

BOMA DALLAS e-VOICE

REACH
500

MEMBERS OF THE COMMERCIAL REAL ESTATE
COMMUNITY AND RELATED SERVICE PROVIDERS

WEEKLY MEDIA KIT



MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET

ADVERTISING OPTIONS

A LEADERBOARD

This premier position provides your company with top exposure and quality traffic.

B LOWER LEADERBOARD

The lower leaderboard gives your company a prominent position right under the association's masthead.

C/1 TOP/BOTTOM SKYSCRAPER

A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.

D/1 TOP/BOTTOM BANNER

Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

E PRODUCT SHOWCASE

Showcase your latest product with this placement and include a photo, 50-word description and link to your site.

F FEATURED COMPANY AD

Integrated into the feel of the brief, a featured company ad targets your buying audience with an image and 25-word description.

G TRADITIONAL TEXT AD

Leverage the power of words with a 15-word text ad to drive traffic to your website.

The screenshot shows a newsletter layout with several advertising spots. Labels A through G are placed on the left side of the page to identify specific ad types:

- A**: A Siemens advertisement at the top left.
- B**: A Netbud advertisement below the masthead.
- C**: A sidebar advertisement for 'The Leading Safety Solution Experts'.
- C1**: A sidebar advertisement for 'Leading the Energy'.
- D**: A 'DFW among the top in manufacturing payrolls' article.
- D1**: A 'Green roofs save money, energy but challenge Texas plants' article.
- E**: A 'Product Showcase' section featuring Spartan Concrete Prep, GAF Weather Watch, and KONE Escalators and Autowalks.
- F**: A 'Featured Companies' section with ads for LaserTech Floorplans and Walker Restoration Consultants.
- G**: A '600,000 manufacturing jobs unfilled' article.

Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief.

SEE PRICING NEXT >>>

AD RATES & SPECS

Prices are for participation in 13 emails to 500 commercial real estate community and related service providers (one 90 day cycle)



Leaderboard
\$2500

Image Dimensions
728x90

File Format
JPEG, GIF

Max File Size
40k



Lower Leaderboard
\$2250

Image Dimensions
580x70

File Format
JPEG, GIF

Max File Size
40k



Top/Bottom Banner
\$2000/\$1750

Image Dimensions
468x60

File Format
JPEG, GIF

Max File Size
40k



Top/Bottom Skyscraper
\$2000/\$1750

Image Dimensions
120x600

File Format
JPEG, GIF

Max File Size
40k



Product Showcase
\$1250

Lorem ipsum dolor
 Lorem ipsum dolor
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 dolore magna aliqua.
 Ut enim ad minimum
 veniam, quis nostrud
 exercitation ullamco
 laboris nisi. [More](#)

Text **five word headline, fifty word description**
Image Dimensions **175x125** File Format **JPEG, GIF**

CONTACT US

COLBY HORTON
DIRECTOR OF MEDIA AND CONTENT
469.420.2601
chorton@multibriefs.com

BEN MAITLAND
DIRECTOR OF ADVERTISING SALES
972.402.7025
bmaitland@multibriefs.com



Lorem ipsum dolor
 Lorem ipsum dolor sit amet, consectetur
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 incididunt ut labore et dolore magna aliqua.

Featured Company Ad
\$1000

Text **five word headline, twenty-five word description**
Image Dimensions **125x100** File Format **JPEG, GIF**



Lorem ipsum dolor sit amet
 Lorem ipsum dolor sit amet,
 consectetur adipiscing elit,
 sed do eiusmod tempor
 incididunt ut labore et. [More](#)

Traditional Text Ad
\$500

Text **five word headline, fifteen word description**
Image Dimensions **120x50** File Format **JPEG, GIF**

THE BOMA DALLAS E-VOICE POWERED BY MULTIBRIEFS, PROVIDES WEEKLY NEWS AND INFORMATION TO DALLAS BUILDING OWNERS AND MANAGERS.

The news tackles today's most relevant issues, gathered from sources like **The Associated Press, The New York Times, Financial Times** and the leading industry publications. inboxes of asset managers, brokerage professionals, building owners, corporate facility managers, medical office managers, operations managers and property managers. BOMA Dallas e-Voice keeps professionals informed of topics that impact the daily operation of their business. Subscribers are decision-makers with purchasing power—the top-tier professionals.

BOMA DALLAS e-VOICE
IS A PROFESSIONAL RESOURCE FOR

NEWS
IDEAS+

TOP TEN REASONS TO ADVERTISE IN BOMA DALLAS e-VOICE:



CREDIBLE SOURCE

For 64 years, our members have turned to the association as the informational authority of the industry. Advertising in BOMA Dallas e-Voice solidifies your place among weekly information provided to BOMA Dallas members.



TARGETED DISTRIBUTION

Advertising in BOMA Dallas e-Voice allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.



OPT-IN SUBSCRIBER LIST

Subscribers to BOMA Dallas e-Voice have asked to receive this information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.



RELEVANT CONTENT

Our editorial philosophy is driven by current events and relevant industry issues and trends that affect our subscribers the most.



FREQUENCY

Frequency builds awareness. As a weekly publication, BOMA Dallas e-Voice ensures your ad will be seen bi-weekly by our 500 subscribers.



AFFORDABLE

Advertising in BOMA Dallas e-Voice is much cheaper than many other vVInternet advertising options, and much more affordable than television and radio promotion. Have you priced pay-per-click campaigns lately?



YOUR AD WILL GET THE ATTENTION IT DESERVES

Each issue of BOMA Dallas e-Voice has a limited number of ad spaces, allowing your ad to get maximum exposure. A limited number of ads equals higher visibility.



IMMEDIATE RESPONSE TO YOUR AD

The electronic format makes it more convenient for a reader to respond to your ad. Your product is just a click away!



EXCEPTIONAL CREATIVE SERVICES

Our talented graphics team is continually raising the bar by creating sophisticated Web ads for our clients. These services are offered at no charge to advertisers in BOMA Dallas e-Voice.



TRACK CAMPAIGN EFFECTIVENESS

As an advertiser, you'll have the ability to track reader response your campaign, immediately quantifying your ROI.