

AFE WEEKLY HEADLINES

REACH

3,100

FACILITY ENGINEERS

EVERY WEEK

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AFE Association for FACILITIES ENGINEERING WEEKLY HEADLINES A WEEKLY NEWS AND INFORMATION RESOURCE FROM THE ASSOCIATION FOR FACILITIES ENGINEERING

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A Green Amenity, Above It All
From The New York Times
FEATURE Brief
 Office landlords have increasingly been wooing prospective tenants in recent years by marketing their buildings as environmentally friendly. Typically, these buildings are energy-efficient or recycle water. But even in these buildings, one environmental feature has been rare: a green roof. [More](#)
FEATURING STORY

Go GREEN, Save GREEN with STERIL-AIRE
UVC for HVAC™

Two Million or More U.S. Buildings Could Benefit From Lighting System Upgrades, National Lighting Bureau Says
From Sustainable Facility
 More than 2.2 million of the nation's 2.7 million older (pre-1980) commercial buildings have been using the same lighting for the past three decades, the National Lighting Bureau reports, citing data published by the Department of Energy's (DoE's) Energy Information Administration (EIA). The Bureau estimates that 3 million or more commercial and other nonresidential buildings are candidates for money- and energy-saving lighting-system upgrades. [More](#)
NEWS STORY

World's Tallest Tower Moves Closer to Completion
From International Press
 The developer building the world's tallest skyscraper in Dubai says cladding work on the shiny silver-colored tower's outside is complete. Completion of the aluminum and glass facade marks a key milestone for Emaar Properties, which is racing to meet a self-imposed deadline to have the Burj Dubai complete by the end of the year. [More](#)
NEWS STORY

ASTEC "Cool Roofing" Systems
From Sustainable Facility
 America spends about \$10 billion annually to air condition buildings; one-sixth of all electricity generated in this country. Hundreds of more facts have been compiled in the 20-page Q&A guidebook, "White is Green: Making sense of Cool Roofing." [More](#)
NEWS STORY

AGC Unveils Comprehensive Plan to Revive the Construction Industry
From Building Design & Construction
 The Associated General Contractors of America unveiled a new plan today designed to revive the hardest hit sector of the economy, the nation's construction industry. The plan, "Build Now for the Future: A Blueprint for Economic Growth," is designed to reverse predictions that construction activity will continue to shrink through 2010, crippling broader economic growth. [More](#)
NEWS STORY

Certified Plant Engineer (CPE) Online and Classroom Review Classes Now Scheduled!
From AFE
Online CPE Review: Join instructor Jim Taylor of Machinery Management Solutions for an extended review of the CPE Review Pack. This online class is double the instruction time of the traditional week-long review to allow working professionals to dedicate the appropriate time to prepare. Classes will be held from 12-2 EST. **Traditional Classroom Review:** To be held Nov. 14, Nov. 21, Dec. 5 and Dec. 12, 2009 in Eastern Massachusetts. For the schedule, pricing and registration, please [click here](#), or contact Carol Lawrence at (571) 203-7238 or CLawrence@AFE.org.
SMALL THIS STORY

2014 Winter Olympic Stadium by Populous Will Have Crystalline Skin
From Inhabitat
 Populous, a new venture recently spun-off from leading sustainable architecture firm HOK has unveiled its design for the stadium that will be the epicenter of the 2014 Winter Olympics in Sochi, Russia. Although the plans are still hazy, the project will feature several sustainable factors including a shimmering crystalline skin. [More](#)
NEWS STORY

Benchmarking for Your Facility
From AFE
 AFE is researching a benchmarking tool to offer as part of a member benefits package and we need your feedback! This benchmarking tool will help you identify the cost and consumption metrics for your facility, and then provide comparisons for similar facilities. Based on the comparison, you will be able to identify the best way for you to improve your metrics. AFE needs to know what areas are most important for you to track - Utility consumption? Maintenance? Custodial/Security? Operating Expenses? Sustainability? To take the survey, please [click here](#).
FEATURING STORY

PRODUCT SHOWCASES

The PHP Crossover
 Never before has there been a quality system that offers a multitude of options without voiding your existing roof warranties. The PHP Crossover, specifically designed to be installed on the roof without penetrations, flashings or damage to the roofing material, provides access to areas that may be obstructed by Piping, Ducting or Equipment. [More info](#)

Starbucks Coffee Company
 It's the same rich and creamy Caramel Macchiato taste you expect, with fewer calories. Did you know? Macchiato is an Italian word meaning "marked." So a latte macchiato is steamed milk marked with a little espresso, while a cafe macchiato is espresso marked with a little milk. [More info](#)

Internet Explorer 8 Upgrade
 Upgrade to Internet Explorer 8 for safer, more secure browsing. You get built-in security features, faster page and tab loading, and integrated Bing Search and MSN for all the information you need in one convenient place. [More info](#)

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B

MESSAGE TO THIS MARKET

F

ADVERTISING OPTIONS

A LEADERBOARD

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

B SKYSCRAPER

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

C/1 TOP/BOTTOM BANNER

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

D PRODUCT SHOWCASE

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

E CALLOUT TEXT AD

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

F TRADITIONAL TEXT AD

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

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 the 3,100 Facility Engineers (one 90 day cycle)



Leaderboard
\$2500

Image Dimensions
728x90

File Format
JPEG, GIF

Max File Size
40k



Top/Bottom Banner
\$2000/\$1500

Image Dimensions
468x60

File Format
JPEG, GIF

Max File Size
40k



Skyscraper
\$2000

Image Dimensions
120x600

File Format
JPEG, GIF

Max File Size
40k



Product Showcase
\$1500

Lorem ipsum dolor
Lorem ipsum dolor
sit amet, consectetur
adipiscing elit, sed
do eiusmod tempor
incididunt ut labore et
dolore magna aliqua.
Ut enim ad minimum
veniam, quis nostrud
exercitation ullamco
laboreis nisi. [More](#)

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



Lorem ipsum dolor
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed
do eiusmod tempor incididunt ut labore et dolore magna
aliqua. Ut enim ad minimum veniam, quis. [More](#)

Callout Text 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 incidi-
dunt ut labore et
[More](#)

Traditional Text Ad
\$500

Text **five word headline, fifteen word description**
Image Dimensions **120x50** 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

THE AFE WEEKLY HEADLINES, POWERED BY MULTIBRIEFS, PROVIDES NEWS AND INFORMATION TO LEADERS IN THE FACILITIES ENGINEERING MANAGEMENT INDUSTRY.

AFE Weekly Headlines tackles today's most relevant issues, gathered from sources like **The Associated Press, The New York Times, Financial Times** and the leading industry publications. Delivered to the inboxes of facility engineers and other industry professionals, AFE Weekly Headlines keeps professionals informed of topics that impact the daily operation of their business. Subscribers are decision-makers with purchasing power – the top-tier professionals in the facilities engineering management industry.

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CREDIBLE SOURCE

For over 50 years, our members have turned to the association as the informational authority of the industry. Advertising in AFE Weekly Headlines solidifies your place among weekly information provided to AFE members.



TARGETED DISTRIBUTION

Advertising in AFE Weekly Headlines 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 AFE Weekly Headlines 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, AFE Weekly Headlines ensures your ad will be seen every week by our 3,100 subscribers.



AFFORDABLE

Advertising in AFE Weekly Headlines is much cheaper than many other Internet 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 AFE Weekly Headlines 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!



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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 AFE Weekly Headlines.



TRACK CAMPAIGN EFFECTIVENESS

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