

# Who needs..?

## Email marketing

What was the first thing you did after switching on your computer this morning? How many emails did your spam filter block? Email has become an integral part of business communication and spam the major issue for marketers wanting to exploit it. Architects and other specifiers may hide behind receptionists, secretaries and voicemail, but nearly everyone checks their own email.

'select' is a monthly product alert emailed to over 9,000 opted-in recipients. It's used to promote product updates, company news and case studies, and is read by a range of construction industry professionals including architects, engineers, building facilities managers and other specifiers. Prices to advertise start from £270 a month for up to 200 words plus one image. Extended entries include 500 words and three images.

**select**  
CONSTRUCTION

Home News Features

**News**

**Features**

**WPL Learning Classroom** Evaluate new site material skills. Some contractors will consider distance learning but have been keen to take part in the ideal education technology with the interactive methods. This increases the choice available to operators and helps protect another important investment.

**New design review network** CAD and 3D right regional design teams have joined together to create a national network of design review panels. The network will streamline review times that will reduce the time to market for new products.

**The Indoor Environment Handbook** How to make buildings healthy and sustainable. Ensuring that buildings are healthy and comfortable is becoming a priority for architects and building engineers. This highly practical handbook will help make projects more efficient and effective.

**Unidek Ltd Roofing**

**WPL Ltd Wastewater treatment**

**VELUX Roofing**

**SABIC Innovative Plastics**

## Online advertorials

Online advertorials have a few handy advantages: you set the topic agenda but (if you're working with a responsible website owner) will receive firm guidance on how best to engage the site's audience; your keyword-rich copy will be indexed by search engines and, via links to your website, in turn boost your site ranking; and finally, you benefit from being seen by a potentially much larger audience than the one your own site attracts.

Online advertorials – sometimes also referred to as 'sponsored articles' – are now available on theNBS.com. From £800 you can include up to 1,000 words, three images and ten web links to announce the launch of a new product or service, or to update readers on the availability of an existing one. Sponsored articles are featured on theNBS.com main Home page for one week before being moved to a relevant category Home page. They are also automatically included in the NBS' newsletter.

**nbs**

Home About NBS Contact Us My account My orders My orders My orders

Topic Areas Products Solutions Resources Training & CPD Support

**Building Technologies**

**Quest feature: Fire performance and the exterior building envelope**

**eurobond**

**Solutions**

## Banner advertising

The World Wide Web is undoubtedly one of the foremost research resources used by specifiers today. With an estimated 25 billion pages of content it's also a pretty big haystack for them to have to delve through to find what they're looking for, especially if they don't know that it's *your* product information that matches their needs.

Banner advertising provides direct link 'short cuts' from high-traffic sites to the website page(s) of your choosing. Banner ads placed on specialist sites reap the twin benefits of maintaining a strong brand presence while offering a one-click route to more detail.

Market-leading websites [ribaonlinecpd.com](http://ribaonlinecpd.com), [ribaproductselector.com](http://ribaproductselector.com) and [theNBS.com](http://theNBS.com), offer advertisers all the advantages of high traffic, cross-branding and one of the most trusted brand names. A choice of banner ad positions above the fold start from as little as £200 a month. Ads can be static or animated, and on [ribaproductselector.com](http://ribaproductselector.com) can be served on contextually relevant pages.

Home | Building | Building Services | Engineering | Companies

**ribaproductselector.com** RIBA # Enterprises

**Building Services**

**select**

**500**

**FREE**

**HEGAFHAN**