

## Extend your print marketing program with online advertising at [www.cbpmagazine.com](http://www.cbpmagazine.com)

### ● Home Page Banner

You can choose between full (468 x 60) or leaderboard (728 x 90) sized banners. See Banner/Tile Specifications (below) for details. Four banners appear in random rotation on the Home, Search, Request More Info, and Subscribe pages.

**Monthly:** \$670  
**Semi-Annual:** \$3,100  
**Annual:** \$5,590

### ● Home Page Tile

Three tile positions appear on the Home, Search, Request More Info, and Subscribe pages.

**Monthly:** \$435  
**Semi-Annual:** \$2,370  
**Annual:** \$4,635

### ● Product Section Page Banner

Banners are available for each product section: Exteriors, HVAC/Plumbing, Interiors, Lighting, Security/Life Safety, Windows & Doors. Four banners appear in random rotation on the product section home page and on every viewed article in the category. Banners can either be 468 x 60 or 728 x 90 pixels.

**Monthly:** \$435  
**Semi-Annual:** \$2,265  
**Annual:** \$3,810

### ● Product Section Page Tiles

Three tile positions appear on each product section home page and on every viewed article in the category.

**Monthly:** \$275  
**Semi-Annual:** \$1,650  
**Annual:** \$2,500

### ● White Papers

Our White Paper section makes technical papers from manufacturers available for download in pdf format.

**Monthly:** \$280  
**Semi-Annual:** \$825  
**Annual:** \$1,440

### ● E-News E-Mail Newsletter

Our monthly e-mail newsletter delivers industry news and developments to our e-mail subscribers. Three advertising positions are available in each issue with a choice of leaderboard (728 x 90) or full (468 x 60) banners.

**No animation is allowed with e-mail newsletter banners.**

### E-News E-Mail Newsletter Pricing

Top Position	Middle Position	Anchor Position
<b>1X:</b> \$3,820	<b>1X:</b> \$3,275	<b>1X:</b> \$2,730
<b>3X:</b> \$3,490	<b>3X:</b> \$2,945	<b>3X:</b> \$2,370
<b>6X:</b> \$3,165	<b>6X:</b> \$2,470	<b>6X:</b> \$2,075
<b>9X:</b> \$2,835	<b>9X:</b> \$2,620	<b>9X:</b> \$1,745
<b>12X:</b> \$2,515	<b>12X:</b> \$1,965	<b>12X:</b> \$1,420

### ● Commercial Building Products Editor's Blog Advertising

Three tile positions are available, appearing on each blog page/story.

**Tiles are \$300/month.**

Guest blog posts are available. Contact your sales representative for information.

- **Also coming in early 2010:** A digital version of *Commercial Building Products* with several "electronic" marketing opportunities.



### Banner/Tile Specifications

	Leaderboard Banner	Full Banner	Tile
<b>Dimensions</b>	728 x 90 pixels	468 x 60 pixels	125 x 125 pixels
<b>File Size Limit</b>	20k	20k	20k
<b>Animation</b>	15 sec.	15 sec.	No animation

Note that animation is not permitted with e-mail newsletter banners

