Sponsorship of the *Roofing e-Newsletter*, sent monthly to over 56,000 facilities professionals*, includes your message prominently displayed within the e-Newsletter. The publication date is the second Wednesday of the month.

Reports are provided on the number of e-Newsletters sent, percentage opened and the click-thru rate from your banner to your Web site.

WHAT SPONSORSHIPS ARE AVAILABLE?

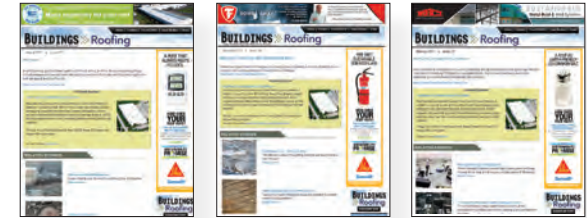
Three types of sponsorships are available for the *Roofing e-Newsletter* (relating to the image, on right).

- 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 including headline
		Position 2	Between industry news and related stories	130 x 130 pixels plus 75 words including headline
		Position 3	Between related stories and past issues	130 x 130 pixels plus 75 words including headline

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)

ROOFING E-NEWSLETTER	
JANUARY	Maintenance 1/11 (12/28/11)
FEBRUARY	Performance 2/8 (1/25/12)
MARCH	Trends 3/14 (2/29/12)
APRIL	Maintenance 4/11 (3/28/12)
MAY	Performance 5/9 (4/25/12)
JUNE	Trends 6/13 (5/30/12)
JULY	Maintenance 7/11 (6/27/12)
AUGUST	Performance 8/8 (7/25/12)
SEPTEMBER	Trends 9/12 (8/29/12)
OCTOBER	Maintenance 10/10 (9/26/12)
NOVEMBER	Performance 11/14 (10/31/12)
DECEMBER	Trends 12/12 (11/28/12)

BUILDINGS

615 5th St SE
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 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
Roofing 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.kommess@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.kommess@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

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 Date

 Date