

BUILD expo

BUILD BUSINESS WITH BUILD EXPO

MISSION STATEMENT

Construction Monthly is a national publication reaching regional markets and bringing together building and construction professionals. We hold ourselves to the highest standards when we say we truly care about the companies that comprise the industry.

Build Expo USA has created advertising packages that include advertising in the digital and the print version of the Construction Monthly Magazine Houston Build Expo Buyer's Guide, web advertising on the Houston Build Expo homepage, and additional exposure on-site at the show.

Ultimately these packages are designed to drive more traffic to your booth and provide maximum exposure, before, during and after the show.

Our readers and attendees come from industry segments like architecture, engineering, commercial building, development, facility management, residential building, general contracting, government agencies, municipalities, property managers, remodelers, real estate professionals, and more.

**CONSTRUCTION
MONTHLY HOUSTON
REACHES OVER 60,000
CONSTRUCTION
INDUSTRY
PROFESSIONALS IN THE
HOUSTON AREA.**



proud member:
AIA Austin
Allied Member



WHY ADVERTISE



THE POWER OF A HUGE MARKETING CAMPAIGN IN THE OFFICIAL SHOW MAGAZINE.

Stand out at Build Expo when you advertise in Construction Monthly Houston Build Expo Buyer's Guide. Let your buyers know you will be in the show before they arrive, direct them to your booth during the show, and make sure they remember you after the event.

- Save money by using the show guide as your flyer. Many attendees throw flyers away but keep the show magazine as a reference until the next Build Expo event. Stay in their minds by having an ad!
- Decision-makers who attend the Houston Build Expo use the guide to plan their visit.
- Show guides are mailed to pre-registered attendees before the show. This is your chance to generate sales before, during, and after the event.
- Frequency - you are in the **show magazine three times:** your ad, your company name with booth# on the exhibitor list, and your resource listing. We give your company exposure via email, website, and direct mail.
- As soon as the guide is ready for publication, it is uploaded to both the Construction Monthly Website and the Build Expo Website, which gives you online exposure before the show. In addition, a link to the show guide is used in our e-blast reminders to pre-registered and potential attendees. They see your ad all the way up to the show.

READERSHIP & CIRCULATION

**STAND OUT AT BUILD EXPO WHEN YOU ADVERTISE
IN CONSTRUCTION MONTHLY HOUSTON BUILD EXPO
BUYER'S GUIDE. LETS MAKE SURE THEY REMEMBER YOU
AFTER THE EVENT.**

DIGITAL FLIPBOOK UPLOADED MONTHLY

- Digital delivery on the first day of every month for 10 months, including click through tracking, embedded links and files+videos when included
- E-mail blast of the digital flipbook to construction monthly recipients and Houston construction industry professionals
- Opt-In subscriptions on the constructionmonthly.com and buildexpousa.com websites

SOCIAL MEDIA

- Interactive, easy, and a personal way to reach out to our current subscribers that also gives them a quick and fun way to share

DIGITAL POSTCARD

- Used to promote the latest edition of the magazine, it is sent to nationally opt-in digital subscribers and Houston construction industry professionals

There are endless possibilities with Construction Monthly...browse the online articles or subscribe to the monthly magazine for updates, current events, trends, and tips on industry best practices.

**OVER 300,000+
NATIONAL
RECIPIENTS**

**OVER 60,000+ HOUSTON
POTENTIAL BUYERS**

SPECIAL SHOW PUBLICATIONS

- For our regional shows, a special print magazine is available for free to all the exhibitors and attendees of the Build Expo tradeshow, making Construction Monthly the official directory of the expo tradeshow.



DEMOGRAPHICS

Reach over 60,000 of the top construction industry decision makers in the Houston area with our digital publication! Construction Monthly reaches a huge cross-section of the highest-ranking construction industry companies in the greater Houston area. We deliver on an average 16,000 printed copies of our full color magazine via direct-mail to the pre-registered, past attendees and association members.

The publication is FREE to targeted buyers, and with so much useful information it is sure to stay in front of them!



- Architects
- Commercial Property Management Firms
- Developers
- Designers
- Engineers
- Facility Managers
- General Contractors
- Home Builders
- Municipalities
- Remodelers
- Spec Writers
- Subcontractors
HVAC, Plumbing,
Electrical, Roofing, Painting
- Underground Utility Contractors

We deliver cutting-edge information that our readers need to succeed in a highly competitive industry.

Topics covered include:	Architecture + Design	Insurance + Risk	Bidding and
General Contracting	Residential Construction	Green Building	Quoting
Tract Home Building	Commercial	Wellness + Safety	and more!
Custom Home Building	Construction	Business Development	
Remodeling	Finance + Economics	Technology in Building	
Spec Writing	Government Policy	Permitting	

We look forward to working with you and demonstrating how
OUR AUDIENCE IS YOUR TARGET MARKET!

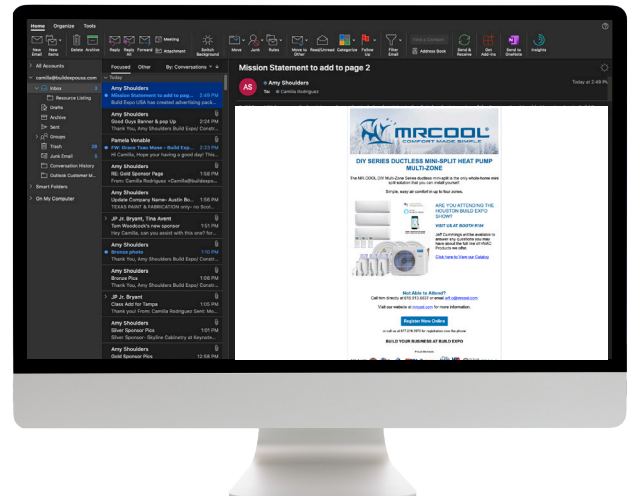
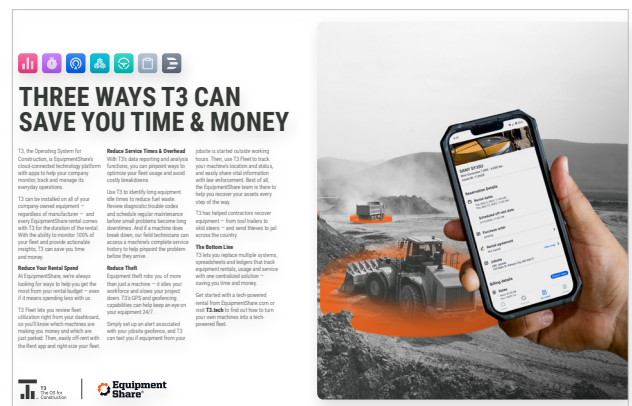
OUR READERS INCLUDE MEMBERS OF THE FOLLOWING ASSOCIATIONS:



SPONSORSHIP PACKAGES

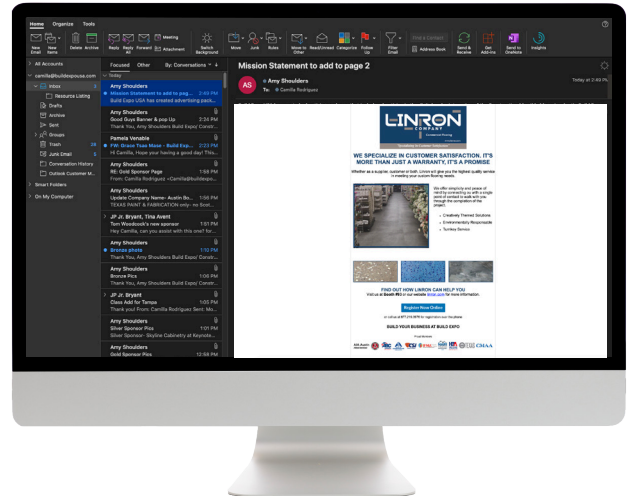
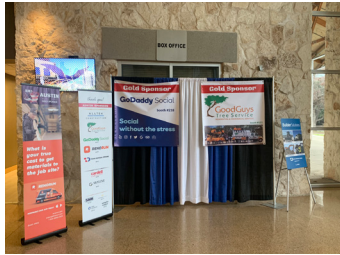
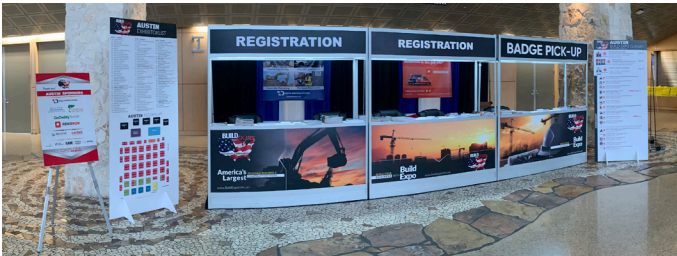
	PLATINUM	GOLD	SILVER	BRONZE
COST	\$6,000	\$3,000	\$2,000	\$1,000
AD IN THE CONSTRUCTION MONTHLY MAGAZINE DIGITAL & PRINT <small>sent to all pre-registered attendees, past attendees, and association members, posted online, available for all attendees & exhibitors at the show</small>	Receive a 2-PAGE SPREAD (double-truck ad) in Construction Monthly Magazine (digital + print)	Receive a FULL PAGE AD in Construction Monthly Magazine (digital + print)	Receive a HALF PAGE AD in Construction Monthly Magazine (digital + print)	Receive a QUARTER PAGE AD in Construction Monthly Magazine (digital + print)
COMPANY LOGO FEATURED ON SHOW SPONSORS PAGE OF WEBSITE	COMPANY LOGO FEATURED ON WEBSITE Show Sponsors page of the website	COMPANY LOGO FEATURED ON WEBSITE Show Sponsors page of the website	COMPANY LOGO FEATURED ON WEBSITE Show Sponsors page of the website	COMPANY LOGO FEATURED ON WEBSITE Show Sponsors page of the website
COMPANY LOGO FEATURED ON ATTENDEE MARKETING MATERIAL	COMPANY LOGO INCLUDED in attendee marketing materials	COMPANY LOGO INCLUDED in attendee marketing materials	COMPANY LOGO INCLUDED in attendee marketing materials	COMPANY LOGO INCLUDED in attendee marketing materials
LOGO FEATURED ON THE COVER OF THE MAGAZINE	COMPANY LOGO on the front cover of the Construction Monthly Magazine	COMPANY LOGO on the front cover of the Construction Monthly Magazine	COMPANY LOGO on the front cover of the Construction Monthly Magazine	COMPANY LOGO on the front cover of the Construction Monthly Magazine
LOGO ON KEYNOTE SIGNAGE	KEYNOTE SPONSOR (Company logo and booth number placed on Keynote Speaker Signage)	KEYNOTE SPONSOR (Company logo and booth number placed on Keynote Speaker Signage)		
CUSTOM INVITATION FOR YOU TO SEND TO YOUR CUSTOMERS	CUSTOM EMAIL INVITATION copy provided to invite your customers	CUSTOM EMAIL INVITATION copy provided to invite your customers	CUSTOM EMAIL INVITATION copy provided to invite your customers	STANDARD ATTENDEE INVITATION EMAIL shared for your use
WEB ADVERTISING	Web advertising (linked to your site): Homepage slider Registration page slider Static registration ad	Web advertising (linked to your site): Homepage slider Registration page slider Static registration ad	Web advertising (linked to your site): Registration Page Slider and Still Ad	Web advertising (linked to your site): Registration Page Slider and Still Ad
CUSTOM EMAIL PROMOTION TO PRE-REGISTERED ATTENDEES	2 pre show - 1 post show	2 pre show	Access to tools to create custom BuildExpo email campaigns	Access to tools to create custom BuildExpo email campaigns
SHOW SPONSORS EMAIL	WEB AD placed at the top of the sponsor email campaign	WEB AD placed midway in sponsor email campaign	WEB AD placed center of show sponsors email	WEB AD is included on the show sponsors email
FLYER OR BROCHURE AT REGISTRATION COUNTER	Option to place a FLYER OR BROCHURE at the registration desk	Option to place a FLYER OR BROCHURE at the registration desk		
KEYNOTE BANNER	4X6 BANNER hung in the Keynote area	4X4 BANNER hung in the Keynote area	4X2 BANNER hung in the Keynote area	
FREE STANDING BANNER	2 Exclusive 6.5 ft Freestanding pop-up banner(size 78"x 33") at the entrance	1 Exclusive 6.5 ft Freestanding pop-up banner(size 78"x 33") at the entrance		
DIRECTIONAL SIGNS	COMPANY LOGO on all directional signs	COMPANY LOGO on all directional signs	COMPANY LOGO on all directional signs	
BACKDROP BANNER	8X8 BANNER Banner Backdrop	4X6 BANNER Banner Backdrop		
SEMINAR SPONSOR SIGN	COMPANY LOGO on ALL seminar speaker signs	COMPANY LOGO on 4 seminar speaker signs	COMPANY LOGO on 2 seminar speaker signs	
SHOW SPONSORS SIGN	LOGO & BOOTH NUMBER on show sponsors sign at show entrance	LOGO & BOOTH NUMBER on 4 seminar speaker signs	LOGO & BOOTH NUMBER on show sponsors sign at show entrance	LOGO & BOOTH NUMBER on show sponsors sign at show entrance
SOCIAL MEDIA POSTS	5 Social Media Posts	3 Social Media Posts	Access to tools to create custom BuildExpo social posts	Access to tools to create custom BuildExpo social posts

PLATINUM | \$6,000



PLATINUM SPONSORSHIP FEATURES

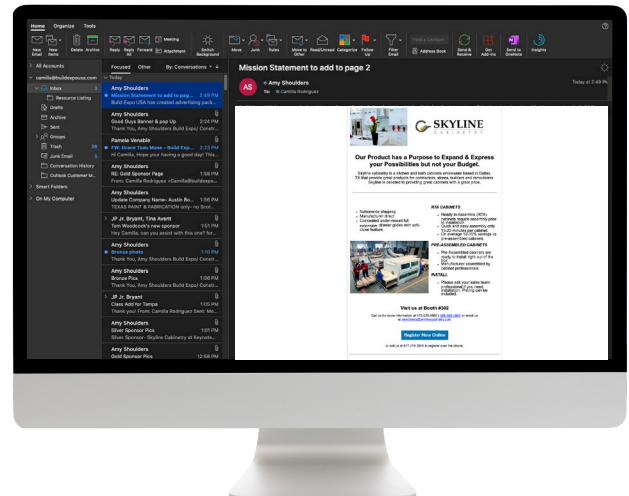
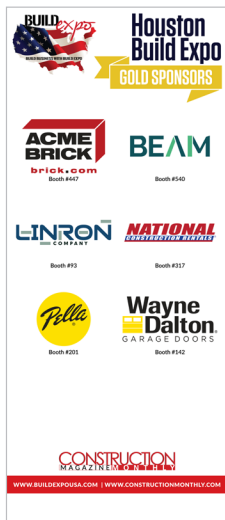
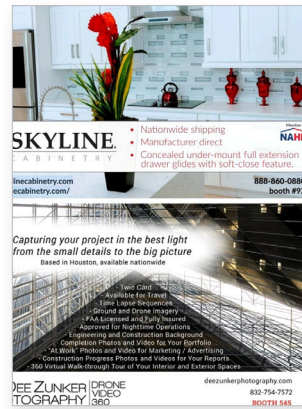
- + 2-page spread (double-truck ad) in Construction Monthly Magazine (digital + print)
- + Logo featured on the Show Sponsors page of the website
- + Logo included in attendee marketing materials (emails, website sponsor page)
- + Logo featured on the magazine cover
- + Company logo and booth number displayed on Keynote Speaker signage
- + Custom email invitation copy provided to invite your customers
- + Web advertising (linked to your website) on:
 - + Homepage slider
 - + Registration page slider
 - + Static registration ad
 - + Custom email campaign sent to pre-registered and past attendees:
 - + 2 pre-show emails
 - + 1 post-show email
- + Web ad placed at the top of the sponsor email campaign
- + Option to place flyers or brochures at the registration desk
- + 4x6 ft Keynote area banner
- + Two (2) exclusive 6.5 ft freestanding pop-up banners (78" x 33") at the entrance
- + Logo on all directional signage
- + 8x8 ft banner backdrop
- + Company logo on all seminar speaker signs
- + Booth number and logo on Show Sponsor sign at show entrance
- + 5 social media posts
- + Customized QR code tickets for client invitations
- + Access to tools to create custom BuildExpo email campaigns and social posts
- + Highlighted as a Platinum Sponsor in the magazine's exhibitor list
- + Lanyards labeled "Platinum Sponsor"
- + Resource Listing in the Advertising Resource Guide



GOLD SPONSORSHIP FEATURES

- + Full-page ad in Construction Monthly Magazine (digital + print)
- + Logo featured on the Show Sponsors page of the website
- + Logo included in attendee marketing materials and magazine cover
- + Logo and booth number displayed on Keynote Speaker signage
- + Custom email invitation copy provided to invite your customers
- + Web advertising (linked to your website) on:
 - + Homepage slider
 - + Registration page slider
 - + Static registration ad
- + 2 custom pre-show emails sent to pre-registered and past attendees
- + Web ad placed midway in sponsor email campaign
- + Option to place flyers or brochures at the registration desk
- + 4x4 ft Keynote area banner
- + One (1) exclusive 6.5 ft freestanding pop-up banner (78" x 33") at the entrance
- + Logo on all directional signage
- + 4x6 ft banner backdrop
- + Company logo on 4 seminar speaker signs
- + Booth number and logo on Show Sponsor sign at show entrance
- + 3 social media posts
- + Customized QR code tickets for client invitations
- + Access to tools to create custom BuildExpo email campaigns and social posts
- + Highlighted as a Gold Sponsor in the magazine's exhibitor list
- + Lanyards labeled "Gold Sponsor"
- + Resource Listing in the Advertising Resource Guide

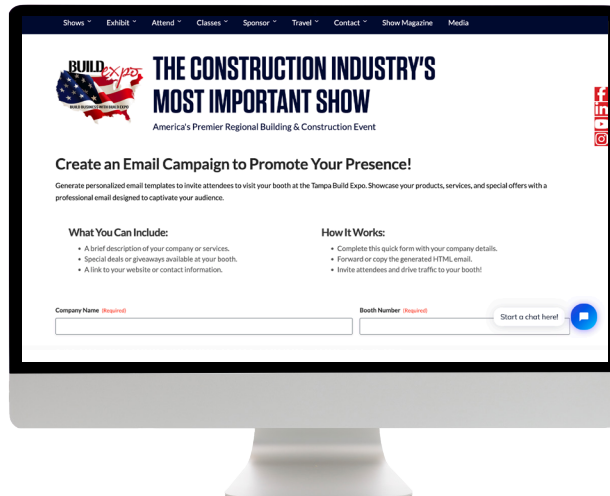
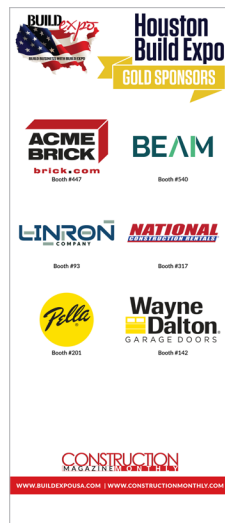
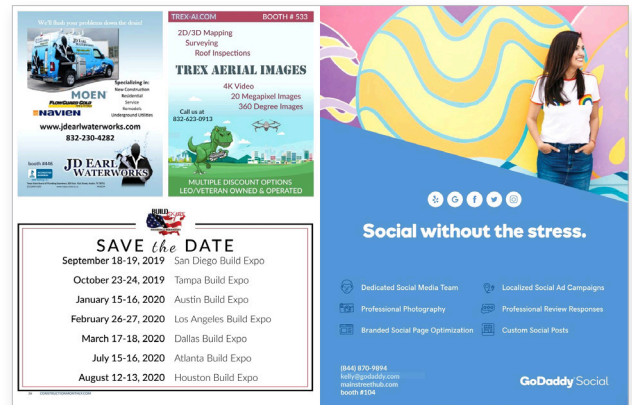
SILVER | \$2,000



SILVER SPONSORSHIP FEATURES

- + Half-page ad in Construction Monthly Magazine (digital + print)
- + Logo featured on the Show Sponsors page of the website
- + Logo included in attendee marketing materials and magazine cover
- + Custom email invitation copy provided to invite your customers
- + Web advertising (linked to your website) on:
 - + Registration page slider
 - + Static registration ad
 - + Web ad placed center of the sponsor email campaign
 - + 4x2 ft Keynote area banner
- + Logo on all directional signage
- + Company logo on 2 seminar speaker signs
- + Booth number and logo on Show Sponsor sign at show entrance
- + Customized QR code tickets for client invitations
- + Access to tools to create custom BuildExpo email campaigns and social posts
- + Highlighted as a Silver Sponsor in the magazine's exhibitor list
- + Lanyards labeled "Silver Sponsor"
- + Resource Listing in the Advertising Resource Guide

BRONZE | \$1,000



BRONZE SPONSORSHIP FEATURES

- + Quarter-page ad in Construction Monthly Magazine (digital + print)
- + Logo featured on the Show Sponsors page of the website
- + Logo included in attendee marketing materials and magazine cover
- + Standard attendee invitation email shared for your use
- + Web advertising (linked to your website) on:
 - + Registration page slider
 - + Static registration ad
 - + Web ad included in sponsor email campaign to all pre-registered attendees
- + Booth number and logo on Show Sponsor sign at show entrance
- + Customized QR code tickets for client invitations
- + Access to tools to create custom BuildExpo email campaigns and social posts
- + Highlighted as a Bronze Sponsor in the magazine's exhibitor list
- + Lanyards labeled "Bronze Sponsor"
- + Resource Listing in the Advertising Resource Guide

VISUAL AD GUIDE

MRCOOL
COMFORT MADE SIMPLE

DIY Series
Ductless Mini-Split Heat Pump
Multi-Zone

The MRCOOL DIY® Multi-Zone Series ductless mini-split is the only whole-home mini-split solution that you can install yourself. Simple, easy air comfort in up to four zones.

1 ZONE
2 ZONE
3 ZONE
4 ZONE

MRCOOL
COMFORT MADE SIMPLE

DIY Series
Ductless Mini-Split Heat Pump
Multi-Zone

The MRCOOL DIY® Quick Connect® Line Set is 100% accurately precharged with R410A refrigerant. This makes installation quick and easy with no vacuum required. Combine linesets together using the MRCOOL® Coupler to extend the line set size.

- ✓ Easy DIY® Installation
- ✓ Pre-charged DIY® Quick Connect Line Set
- ✓ Simple to Use
- ✓ Multi-room Comfort
- ✓ Energy Efficient DC Inverter
- ✓ 100% Sealed System
- ✓ Gold Fin® Condenser
- ✓ Eco Safe R-410A Refrigerant
- ✓ Smartphone App Controls
- ✓ Lifetime Technical Support
- ✓ Follow Me® Feature
- ✓ Low Ambient Cooling

Are You Attending The Houston Build Show?
Aug 12 & 13, 2020 | Visit Booth #104

Jeff Cummings will be available to answer any questions you may have about the full line of HVAC Products we offer. Visit mrcool.com to view our catalog.

Not able to attend?
Call him directly at (615) 913-6837 or email jeff.c@mrcool.com.

www.mrcool.com | 48 Remington Way, Hickory, KY 42051 | 270.366.0457

DOUBLE TRUCK
\$2,695
16.875 X 10.875

FULL PAGE \$1,495
8.375 X 10.875

There's Nothing Like the Satisfaction of Building Something that You Feel Good About.

INTRODUCING... the Alside 1700 and 1900 Series New Construction Window Collection

- Fusion-welded vinyl with sloped sill for superior water management
- Optional 3.5" factory-installed casing for high-end trim look
- Class-leading PGPDP ratings for stringent local building codes
- Single-frame twin and triple units available
- Common egress sizes for simple code compliance
- Lifetime limited warranty

Download thermal data, size guides and sound transmission ratings at www.alside.com/support/brochures.

Alside
www.alside.com

BATH & KITCHEN
Canyon

Canyon Bath carries a refined selection of extraordinary items to finish out your bathroom, from best quality traditional cast iron tubs and unique modern acrylic tubs to ornate faucets and solidly engineered drains. We have the fixtures you need.

1649 SANDS PLACE, SUITE D
MARIETTA, GA 30067
(770) 431-5151
FAX: (866) 446-8971
INFO@CANYONBATH.COM
678-431-5161
canyonbath.com

HALF PAGE horizontal
\$ 795
8.05 X 5.025

Tri-Tech
Restoration & Construction Co., Inc.
FIRE & WATER DAMAGE RESTORATION

WE MAKE THINGS BETTER

DAMAGE ASSESSMENT
RESTORATION
CONSTRUCTION

We pride ourselves on remaining Southern California's one stop shop for fire, water, mold, and construction 24 hours a day and 365 days a year.

5 YEAR GUARANTEE

800-900-8448
CONTACT AMY BOYD
TriTechRestoration.com

HALF PAGE vertical
\$ 795
4 X 10.15

LED LYSI LLC

LED Lighting & Energy Broker

512-862-7874
solutions@ledlysi.com
www.ledlysi.com

BOOTH #107

QUARTER PAGE
\$ 595
4 X 5.1

rscsurveyors.com. It also says 'Visit us at booth #318'."/>

RONALD CARROLL SURVEYORS, INC.

Land Survey
Design Survey
Construction Staking
Elevation Certificate

254-773-1447
rscsurveyors.com

Visit us at booth #318

EIGHTH PAGE
\$ 295
4 X 2.5

AD SPECIFICATIONS & DESIGN

ALL ARTWORK AND MATERIALS MUST BE RECEIVED 1 MONTH IN ADVANCE OF THE SHOW.

Please follow the directions below to ensure that your ad will print correctly:

TO SUBMIT CAMERA-READY ADS:

All ads must be CMYK, at least 300 dpi and sized in the correct ad dimensions. Please note that if Build Expo has to resize your ad, we cannot guarantee that it will be aesthetically correct. Please submit your ad via PDF, JPEG, AI, EPS, PSD, or an Adobe Design Program, CS4, CS5, CS6, or CURRENT CLOUD.

TO SUBMIT ARTWORK FOR AD DESIGN:

Clients must send the following information to

amy@buildexpousa.com

Logo and images must be at least 300 dpi. Please note that images from the Internet are only 72 dpi and are not print quality. Acceptable file formats are TIFF, PDF, JPG or EPS.

Please send via email or you can also send via SENDSPACE online. Label all materials with your company name, city, and telephone number. If ad materials are not received, your ad will be typeset using your company name, booth number and telephone number. Build Expo and its agents accept no responsibility for poor output quality due to improperly submitted materials.

IN-HOUSE GRAPHIC DESIGN SERVICE FEES

Please contact Amy about having your ad designed for you. If you are in need of having an ad prepared, we ask you contact as soon as possible to make sure that this is proofed and approved in an appropriate time frame.

DIGITAL ADS

WEB AD REQUIREMENTS

All web graphics should have a resolution of 72dpi, File types can be .png, .jpg, or .gif.

Footer web ads should be 985 px wide and 145 px tall.

FOOTER AD
985 px wide x 145 px high

Home page slider should be 1200 px wide and 300 px tall.

HOME PAGE SLIDER
1200 px wide x 300 px high

EMAIL BLAST REQUIREMENTS

For best outcomes, we suggest that emails are:

A graphic banner of 600 px wide and less than 600 px long with some text under the graphic works best for mobile viewing of emails.

Images should be under 1500 px long.

We send out HTML based emails so you can send jpegs which we splice or clean HTML code.

EBLAST
600 px wide
x
1500 px long

Note: We cannot accept ads, logos or images in MS Word, Publisher or Powerpoint files, or in any format other than those outlined below. If we receive files in those formats, PLEASE note that we cannot guarantee printed outcome.

Digital Requirements:

- Digital Files Only
- No Microsoft Publisher, Word, Corel Draw, Pagemaker, Paint or WordPerfect program files

File Requirements:

- We accept files from the following programs (in order of preference): Adobe PDF (Hi-Res, press ready), Photoshop & Illustrator
- Color images must be converted to CMYK mode. Please save Illustrator files as "EPS files with Placed Images." Also, remove any extra colors from your swatch pallets.
- Include all fonts - screen and printer docs - and all digital resources such as photo scans, logos, etc.

Artwork Resolution:

- All artwork must have a resolution of 300 dpi at 100 percent size for print; please save as CMYK
- Line art images at 1200 dpi (illustrations in bitmap)

LOGOS:

- For sponsors, logos should be 8 in and 300dpi or vector files (.ai, .eps, or some .pdf files.)

PRINTED ADS

MAGAZINE AD REQUIREMENTS

DOUBLE TRUCK

16.875

Add .125 bleed

Live copy no less than .25" from trim

FULL PAGE SPREAD

FULL PAGE

8.375 x 10.875

Add .125 bleed

Live copy no less than .25" from trim

QUARTER PAGE

4 x 5.1

HALF PAGE

8.05 x 5.025

HALF PAGE

4 x 10.15

EIGHTH PAGE

4 x 2.5

BANNER REQUIREMENTS (7.5 ft)

- Banner image should be 33 inches wide and 78 inches tall.
- The image should include a 1" margin at top, right and left & a 3" margin (safe zone) at bottom.
- Live copy should be no less than 1" from the trim line.
- Vinyl Banner - 1" bleed.

BANNER

33 in w
x
78 in h

CONSTRUCTION MONTHLY ADVERTISING RATES

EXCLUSIVE EXHIBITOR ADVERTISING RATE (PREMIUM)

INCLUDES BOTH PRINT AND DIGITAL EDITIONS

PREMIUM POSITION RATES

	1x	3x	6x	10x
BACK COVER	\$2695	\$2425	\$2156	\$1887
INSIDE FRONT	\$2095	\$1885	\$1676	\$1467
INSIDE BACK	\$1695	\$1525	\$1356	\$1187
8-PAGE CENTER	\$8500			

STANDARD POSITION RATES

	1x	3x	6x	10x
DOUBLE TRUCK	\$2695	\$2425	\$2156	\$1887
FULL PAGE	\$1495	\$1345	\$1196	\$1047
HALF PAGE	\$795	\$715	\$636	\$557
QUARTER PAGE	\$595			
EIGHTH PAGE	\$295			

WEB AD RATES

CITY HOME PAGE SLIDER

\$500/mo

CITY FOOTER

\$350/mo



Advertise on the buildexpousa.com (pick 1 city)

Advertise on CITY homepage slide
\$500/Month



Advertise on the website (pick 1 city)

Advertise on CITY footer slide
\$300/Month

IN HOUSE GRAPHIC DESIGN

If you need assistance, our staff is available to help you design and prepare your ad. Please contact Amy for more information. All artwork for ads MUST be camera ready and complete by our deadline. There are NO CANCELLATIONS after our deadline dates. If you have purchased more than a 1x ad placement, please refer to our cancellation policy.

Amy Shoulders

National and Regional Ad Sales Exec
877-219-3976

amy@constructionmonthly.com