



BOMABOSTON.OFFICIALBUYERSGUIDE.NET

A photograph of the Boston skyline at sunset, featuring the City Hall tower prominently in the center. The sky is a mix of pink, orange, and blue. In the foreground, there are green trees and a brick walkway.

BOMA BOSTON MEDIA KIT

Reach members with nearly \$1 billion in
annual spending power!

FOR MORE INFORMATION, PLEASE CONTACT:

Kira Krewson
Project Manager
(770) 810-6982
kkrewson@naylor.com

The logo for Naylor Association Solutions, featuring the word "NAYLOR" in large, bold, white capital letters, followed by a stylized arrow icon pointing to the right. Below it, the words "ASSOCIATION SOLUTIONS" are written in smaller white capital letters.

NAYLOR ➤
ASSOCIATION SOLUTIONS



WHY BOMA BOSTON?

- We represent nearly **70% of the commercial real estate professionals** in Massachusetts.
- We are the **3rd-largest** local affiliate of BOMA with members representing **more than 200 million square feet** of commercial real estate throughout Boston and the greater Boston area.
- Our members have **nearly \$1 billion** in purchasing power.

WHO YOU'LL REACH:

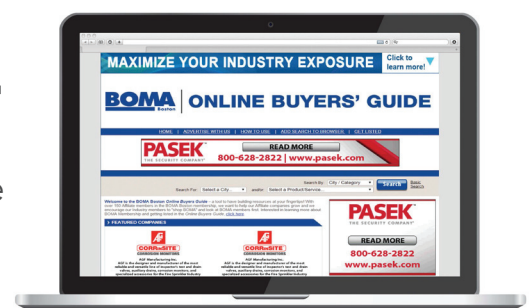
Our membership is comprised of Boston's leading commercial real estate professionals. The Online Buyers' Guide is a trusted source when members are searching for products and services. Our members own or manage **more than 200 million square feet** of commercial real estate and hold key positions including:

- Asset managers
- Building owners
- Developers
- Facility managers
- Leasing professionals
- Managers
- Service providers

Maximize your brand's visibility!

Contact your Naylor account executive and reserve your space today.

ONLINE BUYERS' GUIDE



bomaboston.officialbuyersguide.net



ONLINE BUYERS' GUIDE

ABOUT THE *ONLINE BUYERS' GUIDE* – BOMABOSTON.OFFICIALBUYERSGUIDE.NET

The *Online Buyers' Guide* is a user-friendly forum designed to bring suppliers and end-users together. Available whenever you need it, *Online Buyers' Guide* makes it easy to locate products and professional services geared to the industry.

A Reference at Your Fingertips:

- Cross-promoted in other BOMA Boston communication pieces
- Optimized to drive traffic from search engines and the BOMA Boston home page
- Efficient browsing with fewer clicks
- Users can set the *Online Buyers' Guide* as their default browser, bringing them to your listing
- Directs visitors to a landing page to learn more about your business
- Google™ integration returns richer results
- Consumers come to you when they are ready to buy
- Customized listing and enhanced content

On average, BOMA Boston Online Buyers Guide receives:

- Visits lasting 3:10 minutes each
- More than 3.50 page views per session
- 89.5% new visits
- Traffic numbers from June 2017 to-May 2018

The purchase of any *Online Buyers' Guide* display ad comes with a COMPLIMENTARY Premier Listing!

The screenshot shows the BOMA Boston Online Buyers' Guide homepage. At the top, there's a banner for PASEK with a 'Click to learn more!' button. Below this, there's a search bar and a list of featured companies. On the right side, there's a sidebar with more PASEK ads and a 'METALSTONE TECHNOLOGIES' ad. At the bottom, there's a 'FEATURED LISTING' section. Arrows from the text blocks on the right point to specific ad placements on the website.

Curtain Ad – EXCLUSIVE POSITION

Member | \$2,780 Non-Member | \$3,350

Showcase your ad at the top of every page with a call to action. Viewers can click and expand the ad to view your full message. Exclusive run-of-site position. Includes complimentary Premier Listing. (Leaderboard 970 x 90 pixels, Billboard 970 x 300 pixels)

Banner Package

Member | \$2,780 Non-Member | \$3,350

No matter what page of the *Online Buyers' Guide* visitors click on, your message will be prominently displayed! Your ad will be displayed on both Leaderboards, as well as in the top two Rectangle Ad positions. Run-of-site. Only four banner packages are available. Includes complimentary Premier Listing. (728 x 90 pixels and 300 x 250 pixels)

Featured Companies

Member | \$1,400 Non-Member | \$1,680

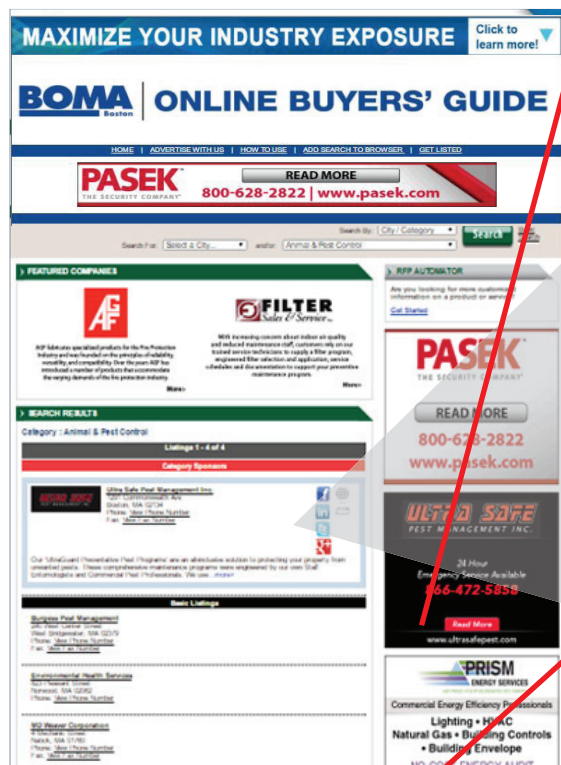
The Featured Companies section allows five companies to showcase their offerings through two rotating rectangle positions. Includes company logo and short description. Run-of-site. (120 x 60 pixels or 120 x 120 pixels)

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

For the latest online specs, please visit: www.naylor.com/onlinespecs

ONLINE BUYERS' GUIDE

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Category Rectangle

Member | \$560 Non-Member | \$675

The Category Rectangle appears in the third rectangle position on the right column of the category of your choice, as well as on the home page, ensuring your message impacts those in the market for your specific products and services. (300 x 250 pixels)

The purchase of any Online Buyers' Guide display ad comes with a COMPLIMENTARY Premier Listing!



Premier Listing Package

Member | \$280 Non-Member | \$330

Premier Listings are designed to offer heightened visibility within Online Buyers' Guide. Premier Listings appear on a first-reserved, first-listed basis on top of all basic listings, ensuring they are seen first.

Premier Listings contain all basic information, including company name, address, phone and fax.

Includes five (5) product/service category listings of your choice. Additional category listings are \$50 each.

For the latest online specs, please visit:
www.naylor.com/onlinespecs

Premier Listing additional features:

- Full-color company logo
- Active website, Facebook, Twitter and LinkedIn links, email address and up to five detailed contacts
- Extended company profile and products and services listing
- Full-color product image and description — can be hyperlinked to any Web page of your choice
- Google™ Map It! — displays a Google™ map of your business location
- Google™ site search — allows users to search your company website directly from your Premier Listing
- Request for information — generates a form through which users can contact a designated representative from your business directly

ONLINE BUYERS' GUIDE

bomaboston.officialbuyersguide.net

The purchase of any *Online Buyers' Guide* display ad comes with a COMPLIMENTARY Premier Listing

Premier Listing Package Member | \$280

Premier Listing Package Non-Member | \$330

Premier Listings are designed to offer heightened visibility within *Online Buyers' Guide*. Premier Listings appear on a first-reserved, first-listed basis on top of all basic listings, ensuring they are seen first. Premier Listings contain all basic information. Includes five (5) product/service category listings of your choice. Additional category listings are \$50 each.

Premier Listing additional features:

- Full-color company logo
- Active website, social media links, email address and up to five contacts
- Extended company profile and products and services listing
- Full-color product image and description linked to your website
- Google map of your business location
- Google site search: to search your website from your Premier Listing
- Request for information: a contact form to reach a representative from your business

MAXIMIZE THE IMPACT OF YOUR PREMIER LISTING WITH THESE UPGRADES

Guaranteed Position

For companies that want to ensure top visibility in their category, we offer guaranteed placement above your competitors. When visitors click on a product/service category on the home page of the *Online Buyers' Guide*, your company is the first that they see. Includes Premier Listing upgrade.

Category Sponsor #1
Category Sponsor #2
Category Sponsor #3

Member	\$500	Non-Member	\$600
Member	\$450	Non-Member	\$535
Member	\$380	Non-Member	\$460

Video Upgrade

Bring your Premier Listing to life! Add a video with sound that shows your product or company in real life. Videos can run up to 5 minutes.

Member | \$220 **Non-Member** | \$250

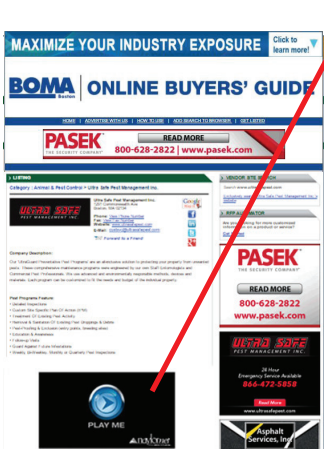
Green Upgrade

Highlight your company as one that follows and encourages green practices. Price includes Premier Listing.

Member | \$370 **Non-Member** | \$440

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

For the latest online specs, please visit: www.naylor.com/onlinespecs



PAST ADVERTISERS

Our communications program is made possible solely through advertiser support. We appreciate the investment that our advertisers make with BOMA Boston and strongly encourage our members to do business with vendors that support our association. Members know that they can confidently select the quality products and services featured within the official resources of BOMA Boston.

- **A&A Window Products, Inc.**
- **ACP Cleaning**
- **Airxchange, Inc.**
- **American Window Film, Inc.**
- **Amramp**
- **Aruthur Cole Painting Group**
- **Barclay Water Management, Inc.**
- **Better Life Food**
- **BMS CAT of Massachusetts, LLC**
- **Boston Air Systems, Inc.**
- **Boston Paint Company**
- **Breen & Sullivan Mechanical Services, Inc.**
- **Brightview Landscape Services, Inc.**
- **Cornerstone Painting Contractor**
- **Elcon, LCC**
- **Ellis Fire Suppression, Inc.**
- **Emerson-Swan**
- **Fidelis Facility Service Group**
- **Filter Sales & Service, Inc.**
- **Flynn Law Group, LLC**
- **Great In Counters**
- **H& K Insurance Agency, Inc.**
- **Harding Botanicals, LLC**
- **iLuminate Products**
- **Metalstone Technologies, LLC**
- **Moura's Cleaning Service, Inc.**
- **Nalco Company**
- **New England Sealcoating**
- **Norel Service Company, Inc**
- **Paige Landscape Company, Inc**
- **Pasek Corp**
- **Peniel Environmental**
- **R.L. Goldman Co. Inc.**
- **RJ Home Inspections, Inc.**
- **Roof Tech Sales**
- **Schindler Elevator Corp.**
- **Securitas Security Services USA, Inc.**
- **ServiceMaster by Gilmore**
- **Smart Coats Inc.**
- **Stanley Elevator Company, Inc.**
- **ThyssenKrupp Elevator**
- **Ultra Services, Inc.**
- **Wessling Architects**

PREMIER LISTINGS VERSUS BASIC LISTINGS



Premier Listing includes:

- Premium Placement Above Basic Listings
- **Full-Color Company Logo**
- Company Name
- **Company Contacts**
- - Up to five with separate title, email and phone number for each person
- Full Mailing Address
- Phone Number
- Fax Number
- **Active Web link**
- Active Email
- **Active Facebook, Twitter and LinkedIn links**
- **"Forward to a Friend" Capability**
- **Product/Service Category Listings**
- - Includes five categories of your choice
- - Additional categories available for \$50 each
- Extended Company Profile
- Full-Color Product/Service Image
- Extended Product/Service Description
- Google™ Map It!
- Google™ Site Search
- Request for Information Feature
- Request for Proposal Enabled

Upgrade Opportunities:

- Category sponsorship
- Add a video to your listing



Basic Listing includes:

- Company Name
- Company Contact
- - Limited to one person
- Full Mailing Address
- Phone Number
- Fax Number
- Active Email
- Product/Service Category Listing
- - Limited to one category
- - Assigned by association

ONLINE BUYERS' GUIDE

PREMIER LISTING CATEGORIES

Our *Online Buyers' Guide* allows visitors to locate your business quickly and easily. Your Premier Listing will appear under the categories of your choice, ensuring that your company is seen by those in the market for your products and services.

Five free categories are included with your Premier Listing, and additional categories are only \$50 each. Bold terms are for grouping purposes only and are not available for selection.

Architecture

- ☐ ADA Compliance Services
- ☐ Architecture

Building Services

- ☐ Air Quality
- ☐ Animal & Pest Control
- ☐ Building Automation & Controls
- ☐ Building Evaluations
- ☐ Catering Services
- ☐ Construction Management
- ☐ Equipment Monitoring & Control
- ☐ Facilities Management/Services
- ☐ Inspection Services
- ☐ Restroom Accessories
- ☐ Tenant Amenities
- ☐ Welding

Cleaning

- ☐ Building Cleaning
- ☐ Janitorial/Supplies
- ☐ Window/Window Cleaning

Electrical

- ☐ Electric Services/Supplies
- ☐ Electric Metering/Monitoring
- ☐ Lighting

Exteriors/Structural

- ☐ Masonry
- ☐ Painting/Coating
- ☐ Roof Management Services
- ☐ Sealants/Coating
- ☐ Window Film/Treatment

Interiors

- ☐ Artwork
- ☐ Flooring Products/Services
- ☐ Painting
- ☐ Landscaping/Interior Plantscaping
- ☐ Paper Products

Life/Fire Safety

- ☐ Emergency Preparedness & Planning
- ☐ Emergency Response Services
- ☐ Fire Sprinkler System Maintenance
- ☐ Indoor Air Quality Services

Management Services

- ☐ Business Communications
- ☐ Business Supplies
- ☐ Computer Property Management Software
- ☐ Executive Search & Consulting
- ☐ Financial Services
- ☐ Insurance
- ☐ Internet Services
- ☐ Legal Services
- ☐ Minority Owned
- ☐ Phone Service Provider
- ☐ Property Management
- ☐ Public Insurance Adjuster
- ☐ Signage
- ☐ Tax Consultants

Mechanical

- ☐ Air Conditioning Contractors
- ☐ Duct Cleaning
- ☐ Elevators & Escalators
- ☐ Fuel Supply
- ☐ Generators

- ☐ Heat Exchanger Services
- ☐ HVAC
- ☐ Mechanical Contractor
- ☐ Plumbing
- ☐ Wheelchair Lift Service

Restoration

- ☐ Bio-Recovery
- ☐ Disaster Restoration
- ☐ Mold Remediation
- ☐ Renovation/Restoration
- ☐ Water Damage Repair

Roads/Grounds

- ☐ Interior Landscaping
- ☐ Exterior Landscaping
- ☐ Parking Management & Consulting
- ☐ Paving
- ☐ Snow Removal

Security

- ☐ Access Control Systems
- ☐ Background Screening
- ☐ Electronic Security
- ☐ Guard Services
- ☐ Security
- ☐ Stainability Programs & Services
- ☐ Automated Continuous Commissioning
- ☐ Energy Management
- ☐ Energy Products/Services

Waste Management

- Recycling/Solid Waste Services
- Waste Services

Five (5) free categories with any Premier Listing. Additional listings are \$50 each. No limit.

_____ Additional Categories X \$50 = \$_____

Initial: _____ Date: _____

PREMIER LISTING CHECKLIST

Below is a checklist of all elements required in order to process your Premier Listing.

☐ **Full-Color Company Logo**

The size of your logo should be **240 pixels wide x 120 pixels high** and no larger than 100kb. We accept JPG or GIF format. *Your logo will link to your website, so please provide the URL to which you would like your logo to link.*

☐ **Company Contacts - Up To Five**

Please include job title, phone number and email address. All email addresses will be hyperlinked and active.

☐ **Primary Contact for RFP Automator and Request for Information (OPTIONAL)**

Indicate which person or email should be referenced as the "primary" contact. This designation is **necessary** for your company to be visible in the RFP Automator and to be available for requests for information.

☐ **Company Description**

This is strictly **textual information about your company**. You can include your company's mission statement or a description of the products and services you offer. No graphics are allowed in this section. The initial viewable text is 3,000 characters that can be extended upon click by an additional 3,000 characters for 6,000 characters maximum. *All text should be provided to us in a Word document that allows us to cut and paste your description to your order.*

Keep in mind that each word in your company description is searchable via the "keyword" search function. Be thorough and include all elements of the products/services you provide. We allow you to change your listing on a monthly basis. If changing your listing or adding more information, please email this to your Naylor account executive.

☐ **Website Activation**

Please provide us with the **website, Facebook, Twitter and LinkedIn URLs to which your listing should link**. *Your website will be listed along with your contact information and will be included each time anyone searches for your company by the various searching capabilities available.*

☐ **Product/Service Categories**

All extra information will show up under all of the categories you select. **Five category listings are included** in the initial price of the Premier Listing. *Additional category listings can be purchased for \$50 each.*

☐ **Full-Color Product Image and Description**

The size of your product photo should be **240 pixels wide x 240 pixels high** and no larger than 100kb. We accept JPG or GIF (animation must be no longer than 25 seconds). *Please provide the URL to which you would like your product image to link.* You can also include a brief product description (500 characters maximum) that will appear next to the product image.

☐ **Video Upgrade - Additional cost: \$220 (OPTIONAL)**

Your video should run no longer than five minutes. We accept the following video formats: MP4, MOV, and AVI. Video dimensions should be 400 pixels by 300 pixels.

☐ **Category Sponsorship Video (INCLUDED WITH YOUR CATEGORY SPONSORSHIP PURCHASE)**

Your video should run no longer than five minutes. We accept the following video formats: MP4, MOV, and AVI. Video dimensions should be 400 pixels by 300 pixels.

Once we receive all elements of your Premier Listing, we will post it to the site on a first-come, first-listed basis. Your one-year time frame begins the day we post your listing. Feel free to contact your Naylor account executive should you have any questions or concerns. We look forward to getting you posted on the site. Thank you.