



Print Media Rates

DISPLAY

Print frequency can be combined with e-Newsletter frequency to determine earned rate.

	1x	3x	6x	9x	12x	18x	24x
1 page	\$13,400	\$12,360	\$11,780	\$11,235	\$10,725	\$10,505	\$9,880
2 pages	\$24,635	\$22,740	\$21,690	\$20,665	\$19,695	\$19,330	\$18,165
2/3 page	\$10,190	\$9,410	\$8,960	\$8,565	\$8,195	\$8,005	\$7,535
1/2 Island	\$8,705	\$8,040	\$7,660	\$7,455	\$6,965	\$6,830	\$6,420
1/2 page	\$7,620	\$7,120	\$6,765	\$6,405	\$6,175	\$5,995	\$5,650
1/3 page	\$5,375	\$4,955	\$4,730	\$4,510	\$4,285	\$4,205	\$3,965
1/4 page	\$4,030	\$3,705	\$3,545	\$3,380	\$3,240	\$3,150	\$2,975
1 pg 4C	\$15,890	\$14,860	\$14,280	\$13,730	\$13,230	\$13,005	\$12,370
Spread 4C	\$28,930	\$27,025	\$25,995	\$24,955	\$24,000	\$22,275	\$20,665

Print rates are quoted Gross.

	Page	Facing Page	Fractional Page
2-Color	\$1,210	\$945	\$840
2-Color PMS	\$1,390	\$1,050	\$945

MARKETPLACE

\$75 per column line for regular classified (\$60 additional for reader response number)

\$340 per column inch for display classified (no additional fee for reader response number)

PRODUCT DIGEST (Offered monthly; 1/8-page)

Current Advertisers..... \$2,520 Gross

Product Digest Advertisers ONLY..... \$2,680 Gross

DIGITAL ENHANCEMENTS

All Enhancements \$1,100 Gross

Split Creative \$300 Gross

E-media rates on next page

E-media Rates

E-NEWSLETTER DISPLAY RATES

Rates are applicable to @ the Moment, Buildings Roofing News, Buildings Greener Facilities, Buildings Energy News and Buildings Security News e-Newsletters.

E-Newsletter frequency can be combined with print frequency to determine earned rate.

Ad Size	1x	3x	6x	9x	12x	18x	24x
Leaderboard (728x90)	\$4,165	\$4,045	\$3,925	\$3,810	\$3,700	\$3,590	\$3,480
Skyscraper (160x600)	\$4,165	\$4,045	\$3,925	\$3,810	\$3,700	\$3,590	\$3,480
1st Position Text	\$4,165	\$4,045	\$3,925	\$3,810	\$3,700	\$3,590	\$3,480
2nd Position Text	\$2,980	\$2,895	\$2,810	\$2,730	\$2,650	\$2,570	\$2,490
3rd Position Text	\$1,805	\$1,750	\$1,700	\$1,650	\$1,600	\$1,550	\$1,505

PRODUCT DATABASE

Own all three ad positions on all pages within your category for one year for \$6,000 net. Single products in the sponsored section of each category are just \$600 net for the year.

BANNER ADS (rotated run of site)

Ad Size	Pixel Size	Per Thousand Impressions
Leaderboard	728 x 90	\$125 net
Medium Rectangle (above fold)	300 x 250	\$125 net
Medium Rectangle (below fold)	300 x 250	\$90 net
Catfish	955 x 75	\$150 net

Peel-back 600 x 540 \$3,000 net per month

Banners targeted to particular zone of Buildings.com – add 25% to rate.

PAY FOR PERFORMANCE

Type	Cost per Lead
White Papers	\$25
Case Studies	\$25
Catalog	\$25

SPONSORED LINKS (Text Ads)

Your 150-character message listed on the bottom of every page on BUILDINGS.com.

\$600 net/month \$1,500 net/three months

WEBINAR SPONSORSHIPS

For Webinar Sponsorship information, contact your BUILDINGS sales executive. Most webinars allow for three sponsors at \$6,000 net or you can choose an exclusive sponsorship for \$15,000 net.

CONTEXTUAL ADVERTISING

Select the words you wish to own within articles on BUILDINGS.com. When those words are scrolled over, users will see a “balloon” with your message linked directly to your website.

- \$1,500 net per word for 1 month

VIDEO

- \$2,400 net – (your video posted for 12 months)
- \$200 net – (cost to update or change video)

E-LIST RENTAL

e-List rental sent from third-party..... \$400/k net
 e-List rental sent from BUILDINGS \$600/k net

SPONSORED CONTENT

Put your content in our CMS database helping our audience find your company and information as they search our site.

- \$500 net per article