

Integrated Online Marketing with DHI

Current doors & hardware advertisers receive an additional 15% discount off all Interactive Ad Placements!

DHI'S INTERACTIVE ADVERTISING OPPORTUNITIES RANGE FROM DHI WEBSITE BANNERS AND INTERACTIVE MEMBERSHIP DIRECTORY ADVERTISEMENTS TO A BI-WEEKLY E-NEWSLETTER PRESENCE.

ELECTRONIC ADVERTISING CAMPAIGNS OFFER AN EFFECTIVE AND ECONOMICAL MEANS TO INCREASE YOUR COMPANY'S BRAND AWARENESS AND PRODUCT VISIBILITY DIRECTLY TO YOUR CUSTOMER BASE AS WELL AS TO INDUSTRY STAKEHOLDERS (ARCHITECTS, SPECIFIERS, CODE OFFICIALS, BUILDING OWNERS & MANAGERS) WHILE ALSO DRIVING TRAFFIC DIRECTLY TO SPECIFIC SECTIONS OF YOUR WEBSITE.

PLEASE ADDRESS INQUIRIES TO: **Molly Long**, DHI Advertising Manager
(703) 766-7014 / MLong@dhi.org
14150 Newbrook Drive, Suite 200 Chantilly, VA 20151



DHI Interactive Marketing Opportunities

INTEGRATE YOUR COMPANY'S MARKETING PROGRAM ONLINE



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Presorted
First-Class Mail
U. S. Postage
Paid
Permit No. 48
Merrifield, VA

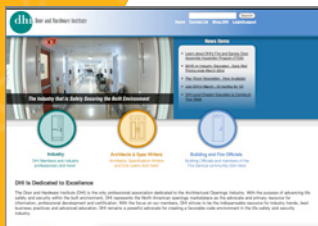


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Ad Sizes & Rates

Website Banner Advertisements



DHI.org is THE exclusive online resource dedicated to the commercial openings industry, featuring over 6,000 unique visitors each month with over 10,000 visitors viewing nearly 60,000 pages each month. And these numbers continue to grow! What better way to get your company's name and products front and center than on www.dhi.org?

DHI.ORG BANNER RATES

Ad Type	Size (px)	Rate per month (net)*
Leaderboard – Top	728 x 90	\$750
Skyscraper – Right side	160 x 600	\$500

*Minimum 3-month commitment per advertisement. For exclusivity and Flash options, please call for more information.



E-Newsletter Banners



DHI's twice-monthly e-news compilation service bringing subscribers:

- The most important non-residential construction industry news aggregated from hundreds of media sources
- News about the latest developments in construction and design, security and government affairs that affect your business
- Timely updates from DHI that impact industry legislative issues, initiatives, and matters of importance within the distribution channel

IndustryWatch helps its readers through the barrage of industry news and non-residential building information that broadcasts to

over 10,000 opt-in subscribers, *twice a month* for a total of over 20,000 viewers of your advertisement monthly.

IndustryWatch is emailed every other Thursday.

IndustryWATCH BANNER RATES

Ad Type	Size (px)	Rate per month (net)*
Leaderboard – Top	728 x 90	\$1300
Skyscraper – Right side	160 x 600	\$900
Heading – "Sponsored By" Tab	160 x 45	\$750

*Minimum 3-month commitment per advertisement.

2011 Interactive Membership Directory Advertisement



Reach over 5,000 DHI members in a user-friendly electronic version that members can access from the DHI website or download to a computer desktop, flash drive, or burn to a disk.

- **Same look and format** of a traditional printed directory. With the same sizing specs, no need to create NEW artwork! Increase your branding by using the same advertisements in *Doors & Hardware* magazine.

- **Easy access** from DHI website or a file of the entire book can be downloaded to your computer desktop, flash drive or CD—increasing usability.
- **Hot Link** features allow users to click directly within your ad to link to your company's website or email.
- **Fully interactive content** enriches your advertisement with interactive media such as video and flash animation. Make your ads come alive for readers!
- **Newsticker** feature allows you to call attention to your ad or promote products and services in a dynamic and interactive fashion along the outside of the Directory.

The Interactive Membership Directory provides contact information for all DHI members including National and Chapter Leadership, distributors, manufacturers, and sales agents. Regular Directory updates will include new members as well as company and individual changes. This reference is used on a daily basis by members in need of contact info on all the key industry players.

INTERACTIVE MEMBERSHIP DIRECTORY AD RATES

Ad Type (4-color only)	Size (inches)	Rate per month (net)* (6 months/12 months)
Full Page	7.25 x 9.875	\$250/225
Half Page (Horiz. or Vert.)	7.25 x 4.75	\$190/170
Quarter Page	3.562 x 4.75	\$110/100
Cover 2 (Inside Front Cover)		\$315/300
Page 3		\$290/275
Newsticker		FREE w/Full Page Ad, or \$75 per month

* Minimum 6-month commitment per advertisement. 12-month commitment allows ad change at midpoint.

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