

Construction



IndustryBrains

Premium Performance Marketing Solutions for Advertisers & Publishers... The Difference is in the Branded Sites...
Target construction professionals or home improvers
The Difference is in the Branded Sites...

IndustryBrains performance advertising placement connects you directly with the construction professionals and home improvers who are in the market for your products and services.

Our solutions . . .

- Allow you to choose and bid on the site and/or categories that best fit your business
- Give you complete control over your advertising dollars
- Help you to reach a targeted audience within an environment they trust

Advertise on the trusted websites where construction professionals & home improvers go daily to look for the most updated information on construction-related products, news & information.



Reed Construction Data, a division of Reed Business Information, brings you two ways to get in touch with the commercial construction industry: FirstSourceONL and RSMMeans. First Source is a central library of commercial building product information formatted to fit the needs and preferences of the A/E/C community, including architects, general contractors, and manufacturers. RSMMeans is North America's leading supplier of construction cost information.



HousingZone.com is the Internet site zoned for housing. It is the organized base camp for the residential construction industry. HousingZone.com's audience consists of the residential construction industry-builders, architects, remodelers, building product manufacturers, distributors, code officials, retailers, government officials, subcontractors, designers, associations, consumers & more.



McGraw-Hill Construction Online at Construction.com is the most popular Internet address for design and construction professionals, who visit regularly and return often. Their specialized Web sites - including Construction.com, Sweets, Architectural Record and ENR - are the most trafficked sites in the industry.

Example of ad listing on McGraw Hill Construction's Marketplace

The screenshot shows the McGraw Hill Construction Marketplace website. The header includes navigation links for 'subscriptions', 'advertising', 'careers', and 'contact us'. The main content area features several articles and advertisements. A prominent advertisement for 'METALITH' by CTRU Corrugated Metals, Inc. is visible, along with a 'McGraw Hill Construction Network' banner. Other articles include 'TOP NEWS STORY: California Ratifies Safety Laggards', 'BUILDINGS: Phoenix Size Roof Lift Completed in Arizona', and 'PARNS: Contractor and Student Learn Skills to New Christo AtWork'. The right sidebar contains 'Marketplace Sponsored Links' and 'ENR's Award of Excellence'.

For more information, contact:
Tom Koletas, VP Sales
tkoletas@industrybrains.com, (212) 209-3325