

# McGraw Hill CONSTRUCTION

## Online marketing solutions



McGraw-Hill  
Construction  
Online  
since 1995

The collage displays several screenshots of McGraw-Hill Construction's online presence. At the top left is the **enr.com** homepage, featuring a search bar, navigation tabs (Home, News, Features, Projects, Products, People & Firms, Opinion, Resources), and a main headline about Turner's CEO. To its right is a **New York Construction** page with a 'NEWSWATCH' section. Below these is the **myhouse** website, which includes a search bar and navigation tabs. In the center is the **ARCHITECTURAL RECORD** website, highlighting 'Daily Headlines' and 'Architecture students'. At the bottom center is a large screenshot of the **McGraw-Hill CONSTRUCTION** main website, which features a 'Welcome to McGraw-Hill Construction' banner, a 'Get the Autodesk Revit Student Kit' offer for \$58, a 'Network' section, and various news articles and project listings. The right side of this main screenshot shows a 'Sponsors' list including Design, NECA/IBEW, and ENR's Award of Excellence.



## About McGraw-Hill Construction

McGraw-Hill Construction connects the leading information and intelligence of the construction industry under one name. A name that stands for over 100 years of leadership and setting new standards. With Engineering News-Record, Architectural Record, MyHouse, Dodge, Sweets and our Regional Publications, McGraw-Hill Construction delivers the pulse of the construction industry. Across our business, in print, in person and online, we reach more than one million industry professionals each month. This means access to an expansive and influential market, all in one place.

### McGraw-Hill Construction Online

From the moment we launched our first website (enr.com in 1995) we have been a proven leader in providing news and information to the design and construction community. McGraw-Hill Construction's 19 websites offer advertising solutions for any budget.

Over the years, we have built the largest base of online design and construction professionals who view McGraw-Hill Construction as their primary source for industry news and information. From our in-depth news and analysis, Annual Top Lists, Building Type and Project Studies, Multitmedia Presentations, McGraw-Hill Construction Online brings an audience of active and engaged users together.

### Websites

- construction.com
- enr.construction.com
- archrecord.construction.com
- sweets.construction.com
- dodge.construction.com
- designbuild.construction.com
- california.construction.com
- colorado.construction.com
- intermountain.construction.com
- louisiana.construction.com
- midatlantic.construction.com
- midwest.construction.com
- newyork.construction.com
- northwest.construction.com
- southcentral.construction.com
- southeast.construction.com
- southwest.construction.com
- texas.construction.com
- myhouse.construction.com

### Email Newsletters

- Constructionmail  
(weekly, 160,000 subscribers)
- WebInsider  
(monthly, 51,000 subscribers)

### Directory

- McGraw-Hill Construction Regional Directories (online and print)

### List Rental

- Opt-in E-mail selections comprised of qualified subscribers and Website registered users from McGraw-Hill Construction Online, Architectural Record, ENR, Dodge and Sweets

### Webcast/Multimedia

- Reach hundreds of potential customers with dynamic interactive programs

### Magazines

- Engineering News-Record
- Architectural Record
- Design-Build
- Sweets Product News
- MyHouse in the Mountain States
- 12 Regional Magazines

### Custom Projects and Research

- Online research and surveys
- Resource/Buyers Guides online
- White Papers and Research Reports
- Integrated programs available

### Events

- Reach and network with senior level decision makers with sponsorships of live and web events



## McGraw-Hill Construction Online

McGraw-Hill Construction online at [construction.com](http://construction.com) is the most popular Internet address for design and construction professionals who visit regularly and return often. McGraw-Hill Construction has been online since 1995. Our 19 specialized Web sites are the most trafficked sites in the industry. By connecting decision-makers to a wealth of information and intelligence, we've built the most active online community of architects, engineers, contractors and other key players in the industry.

### Site Features and Resources:

#### News and Analysis

- ENR and Architectural Record daily headlines
- Web exclusive features
- Weekly cover stories

#### Online Directories

- Comprehensive information on engineering and architectural firms, specialty contractors, suppliers and more
- Over 40,000 listings now online

#### ENR Top Ranked Firms

- Top 500 Design Firms
- Top 400 Contractors
- Top 200 Environmental Firms

#### Building Types Studies

- Extensive project information from Architectural Record
- In-depth analyses of a particular building type
- Research archive for the practicing architect

#### Building Products Information

- Details and specs for over 61,000 products
- 15,000+ CAD Details
- More than 1,800 manufacturers PDF catalogs
- 3 Part Specifications for more than 4,000 products

#### Construction Projects

- Dodge Reports on 500,000 projects
- McGraw-Hill Construction Network
- Bid Management Tools

#### Plus

- Online bookstore
- Industry events calendar
- eClassifieds
- Continuing education
- Equipment and more





## Why Advertise on McGraw-Hill Construction Online?

McGraw-Hill Construction has been delivering successful online marketing solutions since 1995.

By connecting decision-makers to a wealth of information and intelligence, we've built the most active online community of architects, engineers, contractors and other key players in the industry.

As your partner in online branding and marketing, McGraw-Hill Construction can:

- **Generate** thousands—even millions of impressions for your message
- **Drive** qualified customers to your web site
- **Deliver** your message to the right person at the right time in the right place

Depending upon your objectives, you can connect with the total design and construction industry in one broad stroke or develop targeted programs to reach specific audiences.

### Recent Online Advertisers Include:

Adobe Systems	Grace Construction	PPG Industries
Alcan Composites	Hager Hinge	Primavera Systems
Alcoa Cladding	Hayward Baker	Qualcomm
Autodesk	Hertz Equipment	Samsung Digital
Bechtel Jacobs	Hewlett-Packard	Sherwin-Williams
Black& Veatch	Hilti Inc.	Skanska USA Civil
CNA Insurance	Hoffman Construction	Sprint
Carollo Engineers	Hunter Panels	Stanford University
Carter Burgess	JD Edwards	Steelcase
CH2M Hill	Jeld-Wen Inc.	Stone Mountain Brick Co.
Clark Construction Group	Kawneer Company	Summit Structures
Contech	Kelken Construction	The Mohawk Group
Deltek Systems	Lamps Plus	Timberline Software
Dow Corning	Lehigh Cement Company	Toyota Motors NA
eBay	Lutron Electronics	Turner Construction
Emcor Group	Mars Metal Company	United Rentals
Fisher Development	National Gypsum	US Cost
Gardco Lighting	NEC Solutions America	Visa Lighting
GEAC	Nucor-Vulcraft	Vistawall
General Motors	OCE USA	VT Industries
Georgia Pacific	Panelfold	Weather Shield MFG
Georgia Tech	Pemko Manufacturing	Whirlpool
Gleeds	Portadam	Williams Scotsman



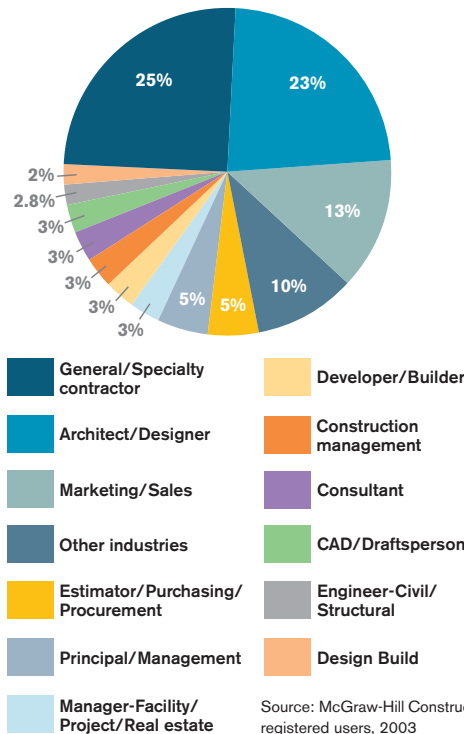
## McGraw-Hill Construction Online Audience

**Over 480,000 unique visitors access our Web sites each month.**

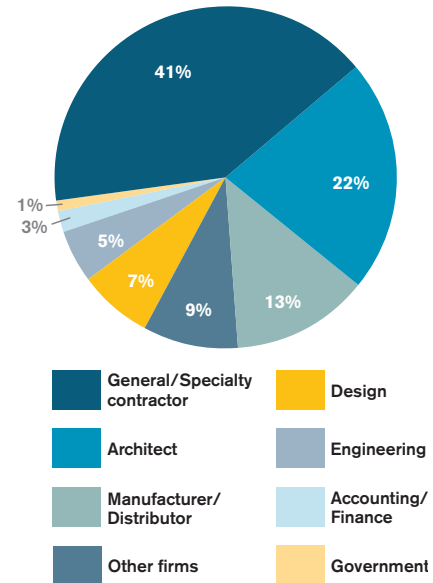
McGraw-Hill Construction Web sites are the most highly-trafficked Internet destinations for design and construction industry professionals.

- Over 750,000 Web visitors each month
- Over 266,000 online registered users
- Over 600,000 unique users each month
- Constructionmail and Web Insider
- Electronic newsletters reach over 730,000 readers each month
- Over eight million online visitors in 2004
- Over 41 million Web pages accessed in 2004

**Reach the entire industry**  
Industry type



**Target a segment of the market**  
Firm type



Source: McGraw-Hill Construction registered users, 2003



# Online Marketing Solutions

McGraw-Hill Construction offers a full range of marketing solutions to meet your needs. The fundamental building blocks of an online marketing campaign include web banners and emails. You can target your efforts for maximum impact with a variety of advertising sizes, locations and frequencies.

Depending upon your objectives, you can connect with the total design and construction industry in one broad stroke or develop targeted programs to reach specific audiences.

## Web advertising solutions

- Content/Site sponsorships
- Banner ads
- Directories
- Interactive Tools Sponsorships – Email This, Print This
- Search/Keyword advertising
- Webcasting

## Email marketing solutions

- Email newsletter advertising
- Direct email/Email list rental
- Online lead generation

## Available Ad Sizes (IAB compliant)

- Button 120 x 60
- Full Banner 468 x 60
- Medium Rectangle 300 x 250
- Leaderboard Banner 728 x 90
- Skyscraper 120 x 600
- Vertical Banner 120 x 240

Online ad programs may be purchased for specific date runs, Run-of-Site, Run-of-Network, Sweets Keywords, CSI Section, Division areas, targeted sections.

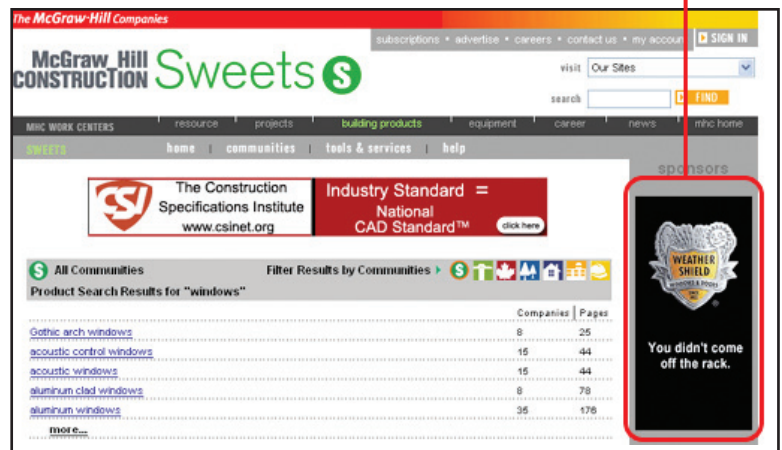
468 x 60 pixels  
Full Banner

120 x 240 pixels  
Vertical Banner



300 x 250 pixels  
Medium Rectangle

120 x 240 pixels  
Vertical Banner



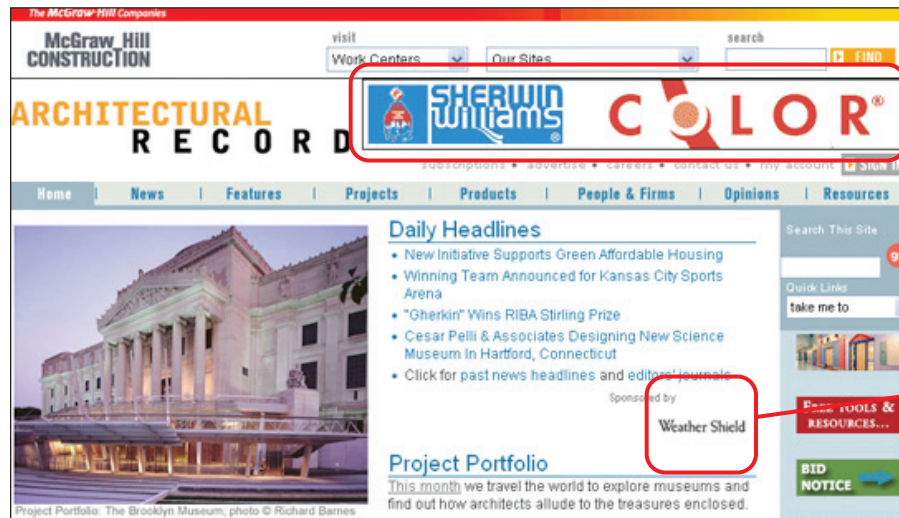
# Content and Topic Specific Sponsorships

Content sponsorships are among the most dynamic and effective online vehicles for advertisers to communicate their message and build brand awareness. Reach the online audience—contractors, owners, developers, architects, specifiers and engineers 24/7/365.

For example, if you choose to sponsor the Architectural Record Building Types Studies content area – your material (logo, horizontal banner, vertical banner and rectangle banner) will be featured on the homepage and throughout the area.

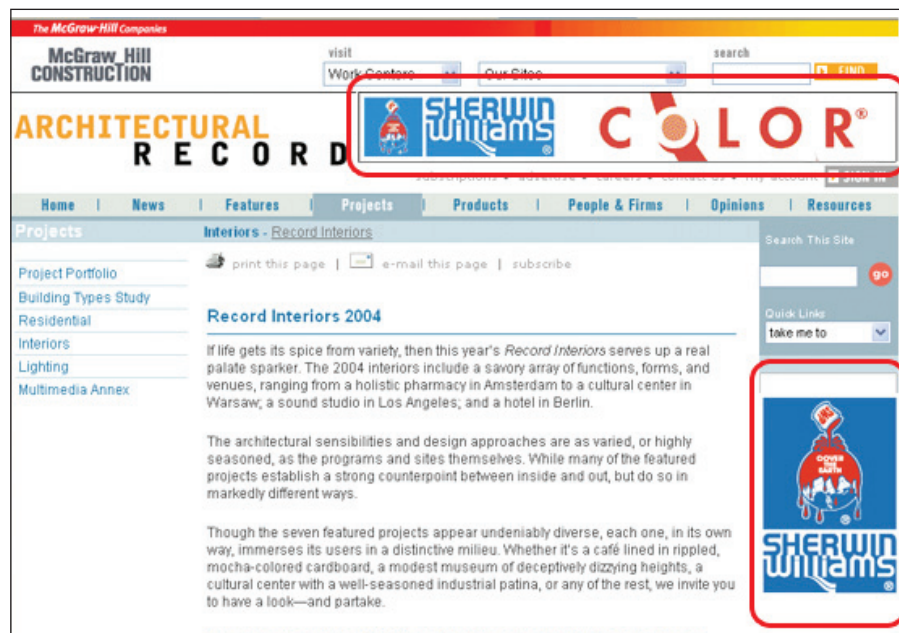
## Content and Topic Specific Sponsorships programs include:

- Homepage logo placement
- Vertical banner on Content page
- Run of site (ROS) banners (468 x 60 banner and 300 x 250 banner)



468 x 60 pixels  
Full Banner

Homepage  
Logo



468 x 60 pixels  
Full Banner

120 x 240 pixels  
Vertical Banner

## Online Marketing Solutions: Banners

### Banners (468 x 60 pixels)

Banners form the foundation of any online advertising program. Our technology enables banners to be positioned on certain pages – i.e: News pages only. They can also be targeted to one site (ROS – run-of-site), or as many sites as needed (RON – run-of-network).

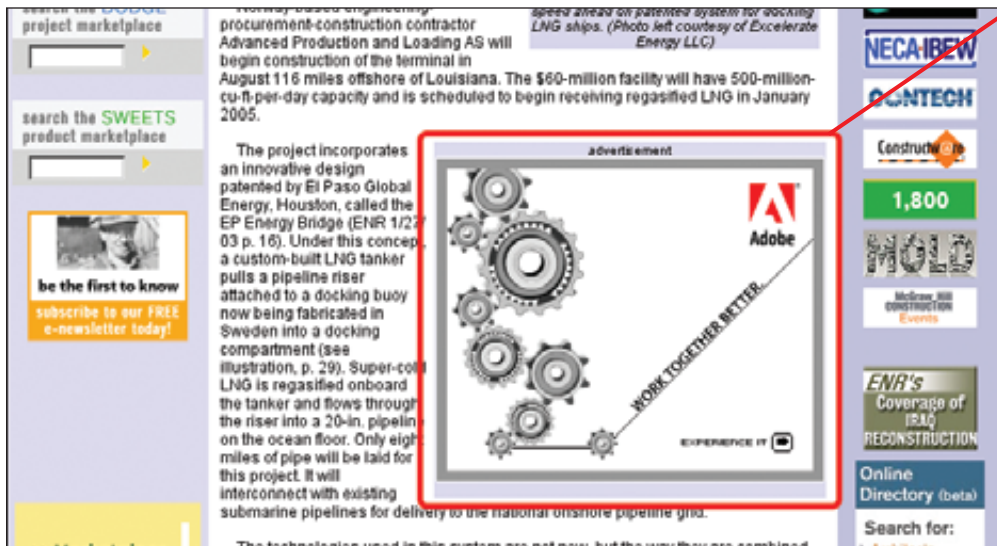
468 x 60 pixels  
Full Banner



### Medium Rectangle (300 x 250 pixels)

Integrate traditional banner programs and get your message in front of the McGraw-Hill Construction Online audience with large 300 x 250 Rectangle Banners. These banners appear within our Industry leading editorial and news content. Advertising offers an opportunity to capture the reader's attention and get in front of your audience – while they are online reading and getting industry information and news.

300 x 250 pixels  
Medium Rectangle







## Online Marketing Solutions: Banners

### Leaderboard Banner (728 x 90 pixels)

This large banner appears above the fold and provides a high-impact message.



728 x 90 pixels  
Leaderboard

### Skyscraper (120 x 600 pixels)

The skyscraper is ideal for the advertiser who wants one of the highest click-through banners in the industry and top notch branding by association. This banner size has been one of the top choices recommended by top ad agencies. Skyscrapers are generally located on the far right of web page and are visible as readers scroll.



120 x 600 pixels  
Skyscraper



## McGraw-Hill Construction Directory

Make sure your customers and prospects can find you. Get listed in the McGraw-Hill Construction Directory. Keep your information accurate. Companies selecting Online Directory programs will be provided a username and password enabling them to upload or update their listings.

### Online Expanded Directory Benefits include:

- Bold Company Listing
- A 75-word Company Profile
- Keyword field – additional company information
- Priority Placement – all Expanded Profiles appear above basic listings
- A contact (email) and RFI link
- Web and email links
- Email forwarding capabilities
- 12 month program
- Self-updating tool
- Cost \$295.00 for 12 months (non McGraw-Hill Construction customers pay \$495.00 for 12 months)

The screenshot shows the top navigation bar with 'The McGraw-Hill Companies' logo and links for 'subscriptions', 'advertise', 'careers', 'contact us', and 'my account'. Below the navigation is the 'McGraw Hill CONSTRUCTION Regional Publications' header. A search bar is present with a 'FIND' button. The main content area is titled 'McGraw-Hill Construction Regional Directories (beta)'. It includes a search instruction: 'Find a Company by Company or Product Name by entering a search term in the field below. Use the additional options on this page to help narrow your search.' Below this are several search filters: 'Company Name or Product', 'Company Keyword', 'Find an Architect' (with a dropdown menu), 'Find an Engineer' (with a dropdown menu), 'Find a General Contractor' (with a dropdown menu), 'Find a Specialty Contractor' (with a dropdown menu), 'Find Suppliers' (with a dropdown menu), 'Find Equipment/Machinery' (with a dropdown menu), and 'Find Services' (with a dropdown menu). There are also fields for 'State' and 'Zip Code' with a 'within 10 miles' dropdown. A sidebar on the left contains an advertisement for 'McGraw Hill CONSTRUCTION Regional Publications Online Directories' with the text 'Get listed today and build your business!' and a 'learn more' button. A sidebar on the right lists sponsors: 'EQUIPMENT TRACKING...', 'For the AEC Industry', 'Kramer Consulting', 'Steel Institute of New York', 'NECA-IBEW', and 'McGraw Hill CONSTRUCTION professional bookstore'.

This screenshot shows the search results page for 'F.J. Sciame'. The header is identical to the previous screenshot. The main content area displays the search results for 'F.J. Sciame'. It includes the company name, address (00 South Street, New York, NY 10038), phone number (212.232.2200), and website (http://www.fjsciname.com). There are links for 'Request Information', 'Email This Page', 'Print', and 'Update Your Listing'. A 'Company Description' section follows, stating: 'The firm's accessibility, responsiveness and attention to detail have earned Sciame the reputation of having integrity, passion for its work and a "can do" attitude. This attitude helps to foster a partnering approach that benefits all members of a project team – owner, owner's representative, architect, engineer and other consultants. This unique approach has consistently resulted in the firm's ability to exceed client expectations.' Below this is a 'Keywords' section listing: 'Corporate Interiors, Educational Facilities, Historic Restorations, Medical Facilities, Museums/Cultural Centers, Research Complexes, Residential, Restaurants, Retail Facilities'. A 'Search Again' link is provided. At the bottom, there is a note: '\* Not listed in the McGraw-Hill Construction Regional Directories? Click here to learn more on getting listed today.' The sidebar on the left is the same as in the previous screenshot. The sidebar on the right lists sponsors: 'EQUIPMENT TRACKING...', 'Steel Institute of New York', 'Management Consulting Services', 'For the AEC Industry', 'The Electrical and Voice/Data Professionals', and 'McGraw Hill CONSTRUCTION professional bookstore'.



## Online Marketing Solutions: Interactive Tools

### Interactive Tools

Email to a Friend, Print This. Exclusive banner appearing on interactive tools pages available on enr.construction.com, sweets.construction and archrecord.construction.com.

The screenshot shows a web browser window titled "EMAIL THIS Article". At the top left is the McGraw Hill CONSTRUCTION ENR logo. To the right is a "sponsored by MG<sup>2</sup>" button, which is circled in red and labeled "Sponsor Button". Below the logo are links for "Login | Sign Up | Help". A grey bar contains the text "EMAIL THIS ENR Article". Below this are three buttons: "Cancel", "Edit Address Book", and "Send".

The main content area displays "ENR News" with a headline: "10/25/04 Joy, Polshek Win Cooper Hewitt-Design Awards for Architecture". Below this is a form for sending an email. It includes a "To:" field, a "Bcc:" field, and a "Your email address:" field marked with an asterisk. A "Message:" text area is also present. To the right of the form is a "Click here to select from: Address Book" button and a disclaimer: "The information entered on this page will not be used to send unsolicited email, and will not be sold to a 3rd party. Terms of Use | Privacy Policy". There is also a "Copy me" checkbox.

At the bottom of the window is a large banner, also circled in red and labeled "468 x 60 Banners". The banner features the MG<sup>2</sup> logo on the left, the text "ICE 2000 Interactive Cost Estimating®" in the center, and "Contact Us" on the right. Below the text, it says "Reduce Takeoff Time by at least 50%".



## Online Marketing Solutions: Newsletters

More and more marketers are making E-mail newsletters central to their marketing strategies. McGraw-Hill Construction's weekly Constructionmail, and Architectural Record's WebInsider reach over 730,000 influential design and construction professionals each month.

### Constructionmail

Constructionmail offers the design and construction community leading editorial with headline news from construction.com, Engineering News-Record (ENR), Architectural Record, Design-Build, and 12 leading Regional Publications, along with project information from Dodge, and product information from Sweets.

**Delivery: Every Thursday**

**Reach: 184,000 subscribers**

**Open Rate: 44%\***

**Materials: 3 – 468x60 banner positions and 25-30 words url link**

### WebInsider

McGraw-Hill Construction Architectural Record's WebInsider reaches design professionals. WebInsider provides monthly insights to what's online at archrecord.construction.com including daily news, web exclusive content, Building Type Studies, Product Reviews, Project Studies, Continuing Education and much more.

**Delivery: Monthly**

**Reach: 48,000 subscribers**

**Open Rate: 60%\***

**Materials: 468x60 banner positions or a 300x250 rectangle position and 25-30 words with url link**

### Constructionmail



### WebInsider



\*DoubleClick reports that the average open rates is 32.6% in 2005



## McGraw-Hill Construction List Rental

McGraw-Hill Construction, the industry-leading information provider, delivers news, information, forecasts, and in-depth analysis to more than one million customers within the \$4-trillion global construction community.

The McGraw-Hill Construction opt-in E-mail file is comprised of qualified subscribers and Web site registered users from McGraw-Hill Construction Online, Architectural Record, ENR, Dodge and Sweets.

These opt-in design and construction professionals utilize the Internet to get information and make purchases. The McGraw-Hill Construction E-mail List provides unparalleled access to buyers and key decision-makers for products, services, project information, tools and equipment.

This database allows you to target marketing campaigns to specific audiences: Industry, Job Function, Employee Size and more.

If you need to reach design and construction professionals, contact our List Management firm ePostDirect: Maggy Pizzuto at 845-731-3844 or email at maggy.pizzuto@epostdirect.com

### McGraw-Hill Construction Email Database

**132,272** **email addresses** **\$285/M**

Transmission:  
\$95/M - Text  
\$115/M - HTML

20% commission on base  
to recognized list brokers

**Selections:**

Industry ..... \$15/M  
Job Function ..... \$15/M  
No. of Engineers ..... \$15/M  
No. of Architects ..... \$15/M  
Geography ..... \$10/M

Minimum:  
5,000 addresses

updated and cleaned continuously

**Guarantee: 100% delivery**

For more information please contact:  
Maggy Pizzuto at 845-731-3844  
or email her at  
maggy.pizzuto@epostdirect.com

e-PostDirect, Inc.  
P.O. Box 1556  
Pearl River, NY, 10965  
Fax (845) 620-9035  
www.epostdirect.com

**Postal addresses available  
355,766 @ \$145/M**

For Postal List Info Contact:  
Claude Marada  
Edith Roman Associates  
Phone # (845) 731-2760  
Fax # (845) 620-9035  
Claude.marada@edithroman.com

The **McGraw-Hill Construction Email Database** gives you access to a rich resource of key decision-makers. They are paid and controlled subscribers to **ENR** and **Architectural Record**, registrants to **M-H Construction.com** and other McGraw-Hill award winning publications and Book Buyers of specialty books published by The McGraw-Hill Companies. They are owners, partners, CEO's, CFO's, presidents, engineers, production, design, architectural, IT, sales, marketing and other financial executives in the construction industry with the purchasing authority to buy your products and services.

These professionals build the world's infrastructure and specify materials for both new and existing residential, industrial and corporate construction. They share in a robust, recession proof industry. According to the US Census Bureau, the total value of construction work exceeded \$453 billion in 2002. That's 86% of the value of all establishments!

These construction professionals are responsible for designing, creating and maintaining buildings as well as specifying products and materials for both buildings and their interiors throughout all construction sectors. They are continuously searching for all products and services that will make their company more successful including: construction, architectural, project management and engineering software, urban planning, interior design, landscaping, accounting programs, practice management, professional services.

These professionals make regular purchases of hardware and software products, office supplies, travel, books, publications, construction equipment, and more for their firms and exercise substantial influence on purchasing decisions for their clients. The McGraw-Hill email files are highly selectable, response-proven and well-maintained...add them to your next campaign today.

**Job Function**

Corporate Management .....12,244  
Middle Management .....68,668  
Engineering Management .....51,084  
Architecture/Design Management .....32,518  
Financial Management .....345  
Production Management .....478  
Sales & Marketing Management .....4,005

McGraw-Hill has made their **Construction Email Database** available exclusively through e-PostDirect. Best of all, using the list is easy. All you need to do is e-mail us the message you want to send. We will then select and transmit your message to the **McGraw-Hill Construction Email Database** for you from our e-mail servers. The list is guaranteed to be 100% deliverable!



## McGraw-Hill Construction Online Specifications

McGraw-Hill Construction now offers online multiple Interactive Marketing Units\* for maximum exposure. These units are designed to enable marketers to utilize greater interactivity as well as expand the creativity in their online messaging. \* IAB Standard Ad Formats

Unit	Dimensions (pixels)	Max File Size	Animated/Rich Media
Button	120x60	15k	yes
Full Banner	468x60	20k	yes
Medium Rectangle	300x250	35k	yes
Leaderboard Banner	728x90	35k	yes
Skyscraper	120x600	20k	yes
Vertical Banner	120x240	20k	yes

Online, On Target and Innovative. McGraw-Hill Construction Online provides the tools needed to maximize online marketing programs. Get your message to connect with the audience you are looking for.

All online units are delivered by a centralized ad serving system powered by 24/7 Real Media. Our ad serving platform enables advertisers to track performance of each banner. Our main objective is to help our clients generate increased brand awareness, increase revenue and profits.

McGraw-Hill Construction Online accepts third-party ad serving and most rich media. Where third party ads alternate during program flights McGraw-Hill Construction must review and approve each ad to insure they conform to site standards and guidelines.

Please allow 3-5 days to process online placements and 5-6 days to process all types of rich media ads.

For specific question regarding banner types or formats please contact our AdMaster, Danielle Miller – phone 609-371-8040 or by email [danielle\\_miller@mcgraw-hill.com](mailto:danielle_miller@mcgraw-hill.com).



## McGraw-Hill Construction Online Opportunities and Rates

### Content Area Sponsorships

Content sponsorship packages include ads of several different shapes and sizes.

ENR Section	Monthly Impressions Average	Annual Rate* (Gross)
Headline News	230,000	\$138,000
Business & Labor	30,600	\$18,400
Construction Economics	27,900	\$16,750
Equipment Tracks & Trends	15,000	\$9,000
Projects	15,000	\$9,000
Buildings	10,250	\$6,100
Safety	10,000	\$6,000

Other ENR sections available for sponsorship include Top Lists, Features, Environment and Transportation - contact your McGraw-Hill Construction sales representative for pricing.

Architectural Record Section	Monthly Impressions Average	Annual Rate* (Gross)
Project Portfolio	65,000	\$26,000
Building Types Studies	Varies	Varies
Residential	75,000	\$23,100
News	75,000	\$21,600
Continuing Education	40,000	\$12,600
ArchRecord 2	30,000	\$12,500
Lighting	13,000	\$8,100
Interiors	25,000	\$8,000

Other Architectural Record's sections available for sponsorship include Record Houses, Digital Practice and AR Insider - contact your McGraw-Hill Construction sales representative for pricing. Custom placements are also available.

### Rich Media Units

McGraw-Hill Construction Online offers a variety of newer technological formats such as Eyeblander, Enhanced Flash (PointRoll), and others. Additional costs may apply to rich media ad units. For program details and rates, contact your McGraw-Hill Construction sales representative for pricing.

### McGraw-Hill Construction Directory

Enhanced listings for 12 months: \$495  
(Rate for customers of McGraw-Hill Construction: \$295)

\*Subject to 15% agency commission

### Email Newsletters

Newsletters alert recipients to the latest news and information available at McGraw-Hill Construction Online.

**Constructionmail** – reaches over 170,000 design and construction professional each week. Placements include a 468 x 60 banner and text promo with link.

Placement	Text	html	Cost/Issue
Top Position	Yes	Yes	\$3000*
Second Position	Yes	Yes	\$2500*
Third Position	yes	Yes	\$2000*

**Architectural Record's WebInsider** – published once a month and reaches over 50,000 design and architectural professionals.

Placement	Text	html	Cost/Issue
Top Position (468 x 60 banner)	Yes	Yes	\$3000*
Second Position (300 x 250 banner)	Yes	Yes	\$2500*
Third Position (468 x 60 banner)	Yes	Yes	\$2000*

\* for Frequency rates contact your McGraw-Hill Construction sales representative.

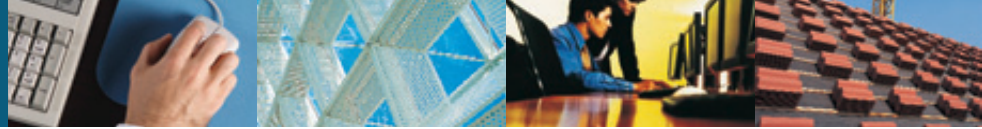
### Run of Network

McGraw-Hill Construction Online offers a range of ad sizes including 468x60, 140x800, 300x250, 728x90, 120x90 and 88x31. Cost is based on the number of impressions delivered. Prices are presented per thousand of impressions.

Number of Impressions	468x60	300x250	728x90	120x600
1,000,000	\$25.00	\$32.00	\$32.00	\$32.00
750,000	\$30.00	\$36.00	\$36.00	\$36.00
500,000	\$34.00	\$43.00	\$43.00	\$43.00
250,000	\$36.00	\$45.00	\$45.00	\$45.00

### Microsites

McGraw-Hill Construction will work with advertisers to develop custom microsites to showcase specific products and services. Each microsite can include articles, videos, interactive features, and more. For program details, contact your McGraw-Hill Construction sales representative.



## Online Marketing Solutions Contacts

### Advertising Information:

Erin Liddell  
130 East Randolph Street  
Chicago, IL 60601

Phone: 1-312-233-7432  
Fax: 1-312-233-7488  
E-mail: [erin\\_liddell@mcgraw-hill.com](mailto:erin_liddell@mcgraw-hill.com)