

## Reach the right audience online: the owners, contractors and engineers that take action.

## Web Advertising Overview

### Banner Ads

Banner advertising is the foundation of any online advertising program and banners are a powerful brand builder on well-designed, high-traffic sites like [enr.construction.com](http://enr.construction.com). According to the IAB, Banners rival television in creating overall brand awareness.

### Sponsorships

Site and Content sponsorships provide excellent visibility and prominent positioning on [enr.construction.com](http://enr.construction.com). These exclusive opportunities provide valuable advertising by association synergies. Additionally, sponsors appear on hundreds of secondary pages.

### Links to the Industry

Within "Links to the Industry" are Company Profiles, online ads accessible from the homepage and navigation bar throughout the site. They include a mini banner in the section, hotlinked company name and a company description of up to 50 words. Hotlinks highlight your firm and link directly to your sight from ENR's Top Ranked Firms, SourceBook Tables and Links-to-the- Industry section.

### Email Newsletters

McGraw-Hill Construction's weekly electronic newsletter – ConstructionMail delivers a weekly wrap-up of the top headlines and industry news across all of our Web sites, including the best known names in construction journalism: *Engineering News- Record (ENR)*, *Architectural Record*, *Design-Build*, [construction.com](http://construction.com), and ten regional McGraw-Hill Construction Regional magazines. ConstructionMail is sent every Thursday to over 135,000 subscribers (design and construction professionals). Both text and HTML versions are produced weekly. Many marketers use email newsletters because of the immediacy and up-to-the-minute nature of the content. Email newsletter advertising typically generates a higher click-through rate as it is a more immediate call to action. Advertisers receive both a 25-word ad with link in the text version and a 468 X 60 banner with link in the HTML version.

### Keyword Advertising

Keyword Advertising delivers a vertical banner whenever a customer searches for the keywords, phrases or terms that you have registered. Your product or service becomes associated with the defining topics of the construction industry.

### Integrated Programs

A custom program, print and online or online only, can be developed that creates a unique and integrated advertising opportunity. Our creative team can work with you to design a targeted program to fit your needs and your budget.

### Unsurpassed construction intelligence.

From the latest ENR cover story to breaking news from the global construction stage, [enr.construction.com](http://enr.construction.com) is rapidly becoming the information delivery method of choice for busy construction industry executives. Averaging over 175,000 user visits per month, [enr.construction.com](http://enr.construction.com) enhances your marketing power.

For online advertising information contact your McGraw-Hill Construction sales representative, or **Paul Cannella, Director Online Sales**, phone **312-233-7499**, email: [paul\\_cannella@mcgraw-hill.com](mailto:paul_cannella@mcgraw-hill.com)

Visit us at <http://www.construction.com/advertise/> to learn more.