



Web Advertising on BUILDINGS.com drives traffic to your Web site.

- With more than 55,632 visitors, 50,233 unique visitors and 91,921 filtered page views per month*, your ad on the BUILDINGS Web site will be noticed by the people who matter the most.
- All web ads (with the exception of the Peel-back ad) are served and reported by DoubleClick DART.

WHAT WEB ADS ARE AVAILABLE?

We offer five web units on our Web site. You can purchase an exact amount of impressions (excluding Peel-back web unit.)
(Numbers below relate to the image on right.)

- | | |
|-------------------------------------|-------------|
| 1 Leaderboard below site navigation | 4 Catfish |
| 2 Medium Rectangle above fold | 5 Peel-back |
| 3 Medium Rectangle below fold | |



TARGET YOUR AUDIENCE

The *BUILDINGS* Web site comprises several different advertising zones, allowing you to target an even more specific audience.

- | | |
|---------------|------------------|
| Article pages | The SOURCE pages |
| Awards pages | Topic pages |
| CEU pages | Video pages |
| Events pages | Webinar pages |

FILE TYPES AND ANIMATION

We make web advertising on the *BUILDINGS* Web site as easy as possible — we accept almost any type of advertising creative:

Leaderboard and Medium Rectangles File Size: 40kb

- | | |
|--------------|-----------------------------|
| Flash | Javascript tags |
| Animated GIF | PointRoll tags |
| Static GIF | AdBlaster tags |
| Static JPEG | Almost any third-party tags |

Catfish File Size: 40kb

- | | |
|--|--------------------------------|
| Flash
(see "Rich Media" instructions below) | ANY third-party tags |
| Animated GIF | NO EXPANDING CREATIVE ACCEPTED |
| Static JPEG | NO CLOSE BUTTON |
| Static GIF | |

Peel-back File Size: 60kb

- Static JPEG
- Static GIF

RICH MEDIA INSTRUCTIONS (FOR ALL AD-TYPES EXCEPT PEEL-BACK):

- 3-loop MAXIMUM
- 15 seconds runtime MAXIMUM
- NO CLOSE BUTTON
- NO EMBEDDED URLs
- Click-through button must cover the WHOLE creative
- ClickTag encoding required

ClickTag encoding can be picked up here: http://mediakit.buildings.com/downloads/online/Flash_coding.txt



REPORTING

DoubleClick DART analytics provides us with the most accurate measurement of our site traffic, including impressions and click-thrus. We count people traffic, not machine traffic.

WEB UNIT	PIXEL SIZE	PER THOUSAND IMPRESSIONS
1 Leaderboard below site navigation	728 x 90 pixels	\$125
2 Medium Rectangle above fold	300 x 250 pixels	\$125
3 Medium Rectangle below fold	300 x 250 pixels	\$90
4 Catfish	955 x 75 pixels	\$150
WEB UNIT	PIXEL SIZE	RATE
5 Peel-back	600 x 540 pixels	\$3,000 Net per month

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	# of IMPRESSIONS	RUN DATES	GROSS	NET
Leaderboard				
Right Side Medium Rectangle				
Left Side Medium Rectangle				
Catfish				
Peel-back				
TOTAL				

Web Ad Specifications

Leaderboard.....728 x 90 pixels40k 72 dpi.....3 loop limit
 Right Side Medium Rectangle300 x 250 pixels40k 72 dpi.....3 loop limit
 Left Side Medium Rectangle.....300 x 250 pixels40k 72 dpi.....3 loop limit
 Catfish.....955 x 75 pixels40k 72 dpi.....3 loop limit
 Peel-back.....600 x 540 pixels.....60k 72 dpi

Accepted Creative Types: Leaderboard, Medium Rectangles, Catfish

JPEG, Static or animated GIFs

Flash/Director/ShockwaveNo VB Script will be allowed. Sniffer code must be provided.
 SWF, GIF and HTML files required.

Accepted Creative Types: Peel-back

JPEG or GIF, static

Please supply click-thru/tracking URL in separate document. Do not embed in any creative.

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 info. 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