



Videos on **BUILDINGS.com** are presented in a **customized, categorized player**, as well as on the home page of the Web site, when they are uploaded.

Video can be a powerful communication vehicle. Research from a study conducted for the Department of Labor says that 83%[†] of learning occurs visually. That's the power of video!

GIVE YOUR BRAND DIMENSION

Seven out of 10 Web users (ages 18-65) actively seek video on the Web*. Get your products to the people who matter most through the medium that brings your brand to life. Advertise via video on the *BUILDINGS* Web site and bring your products and services to where your customers are – at their desks.

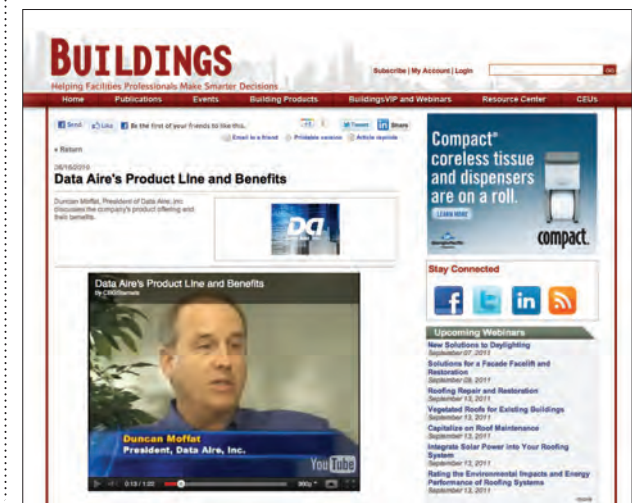
PROMOTION

Videos on **BUILDINGS.com** are promoted in:

- House ads
- E-newsletters
- E-blasts

Viewing metrics will be provided:

- Views (total from both Buildings.com and YouTube)
- Click-thrus from text description to your video

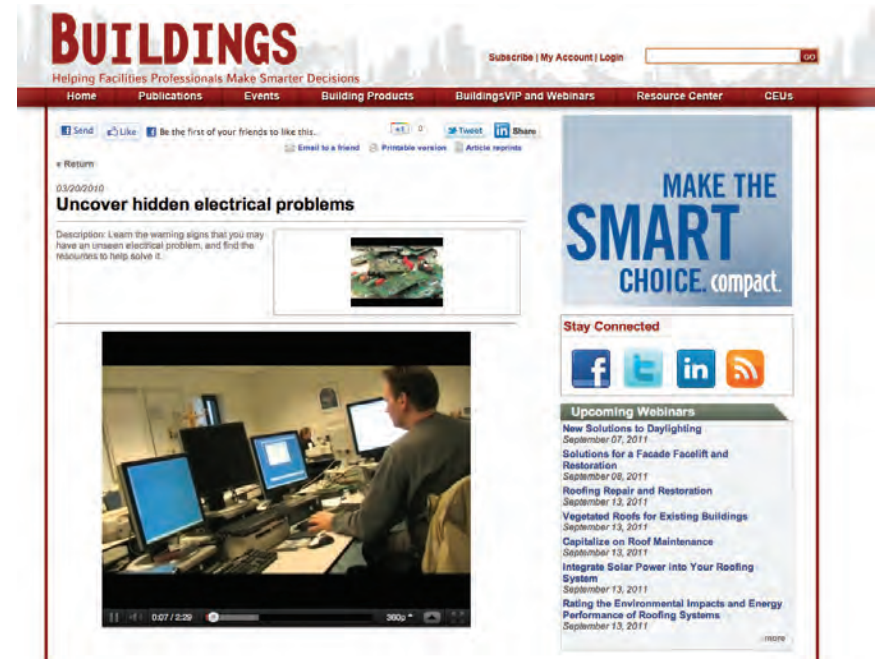


A FEW KEY TIPS:

- Keep it real – the more authentic the video is the more believable it is.
- Keep it short – unless you are providing a product demonstration or a “how-to” video try to keep to two minutes or less.
- Make it entertaining – seems obvious, but boring videos will lose your audience, and truly entertaining video could go viral.

RATES

One full year costs \$2,400 net
Updates or changes to the video are charged \$200 net



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	Cost
Video on Buildings.com	\$2,400 net one full year
Updates or changes to the video	\$200 net

Video Advertising Specifications

Video file in one of the following formats:

- QuickTime (MOV)
- Windows Media (WMV)
- MPEG-1
- MPEG-2
- MPEG-4/H.264 3GPP
- Flash video (FLV)

Highest resolution possible: 640 x 480 pixels

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 info.

Accepted for Publisher

Authorized Signature

Sales Rep

Name (Print)

Date

Date