

The AECCafé.com Marketing Constructor

Let the world's #1 AEC Portal site
be your #1 marketing tool!

AECCafe Media Kit

WHY ADVERTISE WITH US?

We're the World's #1 AEC web portal.

AECCafé.com reaches out to more AEC professionals than any other AEC site. The portal serves up to 3.1 million ad impressions per month and we send the daily Café News to more than 25,000 AEC industry leaders every day. AEC professionals count on us for the latest industry news and up-do-date technical information.

We have unique, invaluable resources for the AEC community.

These include the world's most complete AEC product catalog listings, technical papers, AEC news, CEO interviews, multimedia presentations, priority press releases, event postings, job placement and more.

We are a marketing machine.

When you buy a membership on AECCafé.com, you get more than just banner ads — you get a company profile, download listings, multimedia presentations, catalog listings, email promotions and a CEO interview. In short, you get the most for your marketing dollar.

ADVERTISING OPTIONS

À La Carte Options

- ❑ **Banner Ads** – In a variety of standard sizes including LeaderBoard (728x90 pixels), SkyScraper (120x600 pixels), Feature Ads (300x250 pixels), Roadblocks / Interstitials (640x480 pixels), 234x60 pixels, 125x125 pixels, and 468x60 pixels
- ❑ **Newsletter Ads** – In all of the standard banner ad sizes by CPM or by number of days in the daily newsletter (CafeNews) or the weekly newsletter (AECWeekly)
- ❑ **Custom eMail Blasts** – Up to 25,000 subscribers
- ❑ **Featured and sponsored Listings** – Homepage and Newsletter listings in the popular sections – Downloads, Videos, Important Notices, Corporate Newsletters, Case Studies and Technical Papers, Presentations

Membership and Bundled Packages

- ❑ **Decaf Membership** – Receive comprehensive coverage on the site for 3-months including banner ads, newsletter ads, and featured listings
- ❑ **Regular Membership** – Receive comprehensive annual coverage with year-round presence with small banner ads, newsletter ads, and sponsored listings on homepage and newsletter.
- ❑ **Espresso Membership** – Be recognized as a mover-n-shaker of the industry with large banner ads, newsletter ads, sponsored listings on homepage and newsletter and custom email blasts.
- ❑ **Product launch package** – Receive special coverage on the site including marketing collateral development, banner ads, exclusive email blasts, and much more.
- ❑ **Webinar package** – Host a webinar on AECCafe. We provide a moderator, behind-the-scenes technology, promotion on AECCafe using banner ads and an exclusive email blast.



CONTACT

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Large Banner Ad Layout

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AECCAFÉ
Site | News | Products | Downloads | Jobs

Leaderboard 728x90 Pixels

Feature Ad
300x250 Pixels

BUSINESS
**THE DELL PRECISION™ M6500
KILLER ON THE LOOSE**

The most powerful mobile workstation in the world.

Featuring the Intel®Core™i7 processor Extreme Edition

Unparalleled performance
Massive scalability
ISV certified

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LATEST BLOG POSTS

AECCafe Today
by Susan Smith
Bloom Energy unveils ground-breaking fuel cell

The Tip Jar
by Julie Ginn
What cost is too much for winning new business?

[More AEC Blogs](#)

March 1-3, 2010
North America's
Construction

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by Google

AEC News

Oracle(R) Fusion Middleware Scores Highest Ever Performance With SPECjAppServer2004 Benchmark Using a Clustered Database

Cyon Research Opens Spring 2010 Survey of Firms that use Engineering Software

Nemetschek North America and City Theatrical Establish New Partnership in the U.S.

Bangert Computer Systems Joins the Meridian Systems Value Added Reseller Partner Network

WPL Publishing Presents 2010 Building Information Modeling Webinar Series

FM:Systems Reports Significant Growth in 2009

CMiC and Constructive Insight form revolutionary partnership

e-Builder Demonstrates Project Management Software Integration Using agcXML at the Associated ...

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AEC WEEKLY MAGAZINE

Intergraph Acquisition of COADE
Each AECWeekly Review delivers to its readers news concerning the latest developments in the AEC industry, along with a selection of other articles that we feel you might find interesting.

Susan Smith
AEC WEEKLY
building the future

[Previous Weekly Magazines](#)

FEATURED VIDEO

Eric DuPaul, Designjet Business Development Manager
Hewlett-Packard

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IMPORTANT NOTICES

Don't compromise power for mobility. The Dell Precision™ M6500.

Hardware Review: HP's New Designjet 4520 Large Format Printer

HP Introduces Innovative New and

AECCAFE VIDEOS

Tom Salomone, Worldwide Segment Manager
Hewlett-Packard

David Weinberg, CEO
NEI Software

Shaun Mymudes, Sales Manager
...



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Small Banner Ad Layout



Site | News | Products | Downloads | Jobs



25% of the size



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GIS WEEKLY MAGAZINE



Susan Smith
GIS WEEKLY
unearth the news

Alternative Positioning Systems
Boosts LBS Industry
Each GISWeekly Review delivers
to its readers news concerning
the latest developments in the
GIS industry, along with a
selection of other articles that we
feel you might find interesting.

[Previous Weekly Magazines](#)

SUBSCRIBE

sanjay.gangal@ibsystems.com

Subscribe to our Daily Newsletter and
get daily updates on events and
happenings.

FEATURED VIDEO



BLUE MARBLE GEOGRAPHICS
World's GIS Data Conversion Solutions Are Born



Patrick Cunningham, President
Blue Marble Geographics

[Submit](#) | [More Videos](#)

IMPORTANT NOTICES

Applanix at INTERGEO Booth 4-310

GIT4Infrastructure.org Is Here and the Solutions Conf.
CFP Deadline Is Extended to Monday!

Intergeo 2009, Sep 22-24, Karlsruhe, Germany: You
can now order tickets for the INTERGEO trade fair ...

Wide Format Color for the Cost of Monochrome

**Race Track Technology, HP, and
what am I doing in an Indy 500 race
car anyway?**

[More Notices](#)

GIS NEWS

**Geospatial Holdings Announces Joint
Marketing Agreement with Topcon
Positioning Systems**

New Pictometry Technologies Exhibited at IAAO
Conference, Sept. 14-16

RAMTeCH Continues Acquisitions in US GIS Market

gViewTek Introduces Web 3D GIS Framework with a
"Mini-Google Earth" Web Control and 2D Map

GeoNorth Clients Selected for URISA 2009 ESIG
Awards



Transform
GIS data
and
demographics
into
actionable
decisions
with Nielsen

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Banner Ad Rates

AECCafe.Com Run-of-Site Ads			Monthly Cost for 100,000 impressions/month			
Banner Ad Description	Size (Pixels)	List CPM	1-Month Program	3-Month Program 10% Discount	6-Month Program 20% Discount	12-Month Program 30% Discount
Top Small Banner	234x60	\$15	\$1,500	\$1,350	\$1,200	\$1,050
Top Medium Banner	468x60	\$30	\$3,000	\$2,700	\$2,400	\$2,100
Top Leaderboard	728x90	\$50	\$5,000	\$4,500	\$4,000	\$3,500
Sidebar Tile Ad	125x125	\$12	\$1,200	\$1,080	\$960	\$840
Sidebar Skyscraper	120x600	\$50	\$5,000	\$4,500	\$4,000	\$3,500
Feature Ad	300x250	\$40	\$4,000	\$3,600	\$3,200	\$2,800

AECCafe.Com Run-of-Site Ads			Monthly Cost for 50,000 impressions/month			
Banner Ad Description	Size (Pixels)	List CPM	1-Month Program	3-Month Program 10% Discount	6-Month Program 20% Discount	12-Month Program 30% Discount
Top Small Banner	234x60	\$15	\$750	\$675	\$600	\$525
Top Medium Banner	468x60	\$30	\$1,500	\$1,350	\$1,200	\$1,050
Top Leaderboard	728x90	\$50	\$2,500	\$2,250	\$2,000	\$1,750
Sidebar Tile Ad	125x125	\$12	\$600	\$540	\$480	\$420
Sidebar Skyscraper	120x600	\$50	\$2,500	\$2,250	\$2,000	\$1,750
Feature Ad	300x250	\$40	\$2,000	\$1,800	\$1,600	\$1,400

CafeNews and AECWeekly eNewsletter Ads			Daily Cost			
Banner Ad Description	Size (Pixels)	Cost/day	1-Day Program	1 Week (5 days) 20% Discount	1-Month (20 days) 30% Discount	3-Month Program (60 days) 40% Discount
Top Small Banner	234x60	\$200	\$200	\$160	\$140	\$120
Top Medium Banner	468x60	\$400	\$400	\$320	\$280	\$240
Top Leaderboard	728x90	\$600	\$600	\$480	\$420	\$360
Sidebar Tile Ad	125x125	\$200	\$200	\$160	\$140	\$120
Sidebar Skyscraper	120x600	\$500	\$500	\$400	\$350	\$300
Feature Ad	300x250	\$500	\$500	\$400	\$350	\$300



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Interstitial / Roadblock Ad

How does Interstitial/Roadblock ad work

Anyone accessing any page on
AECCafe.Com is first presented with this
full-page ad for 10 seconds. Users can by-
pass the ad by following the link to
"Continue to requested page". The ad is
not presented again to the same user for
2 hours.

Specifications

Material can be emailed as attachments
to AECadmin@ibsystems.com or
served remotely from an external server.
Specify linked URL.

Banner ads can contain GIF, JPEG, Flash,
JavaScript, Forms, or Java. Animations
should stop after 3 iterations or 10
seconds whichever is less.

The interstitial ads can be up to 640x480
pixels, up to 100 KB file size.

INTERSTITIAL / ROADBLOCK ADVERTISEMENTS

AECCAFÉ

Continue to: [Requested Page](#)

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Monthly Cost for Roadblock Ads

Impressions/month	CPM	1-Month Program	3-Month Program	6-Month Program	12- Month Program
25,000	\$200	\$5,000	\$4,500	\$4,000	\$3,500
50,000	\$200	\$10,000	\$9,000	\$8,000	\$7,000
75,000	\$200	\$15,000	\$13,500	\$12,000	\$10,500

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Exclusive eMail Blast

About Exclusive eMail Blasts

Why do companies use eMail blasts?

- To promote webinars and seminars
- To drive registrations
- To launch new products
- To promote case studies / success stories

Cost

- 20,000 subscribers -- \$4,500

How does it work?

You send us the creative in HTML format. We add our headers and footers and send you a preview message. After the final preview is approved, we can send out the email blast within 24 hours.

Example eMail Blast

Subject: Webinar: Deeper Analysis, Faster Insight with WorldView-2's New Spectral Bands!
From: GISCafe on behalf of DigitalGlobe <qis_news_letter@GISCafe.com>
Date: 7/15/2009 5:34 AM
To: sanjay@GISCafe.com



Deeper Analysis, Faster Insight: Enhanced Applications with WorldView-2's New Spectral Bands

WorldView-2, scheduled to launch on October 6th, 2009, will be the first 8-band multispectral commercial satellite available today! With a mission life of 7.25 years, and operating at an altitude of 770 km, the WorldView-2 system is expected to bring unsurpassed agility, capacity, accuracy and spectral diversity to commercial earth imaging.

Join this Webinar to hear Dr. Kumar Navulur, DigitalGlobe's Principle Scientist, as he discusses how the new spectral bands will improve remote sensing applications such as better feature identification and classification, improved bathymetry, better change detection and more.

In Our Free Webinar You Will:

- See how the four additional spectral bands (coastal blue, yellow edge, red edge, and near infrared 2) enable broader ranges of classifications, enhanced vegetation and coastal analysis, the extraction of more features and the identification and tracking of coastal changes and infractions.

REGISTER NOW

Date: Wednesday, July 29
Time: 11:00am or 7:00pm MDT
Duration: 45 Minutes

Presenters
Dr. Kumar Navulur, Principle Scientist,
DigitalGlobe



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Café Memberships

Major discounts for Bundled
Packages

Café Membership Program Menu

							
Benefit Description	Rate	Quantity	Value	Quantity	Value	Quantity	Value
Sponsored Text Listings - Downloads, Technical Papers, Case Studies, Presentations -- each listing rotates with other sponsored listings on daily newsletter and homepage	\$50/month/listing	1 listings for 12 months	\$600	5 Listings for 12 months	\$3,000	10 listings for 12 months	\$6,000
Sponsored Video Listings - Downloads, Technical Papers, Case Studies, Presentations -- each listing rotates with other sponsored listings on daily newsletter and homepage	\$500/month/listing	1 Listing for One Month	\$500	1 listing for 12 months	\$6,000	1 listing for 12 months	\$6,000
Corporate Newsletter listing - we publish your corporate newsletter on AECCafe homepage and daily newsletter	\$500/newsletter	1	\$500	4	\$2,000	12	\$6,000
Premium Press Releases - Each press release is bolded, and moved to the top of the daily news on homepage and in the newsletter	\$399/Premium Press Release	4	\$1,000	8	\$2,000	12	\$3,000
Tile Banner Ads - 125x125 pixel side banners	\$12 CPM	600,000	\$7,200	600,000	\$7,200		
Skyscraper Banner Ads - 120x600 pixel side banners	\$30 CPM	0	\$0	400,000	\$12,000	1,200,000	\$36,000
Exclusive eMail Blast - One email blast to 10,000 subscribers	\$2,500	1	\$2,500	\$2	\$5,000	4	\$10,000
Email Feature Ad - A 300x250 pixel ad on the homepage and CafeNews for one day - Sent to 16,000+ subscribers by email.	\$500/day	12	\$6,000	12	\$6,000	24	\$12,000
Total Value			\$18,300		\$43,200		\$79,000
Discount		20%	\$3,660	30%	\$12,960	40%	\$31,600
12-Membership Price			\$14,640		\$30,240		\$47,400
Monthly Membership Price			\$1,220		\$2,520		\$3,950

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Homepage / Newsletter

Featured Video & Sponsored Video

The screenshot shows the AECCafé.com homepage layout. At the top, there is a navigation bar with the AECCafé logo, a search bar, and links for Site, News, Products, Downloads, and Jobs. Below the navigation bar, there are several content sections: a large banner for SANBORN Total Geospatial Solutions, a GIS Weekly Magazine section featuring Susan Smith, a Featured Video section with a video from Telcordia, a VIDEOS AND MOVIES section with videos from ESRI and Don Murray, and a JOBS section listing positions like Project Manager and GIS Data Conversion Manager. There are also sections for GIS News, Important Notices, and Corporate Newsletters.

Featured Video

- Dominant position
- 5-10x clickthroughs
- \$1,000/month
- Rotates with 4 videos
- Featured on homepage, inside pages, and newsletter to 16,000 subscribers

Sponsored Video

- Dominant position
- 2-3x clickthroughs
- \$500/month
- Rotates with 12 videos
- Featured on homepage, inside pages, and newsletter to 16,000 subscribers

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