CONSTRUCTION MONTHLY

BUYERS GUIDE

ADVERTISING & SHOW SPONSOR MEDIA KIT

The power of a visual presence
BEFORE, DURING, AND AFTER the Build Expo Show

BECOME A SPONSOR NOW

PAULA TRIMBLE
Exhibit Sales Consultant / Advertising Sales Consultant
512-813-5344
paulat@MPEshows.com

MISSION STATEMENT

Construction Monthly is a national publication reaching regional markets and bringing together the 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 Buyer's Guide, web advertising on the Build Expo homepage, and additional sign 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.

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 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.

proud member:
AIA Austin
Allied Member

READERSHIP & CIRCULATION

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 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 construction industry professionals

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

- **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 competitive industry.

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

SPONSORSHIP PACKAGES

	PLATINUM	GOLD	SILVER	BRONZE
COST	**$6,000**	**$4,000**	**$2,000**	**$1,000**
AD IN THE CONSTRUCTION MONTHLY MAGAZINE DIGITAL & PRINT sent to pre-registered & past attendees, and association members, posted online, available for all attendees & exhibitors at the show	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 INCLUDED IN SELECTED ATTENDEE MARKETING MATERIALS	**COMPANY LOGO INCLUDED** in selected attendee marketing materials	**COMPANY LOGO INCLUDED** in selected attendee marketing materials	**COMPANY LOGO INCLUDED** in selected attendee marketing materials	**COMPANY LOGO INCLUDED** in selected 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 AND BOOTH NUMBER OPPORTUNITIES ON KEYNOTE SIGNAGE	**KEYNOTE SPONSOR** (Company logo and booth number opportunities to be placed on Keynote Speaker Signage)	**KEYNOTE SPONSOR** (Company logo and booth number opportunities to be 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	**CUSTOM EMAIL INVITATION** copy provided to invite your customers
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
FEATURES INCLUDED IN EMAIL CAMPAIGNS	**3 FEATURES INCLUDED IN EMAIL CAMPAIGNS:** 2 prospect emails - 1 to registered attendees	**2 FEATURES INCLUDED IN EMAIL CAMPAIGNS:** 1 prospect email - 1 to registered attendees	**1 FEATURE INCLUDED IN EMAIL CAMPAIGNS:** 1 prospect email - Graphic + Link only	**LOGO INCLUDED IN SELECTED EMAIL CAMPAIGNS**
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	**4x6 BANNER** hung in the Keynote area	**4x6 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	2 Social Media Posts	2 Social Media Posts	1 Social Graphic + Tag	Social Logo + Tag
FLOOR DECALS	6 1x2 directional arrows to your booth location			
SHOW MAGAZINE SPONSOR PAGE	Logo featured on the Sponsor Page in the Show Magazine	Logo featured on the Sponsor Page in the Show Magazine	Logo featured on the Sponsor Page in the Show Magazine	Logo featured on the Sponsor Page in the Show Magazine

SPONSORSHIP LEVELS

PLATINUM SPONSORSHIP $6,000

- 2-page spread (double-truck ad) in Construction Monthly Magazine (digital + print)
- Logo featured on the Show Sponsors page of the website
- Logo featured on the Sponsor web page
- Logo included in selected attendee marketing materials
- Logo featured on the magazine cover
- Logo featured on the Sponsor Page in the Show Magazine
- Highlighted as a Platinum Sponsor in the magazine's exhibitor list
- Resource Listing in the Advertising Resource Guide
- Company logo and booth number opportunities displayed on Keynote Speaker signage
- Web advertising (linked to your website) on:
  - Homepage slider
  - Registration page slider
  - Static registration ad
- THREE features included in email campaigns:
  - Featured in 2 prospect emails and 1 registered attendees email
  - Includes 600×314px graphic, 150 words, and link
- TWO social media posts
  - 1080x1350px or 1200x628px graphic
  - 200 words and tagged account
- Customized QR code tickets for client invitations
- Access to tools to create custom BuildExpo email campaigns and social posts
- Option to place flyers or brochures at the registration desk
- TWO (2) exclusive 6.5 ft freestanding pop-up banners (78" x 33") at the entrance
- Logo on selected directional signage
- 8x8 ft banner backdrop
- Signage/banner opportunities on keynote stage
- Company logo and booth number opportunities displayed on Keynote Speaker signage
- Booth number and logo on Show Sponsor sign at show entrance
- Floor Decals – SIX 1x2' directional arrows to your booth location
- Lanyards labeled "Platinum Sponsor"
- Custom invitation for you to send to your customers

GOLD SPONSORSHIP $4,000

- Full-page ad in Construction Monthly Magazine (digital + print)
- Logo featured on the Sponsor web page
- Logo included in selected attendee marketing materials and magazine cover
- Logo featured on the Sponsor Page in the Show Magazine
- Highlighted as a Gold Sponsor in the magazine's exhibitor list
- Resource Listing in the Advertising Resource Guide
- Logo and booth number opportunities 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
- TWO features included in email campaigns:
  - Featured in 1 prospect emails and 1 registered attendees email
  - Includes 600×314px graphic, 150 words, and link
- TWO social media posts:
  - 1080x1350px or 1200x628px graphic
  - 200 words and tagged account
- Customized QR code tickets for client invitations
- Access to tools to create custom BuildExpo email campaigns and social posts
- Option to place flyers or brochures at the registration desk
- Signage/banner opportunities on keynote stage
- 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
- Lanyards labeled "Gold Sponsor"
- Logo featured on the Show Sponsors page of the website

SPONSORSHIP LEVELS

SILVER SPONSORSHIP $2,000

- Half-page ad in Construction Monthly Magazine (digital + print)
- Logo featured on the Show Sponsors page of the website
- Logo featured on the Sponsor web page
- Logo included in selected attendee marketing materials and magazine cover
- Logo featured on the Sponsor Page in the Show Magazine
- Highlighted as a Silver Sponsor in the magazine's exhibitor list
- Resource Listing in the Advertising Resource Guide
- Custom email invitation copy provided to invite your customers
- Web advertising (linked to your website) on:

  Registration page slider

  Static registration ad
- ONE feature included in email campaigns:

  Includes 1 hyperlinked banner 600×314px

- ONE social media post:

  1080x1350px or 1200x628px graphic
- Customized QR code tickets for client invitations
- 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
- Logo on selected directional signage

  Signage/banner opportunities on keynote stage
- Booth number and logo on Show Sponsor sign at show entrance
- Lanyards labeled "Silver Sponsor"
- Resource Listing in the Advertising Resource Guide

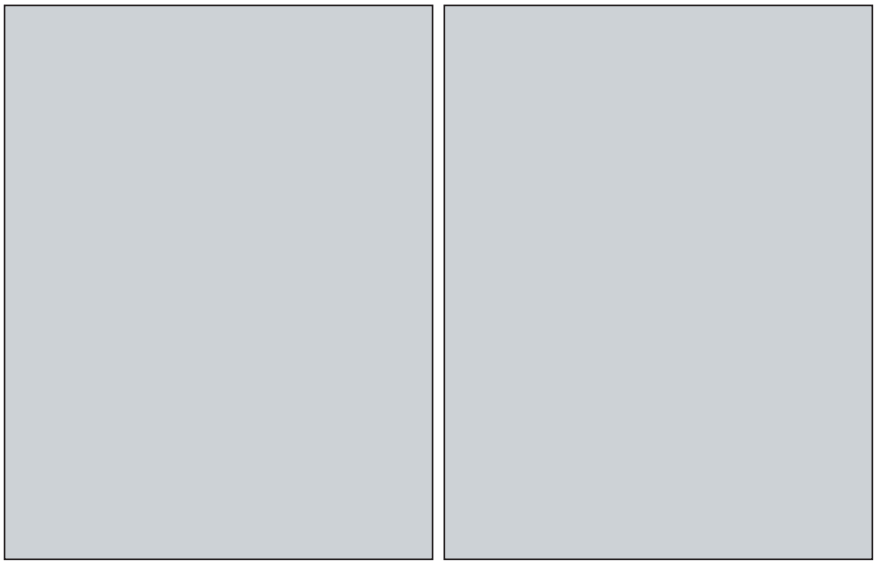
BRONZE SPONSORSHIP $1,000

- Quarter-page ad in Construction Monthly Magazine (digital + print)
- Logo featured on the Show Sponsors page of the website
- Logo featured on the Sponsor web page
- Logo included in attendee marketing materials and magazine cover
- Highlighted as a Bronze Sponsor in the magazine's exhibitor list
- Resource Listing in the Advertising Resource Guide
- Custom invitation for you to send to your customers
- Web advertising (linked to your website) on:

  Registration page slider

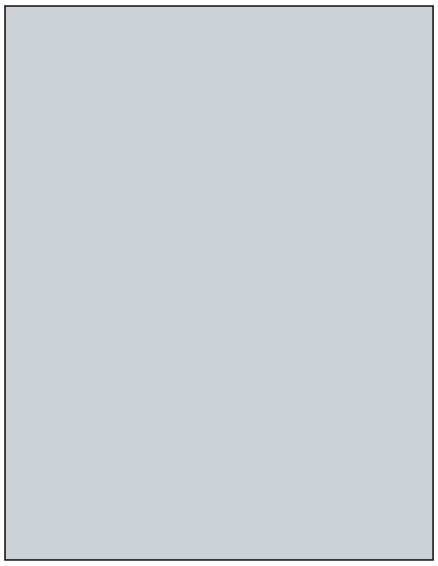
  Static registration ad
- Logo included in selected email campaigns
- Logo inclusion and tag on shared social media post
- Booth number and logo on Show Sponsor sign at show entrance
- Customized QR code tickets for client invitations
- Access to tools to create custom BuildExpo email campaigns and social posts
- Lanyards labeled "Bronze Sponsor"

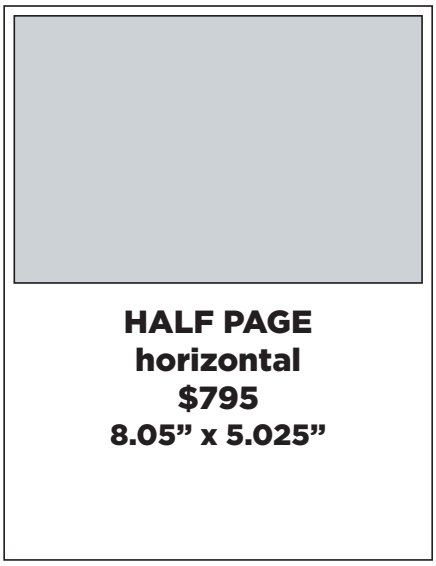
VISUAL AD GUIDE



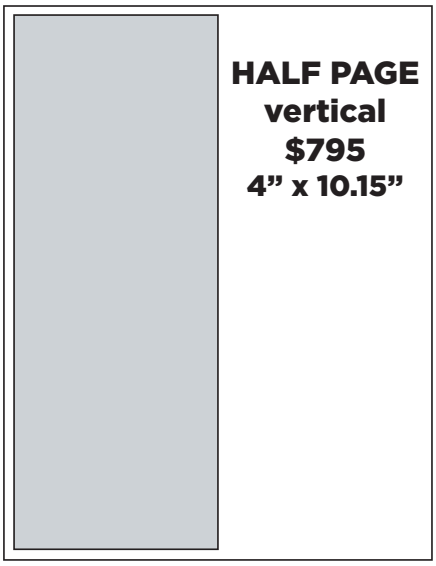
DOUBLE TRUCK
$2,695
16.875” X 10.875”

FULL PAGE $1,495
8.375” x 10.875”

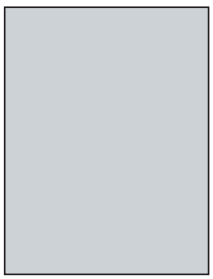




HALF PAGE
horizontal
$795
8.05” x 5.025”



HALF PAGE
vertical
$795
4” x 10.15”



QUARTER PAGE
$595
4” x 5.1”

EIGHTH PAGE
$295
4” x 2.5”

SPECIFICATIONS:
Bleed: .125 bleed on each side for Double Truck and Full Page ads. No bleed on any other ad sizes.

All ads are NOT to have any crop marks.

CMYK
300 dpi
jpeg or pdf

CONSTRUCTION MONTHLY ADVERTISING RATES

EXCLUSIVE EXHIBITOR ADVERTISING RATE (PREMIUM)

INCLUDES BOTH PRINT AND DIGITAL EDITIONS

PREMIUM POSITION RATES

	1x	3x	6x	10x
BACK COVER	$2,695	$2,425	**$2,156**	$1,887
INSIDE FRONT	$2,095	$1,885	$1,676	$1,467
INSIDE BACK	$1,695	$1,525	$1,356	$1,187
8-PAGE CENTER	$8,500			

STANDARD POSITION RATES

	1x	3x	6x	10x
DOUBLE TRUCK	$2,695	$2,425	$2,156	$1,887
FULL PAGE	$1,495	$1,345	$1,196	$1,047
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

BECOME A SPONSOR NOW

PAULA TRIMBLE
Exhibit Sales Consultant / Advertising Sales Consultant
512-813-5344
paulat@MPEshows.com