

Media Pack

Growing new business through online advertising

What's on offer with Buildingtalk.com...

Banners

Advertising slots are a high-visibility way to reinforce your brand values, tell people about product launches, and generate a good click through rate to your company website. Buildingtalk offers a variety of slot sizes to maximise the value of your brand message, including leaderboard, MPU and skyscraper.

Newsletters

Buildingtalk newsletters are a great way to get your message direct to the inbox of more than 35,000 people.

Whether it's a product launch, exhibition, or a special offer, informing our fully subscribed database via our newsletters will provide you with instant results.

We can offer a sponsorship package that positions your message at the top of individual newsletters or if you want to target our subscribers directly, we can prepare email broadcasts dedicated entirely to your business.

Blogs & Social Media

Re-launched last autumn, the latest Buildingtalk website will provide easier access to social media including Twitter, LinkedIn groups, Guest Blogs and live online broadcasts from industry events.

Blogs & Video

Get involved with Buildingtalk and submit your own blog or feel free to comment on ours. Your stories can also be enhanced with the inclusion of video content that really lets our audience get to know you and your products. We can embed videos from popular hosting channels including YouTube and Vimeo.

| Site advertising | | | |
|------------------|--------------------|--------------|---------------|
| | AD POSITION | Width pixels | Height pixels |
| Slot 1 | Top leaderboard | 728 | 90 |
| Slot 2 | Bottom leaderboard | 728 | 90 |
| Slot 3 | MPU | 300 | 250 |

Banner specification

- Files must be no larger than 100kb.
- All files should have a target URL supplied for the advert to link to.
- Accepted file types:
Static GIF / JPEG
Animated GIF

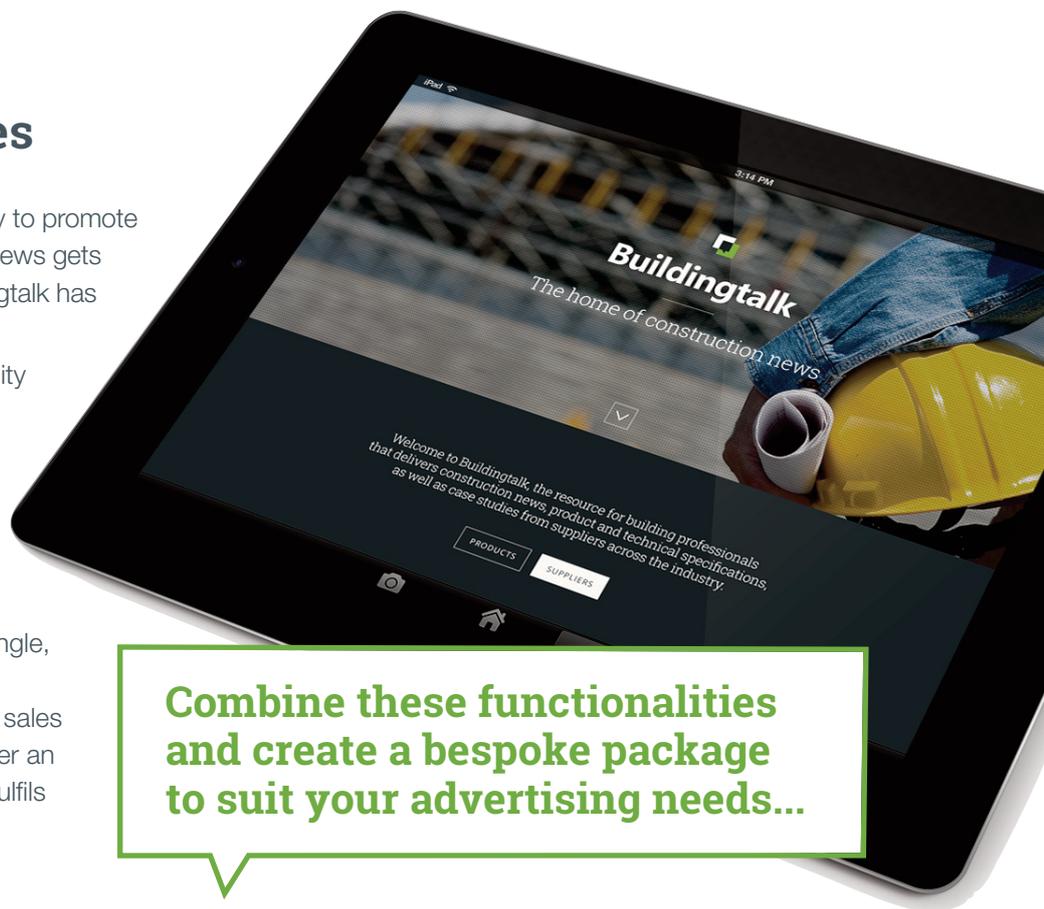


PR Packages

Whether you have a single story to promote or you want to ensure all your news gets seen in the right places, Buildingtalk has a package that can help.

Our extensive directory capability allows you to create your very own corner of the site to promote all your product and company news, whilst enhancing the message with a number of banner options.

Alternatively, we can publish single, web-optimised press releases, as and when you need to. Our sales staff are on hand to put together an entirely bespoke solution that fulfils your needs.



Bespoke advertising packages

Talk to us about planning the right cost-effective campaign – making the most of Buildingtalk's 12 years experience in focused online media including:

PRODUCT & PROJECT STORIES - adding your latest product & services information, brochures, technical literature, videos, CAD and BIM downloads, CPD's etc.

BANNER CAMPAIGNS - across own stories, categories or exclusive newsletter sponsorship promotions

EMAIL NEWSLETTERS - 35,000 industry subscribers

DEDICATED SOLAS BROADCASTS - Targeted broadcasts catering for your individual needs

VIDEO PROMOTION - add your video + promote via website, newsletter and Twitter – plus Video of the Week option

Special rate advertising starter packages

Alongside great value bespoke packages, Buildingtalk offers standard advertising options including:

OPTION 1 £90 - Single product or project story added to Buildingtalk for 1 year + images & links

OPTION 2 £150 - As above + newsletter & Twitter promotion

OPTION 3 POA - Video of the Week promoted via Buildingtalk home page + newsletter & Twitter promo

OPTION 4 £350 - Editor's newsletter exclusive Banner sponsorship

Advertising

Julie O'Rourke
+44 (0)1527 834465
julie.ourourke@korumedia.co.uk
Lyn Dignam
+44 (0)1527 834466
lyn.dignam@korumedia.co.uk

Production

Jackie Williams
+44 (0)1527 880806
jackie.williams@korumedia.co.uk
Annabel Lammas
+44 (0)1527 880806
annabel.lammas@korumedia.co.uk

Editorial

Howard Chapman
+44 (0)208 677 2565
news@buildingtalk.com
Tom Rowbottom
+44 (0)1527 834479
tom.rowbottom@korumedia.co.uk

