

About The Construction Specifier

The Construction Specifier is the only publication specifically targeted to those professionals who select, recommend, or influence product decisions. It is the official magazine of CSI, a national technical organization, established in 1948, working to meet the industry's need for a common language and system to organize, standardize, retrieve, communicate, and exchange construction information.

The Construction Specifier's editorial focus relates directly to the job functions of its core readership—professionals involved in the specification process. The magazine reaches nearly 28,000 specifiers, architects, designers, engineers, and project managers. It is also passed along to other professionals, extending the reach and influence of its messages.

The Construction Specifier has an average of 1.9 readers per copy, increasing the magazine's potential audience to over 53,000 readers—readers who specify.



Audience

Why do you need to reach this audience?

Once a product is included in the specifications, it will most likely be included in the final job.

The average reader of **The Construction Specifier** reported conducting only a handful of meetings per year with sales representatives. Your odds of scheduling one-on-one time with a specifier, architect, engineer, or project manager are slim.

Break the ice by advertising in **The Construction Specifier** and pre-sell your products to the ultimate decision-makers in a familiar and objective setting.

Trade magazines AEC professionals find useful in their work. ^[1]

Trade Magazine	Per cent of audience
The Construction Specifier	85%
Architectural Record	33%
Architect	45%
Architectural Products	30%
Building Design and Construction	64%

Value of projects with which our readers are involved. ^[1]

Value of Projects	Per cent of audience
Less than \$500,000	15%
\$500,000 - less than \$1 Million	17%
\$1 million - less than \$5 million	23%
\$5 million - less than \$10 million	9%

\$10 million - less than \$20 million	17%
Over \$20 million or more	20%

Types of projects with which our readers are involved.^[1]

Type of Projects	Per cent of audience
Commercial (office buildings)	32%
Institutional (schools healthcare etc.)	30%
Residential	29%
Industrial	9%

Key Figures

68%

\$16,450,753

Readers take action as a result of reading *The Construction Specifier*.^[1]

Average project value of readers^[1]

Footnotes

Based on March 2024 Ad Study conducted by the independent research firm, Signet Research, Inc.

Editorial Calendar (2025)

January

Theme: Concrete

Bonus Distribution:

- World of Concrete
- International Builders' Show

Other Topics:

- Masonry
- Acoustics
- Air Barriers

Space Closing: December 2, 2024

Material Deadline: December 6, 2024

Publishing Date: December 31, 2024

February

Theme: Roofing

Bonus Distribution:

- IIBEC
- International Roofing Expo

Other Topics:

- Waterproofing
- Exteriors & Cladding
- Insulation

Space Closing: January 2, 2025

Material Deadline: January 8, 2025

Publishing Date: January 31, 2025

March

Theme: Metals

Special Feature: Signet Ad Study

Other Topics:

- Curtain Walls & Glazing
- Acoustics
- Flooring

Space Closing: February 3, 2025

Material Deadline: February 7, 2025

Publishing Date: February 28, 2025

April

Theme: Walls & Ceilings

Other Topics:

- Rain Screens
- Doors & Hardware
- Concrete

Space Closing: March 3, 2025

Material Deadline: March 7, 2025

Publishing Date: March 31, 2025

May

Theme: Acoustics

Special Feature: Ask the Expert

Other Topics:

- Roofing
- Air Barriers
- Retrofits

Space Closing: April 1, 2025

Material Deadline: April 7, 2025

Publishing Date: April 30, 2025

June

Theme: Paints & Coatings

Bonus Distribution:

- AIA

Other Topics:

- Exteriors & Cladding
- Curtain Walls & Glazing
- Insulation

Space Closing: May 1, 2025

Material Deadline: May 7, 2025

Publishing Date: May 27, 2025

July

Theme: Windows & Doors
Special Feature: Manufacturers' Profiles
Other Topics:

- Masonry
- Software
- Concrete

Space Closing: June 2, 2025
Material Deadline: June 6, 2025
Publishing Date: June 30, 2025

August

Theme: Waterproofing
Other Topics:

- Walls & Ceilings
- Rain Screens
- Ventilation & Air Quality

Space Closing: July 2, 2025
Material Deadline: July 9, 2025
Publishing Date: July 31, 2025

September

Theme: Sustainability (The Green Issue)
Bonus Distribution:

- CSI Annual General Meeting
- Western Roofing Expo

Other Topics:

- Concrete
- Roofing
- Paints & Coatings

Space Closing: August 1, 2025
Material Deadline: August 8, 2025
Publishing Date: August 29, 2025

October

Theme: Wood & Mass Timber
Bonus Distribution:

- METALCON
- Greenbuild

Other Topics:

- Metals
- Exteriors & Cladding
- Acoustics

Space Closing: September 2, 2025
Material Deadline: September 8, 2025
Publishing Date: September 30, 2025

November

Theme: Underlayments & Air Barriers
Special Feature: Ask the Expert
Other Topics:

- Windows & Doors
- Masonry
- Walls & Ceilings

Space Closing: October 1, 2025
Material Deadline: October 7, 2025
Publishing Date: October 31, 2025

December

Theme: Curtain Walls & Glazing
Special Feature: Manufacturers' Profiles
Other Topics:

- Insulation
- Retrofits
- Acoustics

Space Closing: November 3, 2025
Material Deadline: November 7, 2025
Publishing Date: November 28, 2025

This list outlines the focus or significant articles planned for these issues. Topics are subject to change, so if your advertising plans are critically linked to one of these topics, please let us know.

Cover Tip-ons

Make headlines with **The Construction Specifier's** Cover Tip-ons. Get noticed and help your brand stand out with this custom-printed opportunity. This high-impact, 2-page tip-on is integrated into the front cover and is designed to look like the real cover. It's the ideal solution to amplify your brand's message and get maximum attention for product launches, innovations and so much more.



Front



Back

Rate: \$16,380/issue (twelve issues per year)

There are other effective ways to engage with your audience. Call us today to inquire about Gatefolds, Barndoors, and other unique print opportunities.



Content Marketing

Profiles

Make sure our audience of nearly 28,000 architects, engineers, and specification writers are aware of your products with a profile about your company.

Qualified advertisers receive a complimentary Profile in the July or December issue. Call for details.

Half-page Profile: \$6,495

Full-page Profile: \$8,655



Missed this product spotlight opportunity?

The Construction Specifier's Product Spotlight is your opportunity to tell our dedicated readers about the benefits of using your products and/or services in their daily operations.

To find out how you can be part of the next Product Spotlight issue, call 1-800-573-7633 or e-mail advertising@constructionspecifier.com.

www.constructionspecifier.com



Single Source Cladding Solutions

We are the smart first choice with our 'SINGLE SOURCE SOLUTION'. Lonsault can manufacture various aluminum products in North America, allowing architects, contractors, and owners to select multiple cladding options from a single source provider. Our diverse product portfolio of ACM (Aluminum Composite Material), Rain Screen Systems, Aluminum Panels, Flat Roofing Systems, and Insulated Single Skin sets us apart from the competition. With a diverse selection of colors and wood grain finishes, we offer a full line of accessories, including matching custom trim.

lonsault.com



Advance Lifts dock lifts

Whether you have a low dock, a high dock, or no dock at all, dock lifts can be used to safely and efficiently load a truck of any height. Dock lifts can be surface mounted or recessed in a pit allowing easy traffic. Advance Lifts is North America's #1 dock lift manufacturer. We have standard capacities ranging from 1,000 lbs. to 20,000 lbs. and offer custom sizes and capacities to suit your specific needs.

www.advancelifts.com
800-643-3625



MRCA 74th Conference & Expo

This event is for commercial and residential roofing contractors, builders, re-roofers, architects, consultants, and their employees. We offer a wide range of programs that feature industry leading speakers, lunch seminars, and continuous inspiration to grow and build your business. Whether your interest is safety, technology, or professional and business building, our courses have it covered. The two-day event will feature manufacturers and suppliers of all items, displaying a full range of products, value added services and the most innovative ideas in roofing materials and technology. Networking events include the Welcome Reception and Career Night, the Foundation Reception, the Awards Luncheon and more!

www.mrca.org

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Advertisement for Advance Lifts

THE CONSTRUCTION SPECIFIER'S FEATURED ADVERTISERS



Advance Lifts dock lifts

www.advancelifts.com

Whether you have a low dock, a high dock, or no dock at all, dock lifts can be used to safely and efficiently load a truck of any height. Dock lifts can be surface mounted or recessed in a pit allowing easy traffic. Advance Lifts is North America's #1 dock lift manufacturer. We have standard capacities ranging from 1,000 lbs. to 20,000 lbs. and offer custom sizes and capacities to suit your specific needs.



Remember to specify flush-frame connections

www.flush-frame.com

Be sure you specify the use of Flush-Frame Flush-Frame and connections for your upcoming projects. It's one better for weight loss. That's right, steel joints with Flush-Frame connections offer significant weight savings compared to other frame systems while providing equivalent stiffness and vibration performance. Thanks to innovative engineering at Flush-Frame, our connections feature a joint matching joint designed to resist the entire line of the cable frame grade. This better-performing design eliminates gable tension concerns during erection and use. So that design loading of a partner under frame grade. For help with specification, download the new Flush-Frame Design Guide now.



Single Source Cladding Solutions

lonsault.com

We are the smart first choice with our 'SINGLE SOURCE SOLUTION'. Lonsault can manufacture various aluminum products in North America, allowing architects, contractors, and owners to select multiple cladding options from a single source provider. Our diverse product portfolio of ACM (Aluminum Composite Material), Rain Screen Systems, Aluminum Panels, Flat Roofing Systems, and Insulated Single Skin sets us apart from the competition. With a diverse selection of colors and wood grain finishes, we offer a full line of accessories, including matching custom trim.



The NRCA Roofing Manual: Metal Panel and SPF Roof Systems 2014

www.nrca.org

The latest volume of the NRCA Roofing Manual provides you with comprehensive information about the design, materials and installation techniques applicable to metal panel and spray polyurethane foam roof systems used in low and steep-slope applications.

With two complete sections, Metal Panel Roof Systems and SPF Roof Systems, this manual is a welcome addition to your technical library. Buy it today at www.nrca.org/roofing-book.

Print Sample

Broadcast sample

Ask The Expert

Do AEC professionals understand enough about your solutions?

The Construction Specifier's Ask the Expert is your opportunity to share a commonly asked question you encounter from professionals responsible for specifying your products. Your products are essential to our audience in getting their projects completed. Ask the Expert is your opportunity to demonstrate how specifying your products will help them reach their goals.

Ask the Expert is featured twice a year in our May and November issues and also includes a short video Q&A with one of our editors. This video will be posted to our video page and promoted in a shared broadcast to our digital audience of over 50,000 subscribers!

The Ask the Expert package includes:

- 1/2 Page print piece featuring a question and answer that you provide
- 4 – 5 minute video interview with one of our editors, hosted on our site for one year!
- Shared email Broadcast promotion to drive traffic to your video

Ask The Expert

Do you have a question regarding the specific use of a product, material, or technique to be used in a project? Our experts may have the answer. We are looking for your leading manufacturers and suppliers to provide solutions to some of the most common questions asked by AEC community. Please email your questions to: asktheexpert@thecspecifier.com

ASK THE EXPERT

What is IBC Light?
It's a concrete material that is used in the construction of buildings. It's a concrete material that is used in the construction of buildings. It's a concrete material that is used in the construction of buildings.

What can you tell us about your products?
Our products are used in the construction of buildings. They are used in the construction of buildings. They are used in the construction of buildings.

What is your experience in this field?
I have been in the construction industry for over 20 years. I have been in the construction industry for over 20 years. I have been in the construction industry for over 20 years.

What is IBC's role in the construction industry?
IBC is a leading manufacturer of concrete materials. It is a leading manufacturer of concrete materials. It is a leading manufacturer of concrete materials.

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Deliverables:

1/2 Page Q&A

- Question and Answer (175 words minimum, 225 words maximum)
- Bio of respondent (maximum 50 words)
- Headshot of respondent (300 dpi)
- Company logo (300 dpi)
- Contact information (Phone, e-mail, and website)

Video

- One of our editors will reach out after booking to receive the questions and schedule a recording date.



Print Rates (2025)

Display Ad Rates

Ad Size	Rate
Full Page	\$8,655
1/2 Page Island	6,925
1/2 Page Vertical / Horizontal	6,495
1/3 Page	4,765
1/4 Page	4,330
Double Page Spread	14,715
1/2 Page Spread	11,045

Cover Ad Rates

Ad Size	Rate
IFC, IBC	\$9,525
OBC	9,955

[Download the Mechanical Spec Sheet](#)

Terms and Conditions

Volume advertising discounts available. Charges are for advertising space only. If applicable, taxes, bank fees (for wire transfers), production charges, or any other sundry cost incurred will be added to the advertising rate.

All advertisements are non-cancellable after the space closing date.

Contract Guarantees

An ad contract in any 12-month period starts from and includes the issue in which an advertiser's first ad appears. When ad frequencies as set forth in a contract schedule are not completed, the advertiser/agency will be re-billed at the actual frequency rate earned.

The publisher reserves the right to place the word "advertisement" with copy which, in our opinion, resembles editorial content. All advertising control position clauses are treated as requests. The publisher cannot guarantee fixed positioning.

Advertisers and/or agencies are responsible for all collection fees and/or legal fees should advertiser and/or agency default in payment of advertising bills.

Advertiser will be held responsible for total due amount should agency default on a payment.

Inserts/Outserts

Provided by advertiser and subject to prior approval by the publisher.

Protective Clause

Kenilworth Media Inc. reserves the right to alter or reject any copy which it feels is not in keeping with publication standards. Advertisers and/or their agencies assume responsibility for any and all claims arising therefrom made against the publisher, and agree to hold the company harmless.

Payment Terms

Net 30 days from date of invoice. 2% per month finance charges on past due balances. Advertisements originating outside of the U.S. or Canada must be prepaid. Extension of credit is subject to the approval of the credit department. First-time advertisers will be required to provide credit information or prepayment due no later than the closing date of the issue.

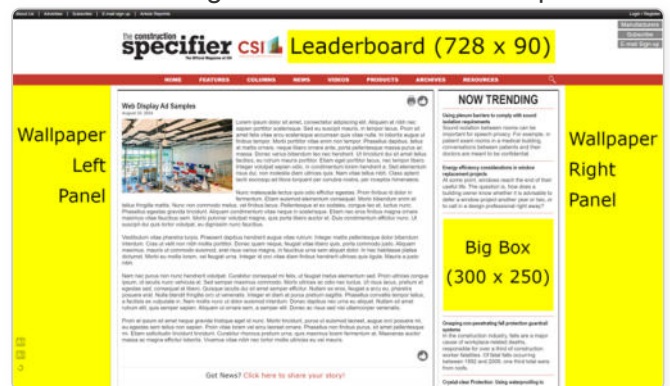
Kenilworth Media Inc. is a member of EQUIFAX Credit Services. All information about receivables is recorded in the international credit files.

Web Display

The Construction Specifier's website provides building industry professionals with breaking news and an extensive technical content library, all of which are searchable by keyword, MasterFormat, or Unifomat.

Advertising on our website can significantly increase your exposure to decision-makers who refer to our site when sourcing the latest technologies, building applications, and news.

Click image to view interactive sample.



Wallpaper: \$7,290/month

Includes:

- Exclusive 100% share of voice
- Two side panels (200 x 625 pixels)
- Optional background (1920 x 1080 pixels)
- Mobile (320 x 50 pixels)

Leaderboard (728 x 90 pixels): \$2,155/month

Big Box (300 x 250 pixels): \$1,990/month

Mobile Reveal (300 x 600 pixels): \$4,010/month

Revealed between content when scrolling on a mobile device.

Specifications

- Maximum file size: 150 kB, 72 dpi, RGB
- Accepted formats: GIF, JPEG, and third-party tags
- Advertiser to provide URL

Highlighted Video Advertiser

Showcase your brand and share your story with a qualified audience.

Video display ads offer the chance to feature your brands exclusive video on our highly-visited website for month, in the 'Highlighted Video Advertiser' section.

Don't miss this opportunity to make your brand stand out and connect with your target audience. Reserve your spot now!

Rate: \$5,900

Specifications

- MP4 file, no longer than 4 minutes (Play and impression tracking provided) or
- YouTube or Vimeo embed (Impression tracking only) and
- Link to your website (Click tracking provided)

Click image to view interactive sample.

The screenshot displays the homepage of 'the construction specifier' website, which is part of the CSI (Construction Specifications Institute) network. The header includes navigation links: About Us, Advertise, Contact, Terms and Conditions of Use, Privacy Policy, Cookie Policy, and Subscribe. The main content area features a 'Web Display Ad Samples' section with a placeholder for a video advertisement. The placeholder is a red rectangle with the word 'Video' in white. To the right of the placeholder is a 'Highlighted Video Advertiser' section. Below the placeholder is a 'Got News? Click here to share your story!' link. The footer includes social media links for LinkedIn and X, and a copyright notice for 2024 Kiewit Media Inc. All Rights Reserved.

Online Rates (2025)

Ad Type	Rate	Per
<u>Leaderboard</u>	\$ 2,155	Month
<u>Big Box</u>	1,990	Month
<u>Wallpaper</u>	7,290	Month
<u>Mobile Revealr</u>	4,010	Month
<u>Highlighted Video Advertiser</u>	5,900	Month
<u>Demo-Cast</u>	7,290	Event
<u>Ask Me Anything</u>	7,455	Event
<u>Branded News</u>	1,880	Month
<u>Branded Features</u>	4,595	12 Months
<u>E-Broadcast</u>	8,830	Broadcast
<u>E-Newsletter Sponsorship</u>	4,110	Broadcast
E-Monthly Top 5 Newsletter Sponsorship	4,110	Broadcast
Annual Top 10 Newsletter Sponsorship	4,110	Broadcast
Quarterly Themed Newsletter	2,260	Broadcast
<u>Digital Edition Sponsorship</u>	5,785	Issue
<u>Products</u>	735	Month

[Click to download Mechanical Specifications](#)

Volume advertising discounts available. Charges are for advertising space only. If applicable, taxes, bank fees (for wire transfers), production charges, or any other sundry cost incurred will be added to the advertising rate.

Cancellation of display advertisements must be provided in writing at least 5 days prior to the posting date. After this time they are non-cancellable. Sponsored newsletters and e-broadcast dates are exclusive to one advertiser and thus are non-cancellable at any time.

Contract Guarantees

Ad rates are protected on the basis of the rate card in force on the date of first insertion and for a period of 12 months following.

The publisher reserves the right to place the word “advertisement”, “branded” or “sponsored” with copy which, in our opinion, resembles editorial content.

Advertisement size may not be changed after posting date. The publisher requests that electronic files be submitted in an approved format. All extra work/material required to make artwork suitable for posting is chargeable at current production rates.

All changes to the supplied advertising material must be provided in writing and 5 business days prior to the posting date.

Advertisers and/or agencies are responsible for all collection fees and/or legal fees should advertiser and/or agency default in payment of advertising bills. Advertiser will be held responsible for total due amount should agency default on a payment.

Protective Clause

Kenilworth Media Inc. reserves the right to alter or reject any copy which it feels is not in keeping with publication standards. Advertisers and/or their agencies assume responsibility for any and all claims arising therefrom made against the publisher, and agree to hold the company harmless.

Payment Terms

Net 30 days from date of invoice. 2% per month finance charges on past due balances. Advertisements originating outside of the U.S. or Canada must be prepaid. Extension of credit is subject to the approval of the credit department. First-time advertisers will be required to provide credit information or prepayment due no later than 5 business days prior to the posting date.

Kenilworth Media Inc. is a member of EQUIFAX Credit Services. All information about receivables is recorded in the international credit files.



Demo-Cast Live!

Simply put, a Demo-Cast is a live presentation; your own teleconference with *The Construction Specifier* subscribers interested in learning about your products. This interactive presentation enables you to present your products as if you are in front of a large group of prospects at a trade show, and to answer their questions in real time!

Each Demo-Cast package includes:

- A 3-week Marketing program (shared email broadcasts, weekly newsletter, and via social media announcements) to promote your event and build registration
- Set-up and delivery support of your 10 to 20-minute presentation
- A 5-minute Q & A session with attendees
- The full registrant list as qualified leads following the Demo-Cast
- Your Demo-Cast archived on our site for a one-year period

All you need to do is present, and we'll do the rest! We'll even perform a dry run with you one week prior to ensure seamless delivery on the day of your Demo-Cast.

Reach: Over 200,000 impressions

Price: \$7,290

Add the edited MP4 file: \$750

Deliverables

- Company logo
- Name and image of the product you are presenting
- A brief description of the product (150 words)
- Seed questions you want to answer about the product (1 or 2)
- Headshots, names and titles of those presenting



MP4 File Terms of Sale

Kenilworth Media Inc., publishers of The Construction Specifier, will provide clients with a link to the recorded Demo-Cast at no-charge. An MP4 recording of the Demo-Cast is also available to customers for an additional fee of \$750, plus applicable taxes. This fee includes an Official Release allowing customers to re-use and re-purpose the video in an unaltered fashion for both internal and/or external non-promotional or promotional purposes. As such, the Demo-Cast may only be used “as is” and may not be edited through additions or deletions to the original version of any kind, with the exception of any length excerpt(s) taken from the original, as long as these excerpts are not altered in any way or used to misrepresent or otherwise mislead viewers as to what was shown and said in the original Demo-Cast.



Ask Me Anything

An hour-long hop-on hop-off event Q & A session.

We will have you prepare a short intro or slide deck (approximately 10 minutes) to get things started. This is followed up with about 50 minutes of Q&A with our attendees.

Questions are collected at the time of registration and will be provided to you and your team in advance so you can prepare. In addition, attendees can ask questions live for your expert(s) to answer. We'll also collect some questions from you, to ensure you cover all the points you want our audience to know about.

Each Ask Me Anything package includes:

- A 3-week Marketing program (shared email broadcasts, weekly newsletter, and via social media announcements) to promote your event and build registration
- Set-up and delivery support of your 10 to 20-minute presentation
- The full registrant list as qualified leads following the Demo-Cast
- Your Ask Me Anything archived on our site for a one-year period

Think of it like a virtual “Lunch and Learn”!

Rate: \$7,455

Add the edited MP4 file: \$750**

**THANK YOU
FOR YOUR
TIME TODAY**



CONTACT NOISE BARRIERS



JOHN FINNEGAN



847.843.0500



jfinnegan@noisebarriers.com



NOISE BARRIERS



54:20



MP4 File Terms of Sale

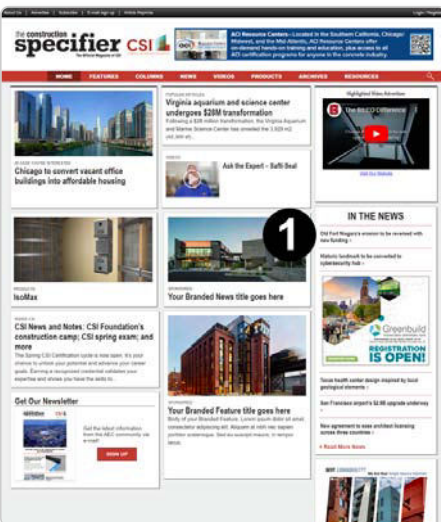
Kenilworth Media Inc., publishers of Construction Canada, will provide clients with a link to the recorded Ask Me Anything at no-charge. An MP4 recording of the Ask Me Anything is also available to customers for an additional fee of \$750, plus applicable taxes. This fee includes an Official Release allowing customers to re-use and re-purpose the video in an unaltered fashion for both internal and/or external non-promotional or promotional purposes. As such, the Ask Me Anything may only be used "as is" and may not be edited through additions or deletions to the original version of any kind, with the exception of any length excerpt(s) taken from the original, as long as these excerpts are not altered in any way or used to misrepresent or otherwise mislead viewers as to what was shown and said in the original Ask Me Anything.

Branded News

Branded News promotes new product launches as well as new resources, such as literature, websites, and software. Marketers receive a dedicated content page that is promoted via:

Home Page News Section E-Newsletter Social Media Deliverables

- Headline (up to 10 words)
- 200 words of supplied text (including hyperlinks)
- Two images



Rate

\$1,880 per posting/month

Specifications

- Accepted text formats: Doc, Docx, Txt
- Accepted image formats: GIF, JPEG, and PNG, 72 DPI, up to 250 kb per image
- Advertiser to provide URL(s)

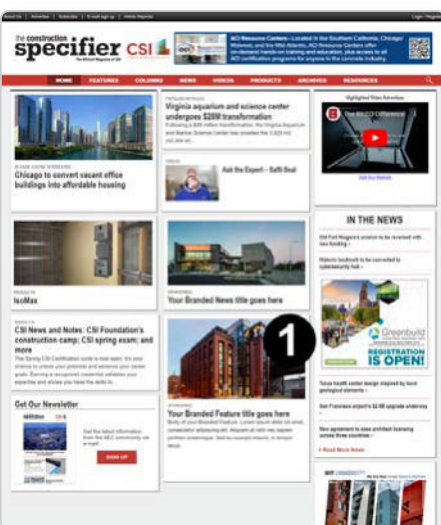
Branded Features

Branded Features appear alongside trusted and topical content from **The Construction Specifier**. Archived for one year, and free from other advertisements, this dedicated content page is searchable and indexed by category (*MasterFormat/UniFormat*). It may contain multiple images and/or video treatments, and is promoted via:

Home Page
Features Section
E-Newsletter
Social Media

Deliverables

- Headline (up to 10 words)
- 4000 words of supplied text (including hyperlinks)
- Multiple images
- Graphs and charts
- YouTube/Vimeo URLs



Rate

\$4,595 per posting/year

Specifications

- Accepted text formats: Doc, Docx, Txt

- Accepted image formats: GIF, JPEG, and PNG, 72 DPI, up to 250 kb per image
- Accepted video formats: YouTube, Vimeo
- Advertiser to provide URL(s)

Products

Promote specific products in context with relevant editorial features and ensure you are reaching the right decision-makers at the right time. All articles are searchable by keyword/Masterformat category and so are the advertised products.

Marketers receive up to three product profiles which are promoted via:

- Home Page
- Features Section - related products are served in context with user-selected content and appear alongside technical articles with similar themes
- Product Section - searchable by category and keyword



Rate: \$735 per month (minimum three month purchase)

Build your product portfolio now and get three product/service listings and four months free if you book an annual program.

Deliverables

Go to **Manufacturers' Area** and create your product profile.

- Product name up to 10 words
- Up to 200 words of text

- One product image (GIF, JPEG, PNG, 72 dpi, max 500 kb)
- Up to 5 hyperlinks (product spec sheets, catalogues, videos, etc.)
- Contact info (telephone, e-mail, website)



E-Broadcast

E-broadcasts deliver instant access to a targeted audience and are effective in lead generation and driving traffic directly to your website. Your customized e-broadcast allows you to reach the professionals responsible for sourcing/recommending your products or services.

Reach: 60,000 recipients

Rate: \$8,830

Non-qualified lead generation programs are available for all custom email broadcasts. Ask us how we can help you get more out of your broadcasts!

Specifications

- HTML, including embedded hyperlink(s) and images
- Subject line
- List seeds
- Maximum width 750 pixels, no height restriction.

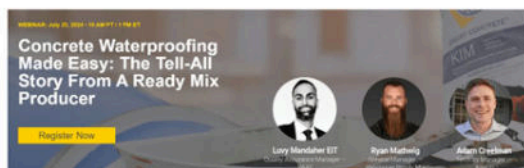


Discover the Future of Concrete Waterproofing made-easy - Join our Webinar!

We're excited to invite you to our upcoming webinar, "Concrete Waterproofing Made Easy: The Tell-All Story from a Ready Mix Producer." [Join us](#) and gain valuable insights from industry experts Ryan and Luvy as they delve with Adam Creelman into the practical applications and benefits of crystalline waterproofing admixture from a ready-mix perspective.

What you will learn:

1. Easy application and proper installation of waterproofing solutions
2. Inventory management and product availability
3. The convenience of water-soluble bags and their sustainability benefits
4. Strong relationships and support from suppliers
5. Real-world case studies showcasing the effectiveness of advanced waterproofing solutions



[Register Now](#)

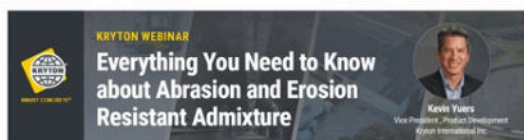
Designing More Durability & Sustainable Concrete

Durability not only extends the lifespan of concrete structures but also contributes to sustainability and reduces overall lifecycle costs.

[Watch this on-demand webinar](#) to get up to speed on the latest solutions to enhance concrete's durability and service life.

What you will learn:

1. What abrasion and erosion resistant admixture is and how it works
2. Comparison to dry shakes, liquid densifiers, and other hardening methods
3. Common applications, including industrial flooring, distribution centers, roads, paths, ports, piers, hydroelectric dams, wastewater, and farming.
4. Sustainability advantages and LEED points available with Hard-Cem



[Watch Now](#)



SMART CONCRETE®



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Featuring breaking news from North America's commercial building industry, **The Construction Specifier EXPRESS** is e-mailed every Tuesday to over 60,000 architects, engineers, project managers, and specification writers. E-newsletter sponsors receive two exclusive "above-the-fold" advertising positions:

Leaderboard (728 x 90 pixels)

Big Box (300 x 250 pixels)

Reach: 60,000 recipients

Frequency: Weekly

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Deliverables

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1. Leaderboard

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EXPRESSCSI
September 10, 2024

The role of flooring in healthcare facilities

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Texas health center design inspired by local geological elements

The El Paso VA Health Care Center, a new 45,708 m² (492,000 sf) ambulatory care facility, recently broke ground in Bliss, Tex.

2. Big Box

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Clopay offers a wide selection of commercial doors designed for infinite applications. Whether your primary need is durability, energy efficiency or versatility, Clopay has a door to transform your space.



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Every month *The Construction Specifier* sends our newsletter subscribers a special top stories newsletter. January through November these newsletters feature the top 5 news stories of the month. In December we go even bigger, revealing the top 10 news and features of the entire year! Don't miss your opportunity to be part of these highly engaging newsletters as an exclusive sponsor – space is extremely limited.

Reach: 60,000

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Deliverables

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Specifications

- Maximum file size: 150 kB, 72 dpi, RGB
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1. Leaderboard

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Top 5
of August

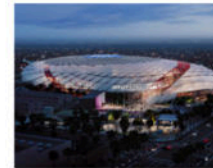
Top 5 News Stories of August 2024



1. Ohio hospital recognized for exceptional drywall design

2. Chicago to convert vacant office buildings into affordable housing

Through the LaSalle Street Reimagined initiative, the city of Chicago plans to convert a collection of empty downtown office buildings into mixed-used and residential towers.



3. California becomes home to world's first climate-positive arena

Inuit Dome, home to the Los Angeles Clippers, is the world's first climate-positive arena located in Inglewood, Cal.

2. Big Box

4. Texas welcomes world's first S-curve network-tied bridge

The Northaven Trail Bridge in Dallas is the only known S-curved, network-tied bridge in the world and was set overnight.





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Reach: 60,000

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Specifications

- Headline (up to 10 words)
- 200 words of supplied text (including hyperlinks)
- Two images
- 50-word summary for use in the broadcast

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Each month *The Construction Specifier* sends out a digital edition email notification to our subscribers so they can enjoy reading the interactive edition on their tablet, laptop, or desktop. The Digital Edition Sponsor is exclusive, limited to one advertiser per edition.

As the Digital Edition Sponsor, you will receive:

Content in a dedicated email broadcast - Image and 300 words about your company

Exclusive Sponsor recognition in the same broadcast

Leads! A list of email addresses of subscribers who clicked your content

Reach: 60,000 recipients

Rate: \$5,785/issue



Deliverables

- Logo (200 x 150 pixels)
- Full-page ad (500 x 660 pixels)
- Banner (900 x 60 pixels)
- 300-word company profile/description

Specifications

- Maximum file size: 72 dpi, RGB
- Accepted formats: GIF, JPEG, and third-party tags

- Advertiser to provide URL



E-books

Each month, **The Construction Specifier** publishes a special focus e-book series on our most sought-after topics, curated by our editorial staff and e-mailed to more than 60,000* recipients. Architects and specifiers with a specific interest in solutions within your area of expertise will be reading this issue. Secure your exclusive sponsorship and be seen as the leader in your market segment. “Best-of” series and “Custom” E-books are available on a variety of topics. Speak to your account manager for details.

Each e-book is promoted via:

- E-broadcast notification
- Home page placement
- Newsletter
- E-book page monthly feature
- Social Media

Rate: \$18,115



Click image to view interactive sample

Deliverables

- Up to five ads:
- Half page: 5.6" x 7" @ 300dpi
- Full page: 11.2" x 7" @ 300dpi
- No bleed required
- Company Logo (Minimum 2" x 1" @ 300dpi)

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Why do research?

Market intelligence is more important now than ever before. Conducting a research project uncovers the data necessary to make informed business decisions on issues such as:

- Brand awareness and market position
- Market changes
- Customer market insights
- Validating market assumptions
- Measuring the effectiveness of marketing initiatives
- Identifying new opportunities
- Market insights on new and existing products

Why do custom market research with us?

We deliver third-party managed research which means it can be conducted with or without respondents being aware of who the research is being conducted by to eliminate unbiased results.

You reach our full audience. One of the greatest factors impacting the success of any research project is the ability to get enough responses for meaningful results. We take this issue off the table with a marketing strategy that ensures the results will be statistically valid.

Delivery of the survey is to recipients who we are engaged with us already. This means the expected results will be higher than sending standalone surveys out to potential respondents who don't have a connection to who is delivering it.

Custom research can be a great lead generation tool when incentives are added to gather respondents' contact information...anyone who takes the time to provide you with their responses and information is a highly qualified lead.

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