

Texas.Construction.com PROVIDES UP-TO-THE-MINUTE NEWS AND ANALYSIS

...for construction professionals throughout the state, to stay connected on their own time, from any location around the globe. Reach online customers in your region with a Texas.Construction.com website sponsorship. Make industry-wide connections and get cost-effective online exposure to local industry professionals buying and specifying your products and services.



About Texas.Construction.com

- We are open 24/7, 365 days per year
- We do not take holidays, vacation or sick days
- No guessing on your ROI – receive metrics on your ads
- 43%+ of *Texas Construction* readers go online to Texas.Construction.com – the website has a vast unique audience unto itself, giving you greater audience reach**
- We are here to work for you



Banner Ad Sponsorship

Banner ads are an effective tool for branding and product awareness. Reach and interact with your target audience through visually compelling ad units. Banner ads increase your exposure and drive greater awareness of your products and services.

Banner ads help to meet your marketing goals:

- Generate leads
- Increase traffic to your website
- Alert construction professionals about your product launch
- Drive awareness of your products, services and brand
- Frequency capped for maximized exposure – limits the number of times any one user is exposed to your banner ad, so that remaining impressions can reach more unique users



Banner ads are available in three possible size/positions:

- Leaderboard 728x90
- Upper Rectangle* 300x250
- Lower Rectangle* 300x250

* May be purchased with positioning on upper or lower portion of the webpage.

E-mail Newsletters

Make Connections from Any Location! Sent twice a month to 22,000* local AEC professionals in Texas, the *Texas Construction Insider* e-Newsletter features the best news items from the publication, and web-only content including blogs, breaking news, discussion forums & photo galleries. 728 x 90, 300 x 250 Banners and Roadblock configurations are available.

*Source: Email Labs, Jan-June 2009.

** Source: Advantage Business Research (advantageresearch.com)