



Digital Edition Rates and Specifications

BUILDINGS offers distribution in a digital format as well as print. Subscribers can choose from print, digital or both.

TAKE ADVANTAGE OF THIS RICH MEDIA

- Video
- Links to Relevant Content
- Flash enhancements
- Belly-Bands
- This new media channel provides you with an unlimited number of ways to stand out and present your message to your customers and prospects.

Current Digital Breakout	Print	Digital	Both
Subscribers Choice	56,897	10,780	6,333
Totals	63,230	17,113	

RATES

- Exclusive Digital Sponsorship** **\$2,500 Gross**
Includes linked logo on digital alert e-mail and left of cover ad
- All Digital Enhanced Advertisements**..... **\$1,100 Gross**
- Split Creative for Print & Digital**..... **\$300 Gross**

Note: Our Digital Edition technology automatically picks up all html links at no extra charge. Splitting the creative allows you to add additional links to your digital edition advertisements while keeping your print ad



DIGITAL ENHANCEMENTS (outside of the publication)

Leaderboard Ads

Traditional banner that runs above the publication.

1. Static Ads

- Image size: 2,000 x 60 pixels
(Keep live items to the left as ad will be cut off depending on window size.)
- Image type: JPG or GIF
- Link to advertiser
- Max file size: 500k

2. Dynamic Ads

- Image size: 2,000 x 60 pixels
(Keep live items to the left as ad will be cut off depending on window size.)
- File Type: SWF file
- Link embedded in SWF file
- Max file size: 500k



Left of Cover

Premier position across from front cover. Anyone opening the issue will see your ad.

- Cannot exceed 300x300 max.
- File Type: SWF or static Jpeg
- Link embedded in SWF file or provided separately if a Jpeg
- Max file size: 500k



FILE TRANSFER SYSTEM INSTRUCTIONS

URL: <http://transfer.buildings.com>

User name: Buildings

Password: Transfer

1. Open the folder "Buildings"
2. Browse for your file(s) and drag and drop them into the 'Drop Box' folder.
3. Please send an e-mail to: gail.utt@stamats.com when you have uploaded your files.

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INSIDE DIGITAL EDITION



Embedded Video

Add video to your advertisement. It can be programmed to play automatically when the page is turned to your page.

- Files accepted: mov, flv, swf, avi, mpeg, wmv
- Compressed size not to exceed 15 MB (193 mb MOV, 246 mb Mpeg, 80mb avi, 15 mb swf and flv)
- Max length: 2:00 minutes



Blow In

Use rich media to create action and drive customers to your Web site.

1. Static Ads

- Image size: maximum width 500 pixels. Max height 500.
- File Type: JPG, GIF or PNG
- Max file size: 500k
- URL link to advertiser

2. Multimedia

- Image size: maximum width 500 pixels. Max height 500.
- File Type: FLV or SWF
- Max file size: 500k
- URL link to advertiser embedded in SWF



Bellyband

Use a horizontal image that extends across your ad.

1. Static Ads

- Image size: maximum width 1180 pixels. Max height 300.
- File Type: JPG, GIF or PNG
- Max file size: 500k
- URL link to advertiser

2. Multimedia

- Image size: maximum width 1180 pixels. Max height 500.
- File Type: FLV or SWF
- Max file size: 500k
- URL link to advertiser embedded in SWF



Slide Show

Use product imagery to demonstrate your companies product offerings and increase Web site traffic.

1. Static Ads

- Image size: maximum width 500 pixels. Max height 500.
- Image type: JPG, GIF or animated SWF
- Up to 10 images
- Max file size: 500k
- URL link to advertiser