

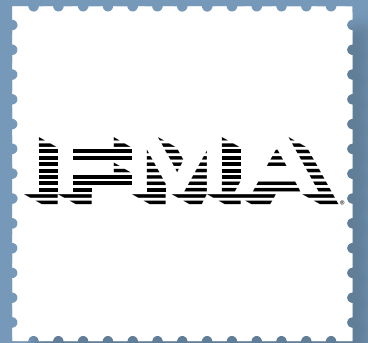
IFMA INSIDER

REACH 15,000

FACILITY MANAGERS

EVERY WEEK

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 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.
- G CURRENT PROMOTION**  
Promote your company's current special offer with this 5-word ad that will entice buyers and increase traffic. Ad includes a unique landing page developed specifically for your company. [View landing page sample.](#)

The screenshot shows the IFMA Insider website interface. At the top, there's a navigation bar with 'Mobile version', 'RSS', 'Subscribe', and 'Unsubscribe' links. A search bar is on the right. Below the navigation, there are several advertising spots:

- A LEADERBOARD:** A large banner for CORT, a Berkshire Hathaway Company, with the tagline 'Wherever you're heading, we'll be there.' It features an image of a modern office interior.
- B SKYSCRAPER:** A vertical skyscraper ad for APPI (Energy) with the text 'Reduce and Manage Energy Expenses with IFMA's Endorsed Affinity Partner, APPI'. It includes a phone number: 'Call APPI Today 1-800-520-6685'.
- C/1 TOP/BOTTOM BANNER:** A horizontal banner for SPACE TECHNOLOGY, INC. with the text 'Increase your space. Decrease your cost.' and an image of a building.
- D PRODUCT SHOWCASE:** A section titled 'PRODUCT SHOWCASES' featuring three items: 'RoadSafe Traffic Systems' (with an image of a road sign), 'Computer Room Fire Suppression System' (with an image of fire suppression equipment), and 'USA' (with a logo).
- E CALLOUT TEXT AD:** A small ad for STUART DEAN, featuring the text 'PURETi Clean™, PURETi Clean™ & PURETi Fresh™ Environmentally beneficial & soft Surpassing self-cleaning surface treatments; PURETi Clean™ & PURETi Clean™ which eliminate bio-film build up and grime on exterior substrates. MORE'.
- F TRADITIONAL TEXT AD:** A small text ad for SPACIFY, titled 'Furniture Resource for Purchasing Managers' and 'Spacify is an online furniture resource for purchasing managers, designers and architects.' It includes the website 'www.spacify.com'.
- G CURRENT PROMOTION:** A small text ad for Acturus, offering '30% OFF Direct Marketing Services' and 'FREE Payment Account Setup'. It lists the sponsor as 'Cambridge' and 'Sponsor: Cambridge Commerce'.

The main content area of the website features several news articles, including 'California Adopts Greenest Building Codes in U.S.', '2010: The Year For a Surge in Energy Efficiency', 'Big Chinese Companies Take to the Skyline', 'Workplace Lingo: The Good and Bad of Office Jargon', 'EPA RRP Training', 'Flawed Building Likely a Big Element', 'Winter Can Chill Your Workplace and Your Cash Flow', and 'More Companies are Offering Energy-efficient Home Retrofits'.

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 15,000 Facility Managers (one 90 day cycle)



Leaderboard  
**\$8500**

Image Dimensions  
**728x90**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Top/Bottom Banner  
**\$5000/\$4000**

Image Dimensions  
**468x60**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Skyscraper  
**\$7000**

Image Dimensions  
**120x600**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



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exercitation ullamco  
labore nisi. [More](#)

Product Showcase  
**\$3950**

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



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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  
**\$3500**

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



Lorem ipsum  
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Lorem ipsum  
dolor sit amet,  
consectetur

Traditional Text Ad  
**\$1500**

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



Lorem ipsum dolor sit amet  
Lorem ipsum dolor sit amet.

Current Promotion  
**\$2750**

Text **five word headline**  
Image Dimensions **68x34** File Format **JPEG, GIF**  
Landing Page Text **50 word product description**  
Landing Page Image Dimensions **175x125** File Format **JPEG, GIF**

## CONTACT US

**COLBY HORTON**  
VICE PRESIDENT OF PUBLISHING  
469.420.2601  
chorton@multibriefs.com

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

THE IFMA INSIDER, POWERED BY  
MULTIBRIEFS, PROVIDES INDUSTRY-SPECIFIC  
NEWS AND INFORMATION TO LEADERS IN  
THE FACILITIES MANAGEMENT INDUSTRY.

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. Delivered to the inboxes of facilities managers worldwide, the IFMA Insider keeps professionals abreast of topics that impact the daily operation of their business and departments. Subscribers are decision-makers with purchasing power – the top-tier professionals in the facilities management industry.

IFMA INSIDER  
IS A PROFESSIONAL RESOURCE FOR

NEWS  
IDEAS+

# TOP TEN REASONS TO ADVERTISE IN IFMA INSIDER:



## CREDIBLE SOURCE

For over 25 years, our members have turned to the association as the informational authority of the industry. Advertising in IFMA INSIDER solidifies your place among weekly information provided to IFMA members.



## TARGETED DISTRIBUTION

Advertising in IFMA INSIDER 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 IFMA INSIDER 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, IFMA INSIDER ensures your ad will be seen every week by our 15,000 subscribers.



## AFFORDABLE

Advertising in IFMA INSIDER 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 IFMA INSIDER 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 IFMA INSIDER.



## TRACK CAMPAIGN EFFECTIVENESS

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