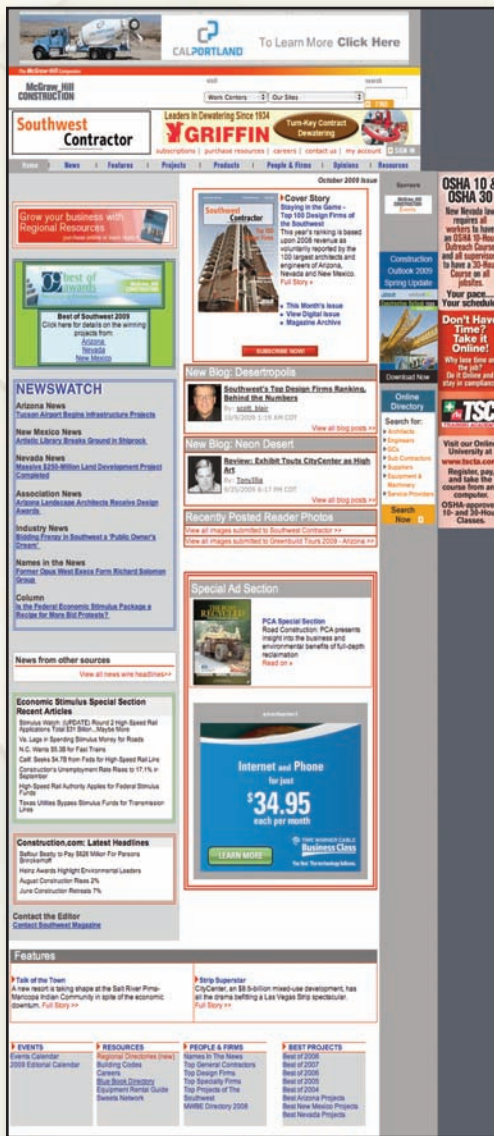


# Southwest.Construction.com PROVIDES UP-TO-THE-MINUTE NEWS AND ANALYSIS

...for construction professionals throughout the region, to stay connected on their own time, from any location around the globe. Reach online customers in your region with a Southwest.Construction.com website sponsorship. Make industry-wide connections and get cost-effective online exposure to local industry professionals buying and specifying your products and services.



### About Southwest.Construction.com

- We are open 24/7, 365 days per year
- We do not take holidays, vacation or sick days
- No guessing on your ROI – receive metrics on your ads
- 92% of McGraw-Hill Construction Regional Publications website users do not subscribe to the print magazine -- the website has a vast unique audience unto itself, giving you greater Audience reach\*
- We are here to work for you

### Banner Ad Sponsorship

Banner ads are an effective tool for branding and product awareness. Reach and interact with your target audience through visually compelling ad units. Banner ads increase your exposure and drive greater awareness of your products and services.

### Banner ads help to meet your marketing goals:

- Generate leads
- Increase traffic to your website
- Alert construction professionals about your product launch
- Drive awareness of your products, services and brand
- Frequency capped for maximized exposure – limits the number of times any one user is exposed to your banner ad, so that remaining impressions can reach more unique users

### Banner ads are available in three possible size/positions:

- Leaderboard 728x90
- Full Banner 468x60
- Skyscraper 120x600
- Medium Rectangle 300x250

\*\* Source: Advantage Business Research (advantageresearch.com)