

# 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.



## 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.



## 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, ribaproductselector.com and 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 can be served on contextually relevant pages.

