

Buildipedia.com

because the world never stops building

2012

Media Kit

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Website Overview

Buildipedia.com is a one-stop shop for information about the buildings in which we live, work, and play.

Buildipedia.com is free to all users.

Visitors to Buildipedia enjoy a wealth of HD videos, interviews, photo galleries, case studies, product reviews, and social media experiences.

Buildipedia was created by AEC* professionals to fill their unmet need for a site to share knowledge, promote best practices, and advance their understanding of the building process.

Since its public launch in 2010, Buildipedia has established itself as an invaluable resource for the home improvement and DIY crowd – in addition to the professionals who frequent Buildipedia looking for the latest in design and construction.

With hundreds of new videos, articles, and photo galleries coming in 2012, Buildipedia is poised for explosive growth as a growing audience of professionals, students, and consumers go online seeking answers, solutions, and the right products.

* AEC: Architecture, Engineering, and Construction

Channels:

No matter who you are – a student, a homeowner, an AEC professional – Buildipedia has a channel for you.





<http://buildipedia.com/at-home>

Channel Synopsis

The At Home channel has complete coverage of residential construction, maintenance, and renovations. Visitors will find design ideas, remodeling and landscaping trends, home improvement projects, and two do-it-yourself video series: *Everyday DIY* hosted by TV personality Jeff Wilson (DIY Network and HGTV) and quick tips for small but crucial jobs in *60 Simple Seconds*.

Our editorial team, a blend of experienced professionals and seasoned writers, keep our content fresh, relevant, and accurate. Thousands of visitors each month trust the At Home channel for expert how-to advice, the latest in design, and the best products.



Choose one or more categories on the At Home channel and showcase your products and services to an engaged audience of home improvement enthusiasts.



Target Audiences

- Homeowners
- Renters
- DIYers
- Remodelers
- General Contractors
- Interior Designers
- Residential Developers



Content Categories

- Bathrooms
- Design Ideas
- Electrical
- Floors
- Kitchens
- Outdoors
- Painting
- Plumbing
- Products & Tools
- Remodeling
- Walls | Windows | Doors

Sponsorship Package	Top 300x250	Mid 300x250	Lower 300x600	Price ¹
ATF Bundle	50%	–	25%	\$500
BTF Bundle	–	50%	25%	\$400
ATF Med-Rect	50%	–	–	\$350
BTF Med-Rect	–	50%	–	\$250
BTF Half/Sky	–	–	50%	\$250

1. Pricing is for a flight date of October 1, 2012 – December 31, 2012.

EDITORIAL CALENDAR



January

Decorating & Entertaining

February

Prefab & Small Home Strategies

March

Outdoors

April

Tax Rebates
Electrical

May

Bathrooms
Plumbing

June

Floors
Remodeling

July

Home Safety

August

Walls | Windows | Doors
Painting

September

Organization & Storage
Curb Appeal

October

Home Heating | Landscaping

November

A Home Ready for the Holidays
Kitchens

December

Decorating for the Holidays
Guest Rooms



<http://buildipedia.com/everyday-diy>



with host
Jeff Wilson



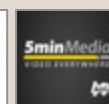
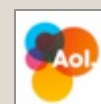
Target Audiences

- Homeowners
- Renters
- DIYers
- Remodelers
- General Contractors
- Interior Designers

Show Synopsis

Our original video series, *Everyday DIY*, is back for another season in 2012. Jeff Wilson (of HGTV and DIY Network) returns as our host, guiding viewers through both trendy and timeless home improvement and remodeling projects. The *Everyday DIY* series empowers its viewers with professionally sound how-to guidance on home improvement projects from basic to advanced.

Our viewers are ready to get the job done – which means they are ready to shop for what they need. Make your product or service top of mind with pre-roll video ads, custom in-line video players and prominent display ads on the series' landing page.



Distributed by
AOL Video +
5min Media.



More Benefits for Video and Series Sponsors

Elect to sponsor an episode of *Everyday DIY* – or even the entire series – and powerfully position your brand:

Page Takeover includes:

- Logo overlay with click-through link
- Background image of your choice
- Player colors to match your brand

Plus, distribution through AOL Video (5min Media) with its 20 million monthly video streams: you're sure to be seen!

Sponsorship Package	Branded Page	Top 300x250	Mid 300x250	Price ¹
Page Sponsor	Y	50%	50%	\$1,500
ATF Med-Rect	N	50%	–	\$500
BTF Med-Rect	N	–	50%	\$750
Episode Sponsor	Y	50%	50%	Contact

1. Pricing is for a flight date of October 1, 2012 – December 31, 2012.



<http://buildipedia.com/60-simple-seconds>



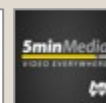
Target Audiences

- Homeowners
- Renters
- DIYers
- Students
- General Contractors
- Interior Designers
- Remodelers

Show Synopsis

When you have to fix what's broken and you need basic, no-frills instructions, you want to watch *60 Simple Seconds*. Buildipedia's aptly named video series is cut-to-the-chase DIY. *60 Simple Seconds* shows viewers the techniques and tools they need to fix the most universal problems in a laidback format. Our viewers can watch an episode of *60 Simple Seconds* in the time it takes to get from the parking lot to the hardware store.

Our viewers are ready to get the job done – which means they are ready to shop for what they need. Make your product or service top of mind with pre-roll video ads, custom in-line video players and prominent display ads on the series' landing page.



Distributed by AOL Video + 5min Media.



More Benefits for Video and Series Sponsors

Elect to sponsor an episode of *60 Simple Seconds* – or even the entire series – and powerfully position your brand:

- Page Takeover includes:
- Logo overlay with click-through link
 - Background image of your choice
 - Player colors to match your brand

Plus, distribution through AOL Video (5min Media) with its 20 million monthly video streams: you're sure to be seen!

Sponsorship Package	Branded Page	Top 300x250	Mid 300x250	Price ¹
Page Sponsor	Y	50%	50%	\$1,000
ATF Med-Rect	N	50%	–	\$300
BTF Med-Rect	N	–	50%	\$500
Episode Sponsor	Y	50%	50%	Contact

1. Pricing is for a flight date of October 1, 2012 – December 31, 2012.



<http://buildipedia.com/go-green>

Channel Synopsis

Visitors look to the Go Green channel to keep abreast of the quickly advancing development of sustainable practices, green design, and efficient energy technologies. From cutting-edge skyscrapers to simple tips for reducing your carbon footprint, sustainability lives at every scale on the Go Green channel.

Professional architects and engineers on Buildipedia's editorial team have forged the industry connections that enable us to report on what's significant and what's searched for in this emergent sector of building.



Choose one or more categories on the Go Green channel and align your products and services with the cutting-edge features and videos favored by an engaged audience of professional and consumer green advocates. Precise targeting is available in our content category sponsorship model.



Target Audiences

- LEED Professionals
- Homeowners & DIYers
- Architects
- Energy Systems Engineers
- Students
- Environmentalists



Content Categories

- Certifications & Credentials
- Eco News & Trends
- Green Energy Technologies
- Green Home Design
- Sustainable Materials & Methods

Sponsorship Package	Top 300x250	Mid 300x250	Lower 300x600	Price ¹
ATF Bundle	50%	-	25%	\$500
BTF Bundle	-	50%	25%	\$400
ATF Med-Rect	50%	-	-	\$350
BTF Med-Rect	-	50%	-	\$250
BTF Half/Sky	-	-	50%	\$250

1. Pricing is for a flight date of October 1, 2012 – December 31, 2012.

EDITORIAL CALENDAR



January

Healthy Buildings

February

Prefab Homes

March

Wind Power

April

Careers in Renewable Energies

May

Green Homes
Renovations & Construction

June

Green Landscaping

July

Climate Change
Carbon Management

August

Waste & Water Management

September

Passive Solar Strategies
Solar Decathlon Europe

October

Emerging Green Technologies
Consumer Advocacy

November

Green Materials & Products
GreenBuild

December

How to Recycle Anything
Green Holidays



<http://buildipedia.com/rehabitat>



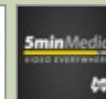
Target Audiences

- Homeowners & Renters
- DIYers
- Interior Designers
- Environmentalists
- Craft Enthusiasts
- College Students

Show Synopsis

Learn how adaptive reuse and upcycling can add hip design to your house, apartment, or yard with the Go Green channel's {Re}habitat series. Follow host Rachael Ranney as she shows you how to find and repurpose vintage furniture and wares, adding fun and function to your home or garden without breaking your budget.

The young, trendy, earth-conscious crowd looks to {Re}habitat for interior design inspiration. Make your product or service top of mind with pre-roll video advertising in our custom in-line video player and prominent display advertising on the series' landing page.



Distributed by AOL Video + 5min Media.



More Benefits for Video and Series Sponsors

Elect to sponsor an episode of {Re}habitat – or even the entire series – and powerfully position your brand:

Episode sponsorship includes:

- Your logo on-screen & end credits
- Scripted product placement
- Ability to embed video on your site

Plus, distribution through AOL Video (5min Media) with its 20 million monthly video streams: you're sure to be seen!

Sponsored Package	Branded Page	Top 300x250	Mid 300x250	Price ²
Page Sponsor	Y	50%	50%	\$1,000
ATF Med-Rect	N	50%	-	\$300
BTF Med-Rect	N	-	50%	\$500
Episode Sponsor	Y	50%	50%	Contact

1. Pricing is for a flight date of October 1, 2012 – December 31, 2012.



<http://buildipedia.com/in-studio>

Channel Synopsis

Showcasing the world's best design, architecture, and urban planning, the In Studio channel contains some of the most stunning imagery on Buildipedia. Visitors enjoy content supplied by top architects and firms, including Pritzker Prize winners such as Zaha Hadid, Norman Foster (Foster + Partners), Kazuyo Sejima and Ryue Nishizawa (SANAA), and Thom Mayne (Morphosis).

The In Studio channel's editorial team comprises experienced architects and design professionals across the globe. Our visitors are looking for and finding inspiration, news, products, and services targeted to their professional needs.



Choose one or more categories on the In Studio channel and showcase your products and services to an engaged audience of architects and designers. Precise targeting is available in our content category sponsorship model.



Target Audiences

- Architects
- Urban Planners
- Landscape Architects
- Structural Engineers
- Interior Designers
- Design Students



Content Categories

- Architects & Firms
- Building Materials & Methods
- Design News & Features
- Design Technology
- Featured Architecture
- Urban Planning

Sponsorship Package	Top 300x250	Mid 300x250	Lower 300x600	Price ¹
ATF Bundle	50%	–	25%	\$500
BTF Bundle	–	50%	25%	\$400
ATF Med-Rect	50%	–	–	\$350
BTF Med-Rect	–	50%	–	\$250
BTF Half/Sky	–	–	50%	\$250

1. Pricing is for a flight date of October 1, 2012 – December 31, 2012.

Editorial Calendar



January

Design Education
Colleges & Universities

February

Multifamily / Mixed Use

March

Urban Planning
Landscape Architecture
Sustainable Site Design

April

Residential Design

May

Professional Development
Emerging Architects

June

Hospitality

July

2012 Olympic Games – London

August

Adaptive Reuse
Historic Preservation

September

Museums | Universities

October

Architectural Technology
Skins & Insulation

November

Interiors
Healthy Buildings

December

2012's 10 Best Architectural Moments



<http://buildipedia.com/on-site>

Channel Synopsis

The On Site channel delivers news and trends, best practices, product and equipment information, construction project and new build profiles, and safety lessons learned from construction sites of all types. If you need to reach the hardhat and dirty boots crowd, this is the channel for you.

The On Site channel's editorial team consists of experienced construction professionals who have worked on commercial and residential builds all over the world. We concentrate on what is most relevant on site – the practices, products, and workflows that get the project done correctly, within budget, and on time.



Choose one or more categories on the On Site channel and showcase your products and services to a highly targeted audience of job site decision-makers. Precise targeting is available in our content category sponsorship model.



Target Audiences

- General Contractors
- Construction Managers
- Product Distributors
- Building Inspectors
- Site Supervisors
- Construction Students



Content Categories

- Building News & Trends
- Construction Materials & Methods
- From the Job Site
- Post Mortem: Lessons Learned

Sponsorship Package	Top 300x250	Mid 300x250	Lower 300x600	Price ¹
ATF Bundle	50%	–	25%	\$500
BTF Bundle	–	50%	25%	\$400
ATF Med-Rect	50%	–	–	\$350
BTF Med-Rect	–	50%	–	\$250
BTF Half/Sky	–	–	50%	\$250

1. Pricing is for a flight date of October 1, 2012 – December 31, 2012.

Editorial Calendar



January

Professional Development
Construction Education
Colleges & Universities

February

De-Construction
Multifamily / Mixed Use

March

Safety Regulations
Building Codes

April

Excavation

May

Project Management

June

Heavy Equipment
Hospitality

July

Building Envelopes

August

Systems & Specialties
Adaptive Reuse
Historic Preservation

September

Grant Construction
Government Contracts

October

Value Engineering
Efficiency in Process

November

GreenBuild
LEED

December

Winterizing the Job Site
Safety on Site



<http://buildipedia.com/operations>

Channel Synopsis

The Operations channel is dedicated to covering engineering; facility management, operation, and maintenance; and the infrastructure that supports the built environment, both public and private.

The Operations channel's editorial team includes veteran facilities management professionals and seasoned writers. This makes our content fresh, relevant, and accurate. Operations channel content is tailored to facilities managers and civil engineers and covers the techniques, technologies, and unique solutions used in some of the world's most advanced buildings and infrastructures.



Choose one or more categories on the Operations channel and showcase your products and services to a highly targeted audience of engineers, facility managers, and infrastructure specialists. Precise targeting is available in our content category sponsorship model.



Target Audiences

- Facility Managers
- Infrastructure Planners
- Civil Engineers
- Mechanical Engineers
- Property Managers
- Engineering Students



Content Categories

- Engineering & Operations News
- Facilities Maintenance
- Facility Management Technologies
- Public Infrastructure

Sponsorship Package	Top 300x250	Mid 300x250	Lower 300x600	Price ¹
ATF Bundle	50%	–	25%	\$500
BTF Bundle	–	50%	25%	\$400
ATF Med-Rect	50%	–	–	\$350
BTF Med-Rect	–	50%	–	\$250
BTF Half/Sky	–	–	50%	\$250

1. Pricing is for a flight date of October 1, 2012 – December 31, 2012.

Editorial Calendar



January

Factories
Process Engineering

February

Building Life Cycle Analysis
Facility Assessment

March

Intermodal Infrastructure:
Ports & Airports
Civil Engineering

April

Subterranean Systems

May

Professional Development

June

Intermodal Infrastructure:
Rail & Tunnels

July

2012 Olympic Games – London
Structural Engineering

August

Global Infrastructure &
Developing Nations
Green Infrastructure

September

Universities
Roads and Highways

October

Energy Management
IT Infrastructure

November

Malls and Warehouses
Certification and Training

December

Heating for Public Spaces
Snow and Ice Management



**KNOWLEDGE
BASE**
MATERIALS & SYSTEMS

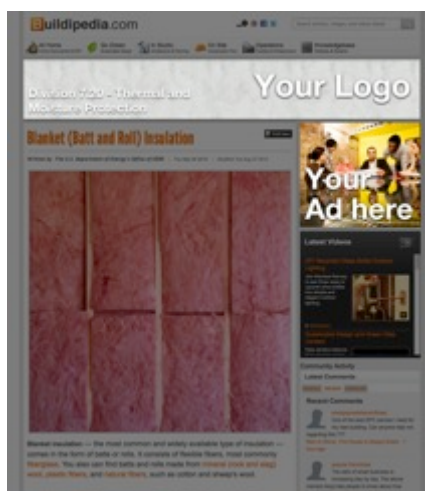
<http://buildipedia.com/knowledgebase>

A broad Knowledgebase serving AEC professionals.

At Buildipedia, we welcome reports, guest posts, and articles written by our advertising partners in the AEC industry. We think that this content has a value to members of our audience who are seeking solutions, answers, and information on the built environment. If you're a vendor, product manufacturer, AEC service provider, or PR rep who would like to see your content published on Buildipedia, consider adding your updates, photos, and news to our Knowledgebase.



KB Landing page



KB Item Page



Target Audiences

- Architects
- Specifiers
- Contractors
- Suppliers
- Building Owners
- Developers



Content Categories

- White Papers
- Product-specific reference materials
- Multi-media presentations
- Photo Galleries

Available Advertisements and Placements	Price ¹
Guest post	\$250
Ad in the Rotator	\$500
300 x 250 Display Ad ²	\$500

1. Pricing is for a flight date of October 1, 2012 – December 31, 2012.
2. 25% of the impressions, with placements available site-wide, flight date October 1, 2012 – December 31, 2012

CSI MasterFormat Divisions:



Div 02 – Existing Conditions

Div 03 – Concrete

Div 04 – Masonry

Div 05 – Metals

Div 06 – Wood, Plastics, and Composites

Div 07 – Thermal and Moisture Protection

Div 08 – Openings

Div 09 – Finishes

Div 10 – Specialties

Div 11 – Equipment

Div 12 – Furnishings

Div 13 – Special Construction

Div 14 – Conveying Equipment

Div 21 – Fire Suppression

Div 22 – Plumbing

Div 23 – Heating, Ventilation, and Air Conditioning

Div 26 – Electrical

Div 27 – Communications

Div 28 – Electronics Safety and Security

Div 31 – Earthwork

Div 32 – Exterior Improvements

Div 33 – Utilities

Med-Rectangle – Channel Landing Page, Above the Fold

Ad Unit Specifications

Buildipedia uses Google’s industry-proven DoubleClick platform and IAB* standard ad units for display ad trafficking and reporting.

Medium Rectangle (300 x 250px)

All content pages on Buildipedia display two medium rectangle ad units.

Format/file size limit:

- Dimensions: 300px x 250px
- GIF/JPG: 50K
- Flash (.swf): 50k

Animation Specifications:

- Maximum number of loops: Three
- Maximum animation time per loop: 15 seconds

Flash Specifications:

- Flash versions Accepted: 6,7,8,9,10
- AS2 and AS3 are accepted.
- Flash must contain clickTAG variable.

Skyscraper (160 x 600px or 300 x 600px)

Most content pages also feature a below-the-fold skyscraper ad unit that accommodates either 160px wide or 300px wide (half-page) creatives.

Format/file size limit:

- Dimensions: 160px x 600px or 300px x 600px
- GIF/JPG: 50K
- Flash (.swf): 50k

Animation Specifications:

- Maximum number of loops: Three
- Maximum animation time per loop: 15 seconds

Flash Specifications:

- Flash versions Accepted: 6,7,8,9,10
- AS2 and AS3 are accepted.
- Flash must contain clickTAG variable.

* Interactive Advertising Bureau (<http://iab.net>)



Med-Rectangle – Video Landing Page, Above the Fold

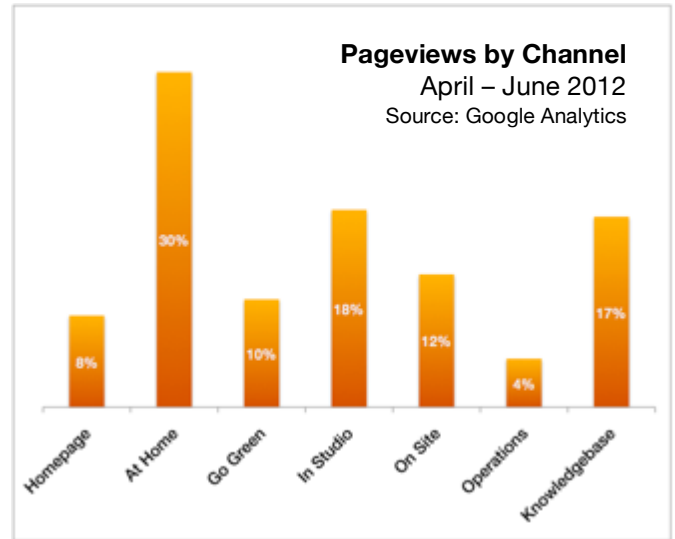


Skyscraper – Channel Landing Page, Below the Fold



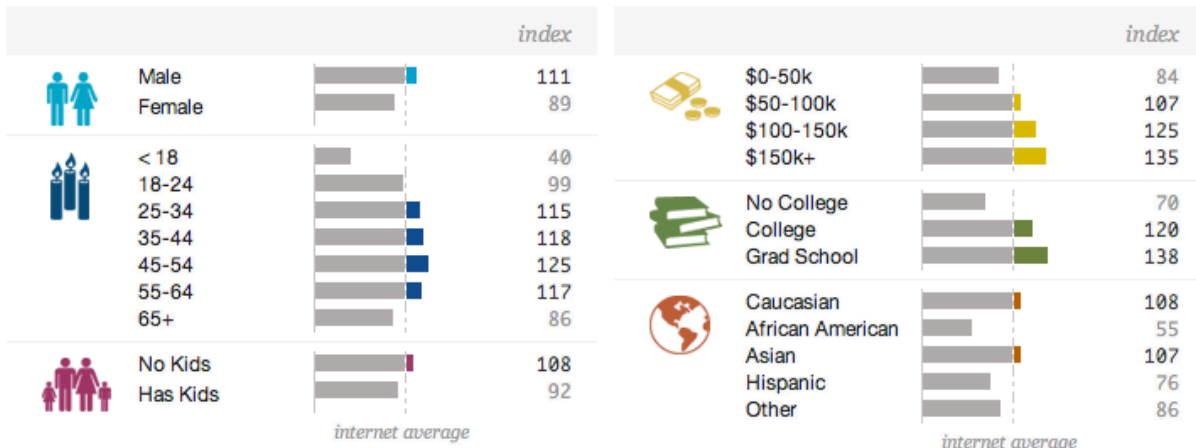
Traffic, Demographics & Audience Likes

Buildipedia attracts a quarterly audience of 150,000 unique visitors and over 280,000 pageviews. Six of ten visitors to the site come from the United States. Relative to the overall population of Internet users, the site's audience tends to be users who browse from work. Buildipedia's audience members tend to be college-educated. Most users represent significant buying power, as they tend to belong to households with income in excess of \$60,000.



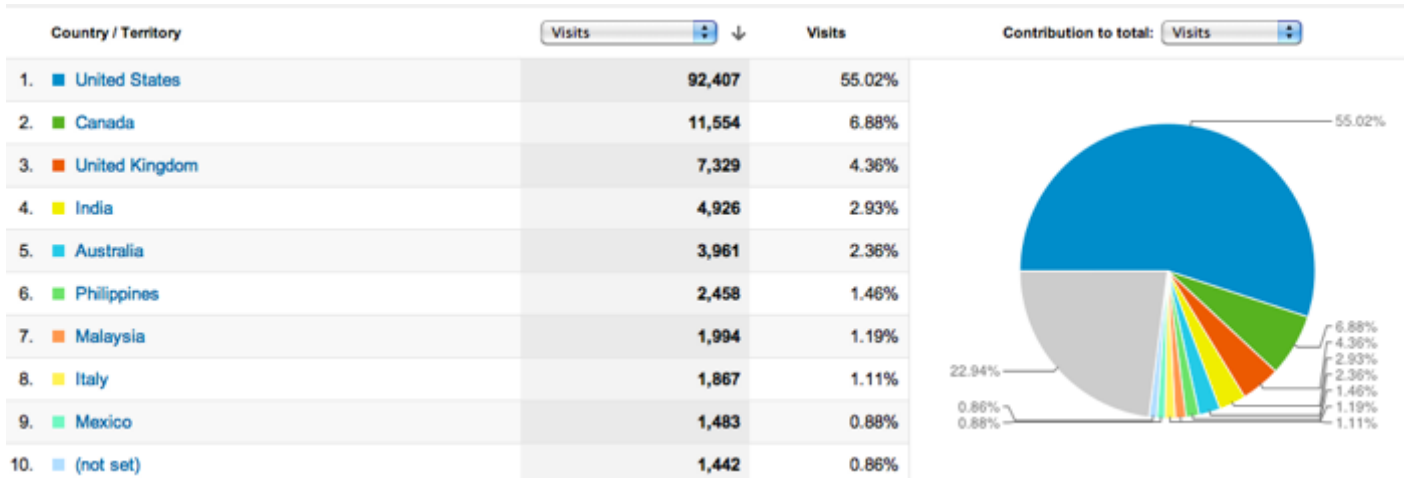
US Demographics

Source: Quantcast



Traffic by Country

Source: Google Analytics



Buildipedia.com

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