



**LONMARK**  
Setting the Standard for Open Systems

## Reach members who spend \$4.5 billion in the controls industry.

### The Association Advantage

- The total building automation systems market worldwide is **more than \$36 billion**.
- LONMARK represents **100% of the ISO/IEC 14908** standards market internationally.
- Reach a dedicated group of buyers seeking LONMARK based systems.
- Leverage multiple marketing programs to reach more potential customers worldwide.
- Expand sales into growing markets — federal, state and local governments, quick serve restaurants, hospitality, education, medical and institutional buildings.
- Exploit emerging markets such as smart grid, demand response, energy analytics, distributed energy resources and more.

### Who We Are

LONMARK International is a global membership organization created to promote and advance the business of efficient and effective integration of open, multi-vendor control systems utilizing the ISO/IEC 14908-1 and related standards.

### Member Profile

Members and non-members of LONMARK International include the world's leading manufacturers, integrators and users of control systems in a variety of sectors, including:

- Buildings
- Education
- Homes
- Industrial manufacturers
- Semiconductor
- Transportation
- Utilities

**Don't miss out on this opportunity to get in front of leaders in the \$4.5 billion controls industry. Contact your Naylor Account executive today to secure your space!**

**For more information, please contact:**

**Nicholas Manis**  
Project Leader  
Naylor, LLC  
Toll-free: (800) 796-2638, ext.2638  
Fax: (770) 810-6995  
nmanis@naylor.com

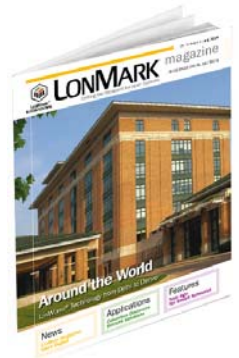


**IN PRINT AND ONLINE:**  
Connecting you to LONMARK members!

#### LONMARK Magazine

##### PRINT EDITION

Published twice a year, the magazine features coverage of the latest topics, trends and regulatory updates. International control leaders rely on the magazine to stay up-to-date about the latest products and services to hit the market.



#### LONMARK Magazine

##### DIGITAL EDITION

In addition to print, *LonMark Magazine* is also available to readers in a fully interactive digital version. Extend your print advertising investment with the unique benefits of digital media. Digital editions are also viewable on iPads and most smart phones.

#### LONMARK eNewsletter

Whether in the office or on the go, members and non-member subscribers can stay informed of the latest industry developments and association news.



#### LONMARK Website

The LONMARK website is the gateway for members and non-members to access information about the association online. Position your company in front of a dynamic group of influential professionals year-round.



To learn more about LONMARK International, visit:

[www.lonmark.org](http://www.lonmark.org)

# LONMARK Magazine – print edition

## Net Advertising Rates

All rates include an eLink in the digital edition of the magazine.

**Revisions and Proofs:** \$50.00  
**Position Guarantee:** 15% Premium  
 5% discount for members.

<b>Full-Color Rates</b>	<b>1x</b>	<b>2x</b>
<b>Double Page Spread</b>	\$ 3,019.50	\$ 2,789.50
<b>Outside Back Cover</b>	\$ 2,819.50	\$ 2,569.50
<b>Inside Front or Inside Back Cover</b>	\$ 2,419.50	\$ 2,219.50
<b>Full Page</b>	\$ 2,019.50	\$ 1,819.50
<b>2/3 Page</b>	\$ 1,819.50	\$ 1,719.50
<b>1/2-Page Island</b>	\$ 1,669.50	\$ 1,569.50
<b>1/2 Page</b>	\$ 1,419.50	\$ 1,349.50
<b>1/3 Page</b>	\$ 1,269.50	\$ 1,199.50
<b>1/4 Page</b>	\$ 899.50	\$ 849.50
<b>1/6 Page</b>	\$ 519.50	\$ 469.50
<b>1/8 Page</b>	\$ 399.50	\$ 349.50

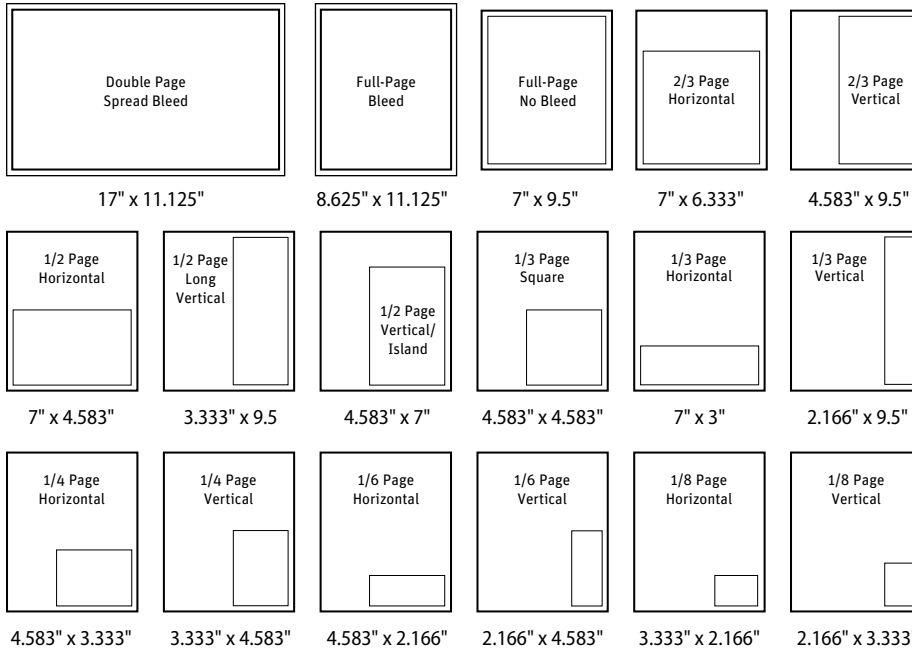
<b>Black-and-White Rates</b>	<b>1x</b>	<b>2x</b>
<b>Full Page</b>	\$ 1,199.50	\$ 1,119.50
<b>2/3 Page</b>	\$ 999.50	\$ 929.50
<b>1/2-Page Island</b>	\$ 949.50	\$ 879.50
<b>1/2 Page</b>	\$ 749.50	\$ 679.50
<b>1/3 Page</b>	\$ 669.50	\$ 619.50
<b>1/4 Page</b>	\$ 519.50	\$ 479.50
<b>1/6 Page</b>	\$ 389.50	\$ 339.50
<b>1/8 Page</b>	\$ 289.50	\$ 249.50

Advertiser indemnifies Naylor and the Association against losses or liabilities arising from this advertising. Naylor assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).

# LONMARK Magazine

## Print Advertising Specifications

Directory/Magazine Trim Size: 8.375" x 10.875"



**Note:** Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

**DPS Live Area:** 15.417" x 9.5"  
**Full-Page Live Area:** 7" x 9.5"

### Production Services

Naylor provides professional ad assembly to non-agency clients at no charge.

### Artwork Requirements

All digital color and greyscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either greyscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

### Ad Material Upload

Go to the Naylor website at [www.naylor.com](http://www.naylor.com) and under the Client Support section click "Ad Upload." Locate your publication code, advertising order number and advertising code in the box at the top right-hand side of your advertising space contract. Simply fill in your company's contact information along with these three pieces of information, browse for your file and click "Submit." Changes or corrections resulting from problems of supplied material will be billed at cost plus 15%.

### Proofs and Revisions

Proofs of ads produced by Naylor are available upon request at a charge of \$50. Revisions are rework for Naylor and are subject to a \$50 surcharge.

# LONMARK Magazine – print edition

## Index of Advertisers Categories

Our publication features an Index of Advertisers section in which your company will be listed under the category of your choice with the page number of your ad. When our members are in the market for a specific product or service, they can search the Index of Advertisers and quickly locate advertisers who specialize in that category.

One free category is included with any size ad and additional categories are only \$20 each. *If your product or service is not listed below, a new category can be created for you.*

- Building automation
- Building management system
- Chillers
- Consulting engineer
- Controls contractor
- Distributed energy resources
- Elevators
- Energy analytics
- Energy management
- Energy management systems and controllers
- Energy metering
- Graphical user interface
- Lighting control
- Mass transit
- Network management
- Pressure sensors
- Security/access control
- Semiconductor-manufacturing equipment
- Software
- Solar energy and wind energy
- Street lighting
- Submetering
- Sunblinds
- System integrator
- Temperature sensors
- Thermostats
- Wind energy

*One free listing with any size ad. Additional listings are \$20.00 each. No limit. Please list new categories on this sheet.*

\_\_\_\_\_ **Additional Categories x \$20.00 = \$** \_\_\_\_\_

**Initial:** \_\_\_\_\_ **Date:** \_\_\_\_\_

# LONMARK Magazine – digital edition

## Digital Edition

In addition to print, *LONMARK Magazine* is also available to members in a fully interactive digital version. Viewers can virtually flip through the pages, forward articles of interest to colleagues and click on ads to be redirected to the advertiser's website.



### Extend your print advertising investment with the unique benefits of digital media:

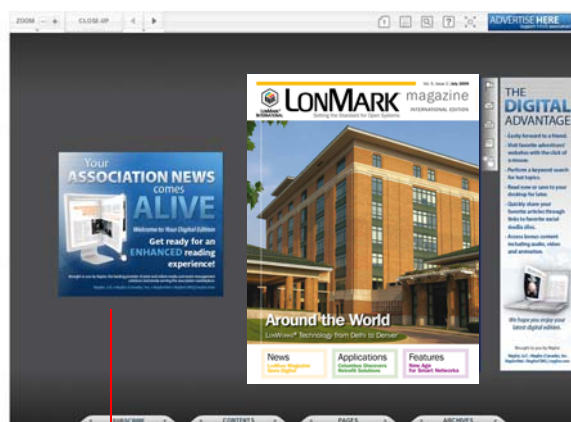
- Link your ad to the landing page of your choice
- Increase traffic to your website
- Interact with viewers to facilitate the buying process
- Generate an immediate response from customers

*Members and readers receive each issue via e-mail and each new issue is posted on the association's website. A full archive of past issues is available, ensuring longevity for your online presence.*

### With the digital edition, readers can:

- Bookmark pages and insert notes
- Perform a keyword search of the entire magazine
- Navigate and magnify pages with one click
- Read the issue online or download and print for later
- Share articles on third-party news and social networking sites
- Use tabs to view archives, find a list of articles for one-click access and more
- View issues instantly from iPhone, iPad, iPod Touch, Android, BlackBerry Touch and most other smart phones

## Ad Positions



### eSponsorship | \$1,749.50

Your message will be prominently displayed directly across from the cover of the magazine. Animation and video capabilities are available.

### eLink | Included in display ad rates

eLinks increase traffic from your ad in the digital edition to your company's website or a corporate e-mail address. Additional fees apply where noted.



### eToolbar | \$1,099.50

Your company name is displayed as a button on the toolbar, found in the top-right corner of every page of the digital edition next to frequently used navigational icons. When viewers click the button, a box containing descriptive text about your company and a link to your website will appear.

### eSkyscraper | \$1,749.50

The eSkyscraper ad displays the entire time the digital edition is open, giving your message consistent and lasting exposure.

### Ad "Jolt" Upgrade | \$450

Transform your static print advertisement into an attention-grabbing animated message. The digital edition of the magazine offers dynamic capabilities not available in the print version.

# LONMARK Magazine – digital edition

## Digital Edition Branding Opportunities

Please select from the following options and return the completed form to your account executive today. *All display positions are exclusive and will be awarded on a first-come, first-served basis.*

### 1. Select from the following options:

- eSponsorship** | \$1,749.50
- eSkyscraper** | \$1,749.50
- eToolbar** | \$1,099.50
- Ad "Jolt" Upgrade** | \$450.00

*All rates are per insertion. Invoices are issued upon publication.*

### 2. Choose the issue(s) in which you would like your ad to run:

- |  |  |  |
|--|--|--|
| <input type="checkbox"/> Issue 1 (LMK-B0211) | <input type="checkbox"/> Issue 3 (LMK-B0212) | <input type="checkbox"/> Issue 5 (LMK-B0213) |
| <input type="checkbox"/> Issue 2 (LMK-B0112) | <input type="checkbox"/> Issue 4 (LMK-B0113) | <input type="checkbox"/> Issue 6 (LMK-B0114) |

3. Total your order: \$ \_\_\_\_\_ (Ad Price) x \_\_\_\_\_ (Number of Issues) = \$ \_\_\_\_\_ **TOTAL PRICE**

## Advertiser Information:

Company Name: \_\_\_\_\_

Primary Contact: \_\_\_\_\_ Position: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_ Website: \_\_\_\_\_

**I agree to all the terms of the rate sheet and this contract as applicable for my company.**

Payment Authorization Signature: X \_\_\_\_\_ Date: \_\_\_\_\_

All cancellations must be received in writing and all premium positions (banners) are NON-cancelable. Cancellations of online ads will be pro-rated to the next 30 days' exposure with a \$50.00 processing fee. Submission and/or approval of online advertising copy must be received within 60 days of this contract. (LMK-B0211)

## Please sign and return to:

**Nicholas Manis**  
**Project Leader**  
**Naylor, LLC**  
**Toll-free: (800) 796-2638, ext.2638**  
**Fax: (770) 810-6995**  
**nmanis@naylor.com**



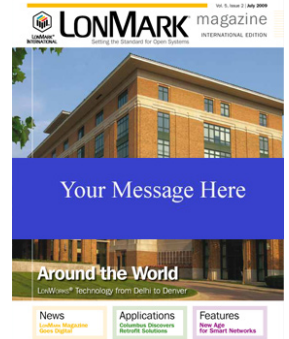
# LONMARK Magazine

## Direct-Mail and Belly Band Opportunities

Advertise your products and services by including your flier, brochure or postcard in the clear plastic bag in which *LONMARK Magazine* is mailed. Whether you are promoting an event, a new product or your entire product line, placing a direct-mail piece in our polybag with the publication will ensure tremendous exposure for your company.

You can also ensure your message is the first readers see by wrapping it around *LONMARK Magazine* with a belly band. Since readers must detach the belly band to access the rest of the publication, your full-color ad is ideally placed to be noticed. This is an exclusive advertising opportunity, as only one belly band is sold per issue.

**DIGITIZE YOUR AD!** In addition to the printed version, *LONMARK Magazine* is digitally reproduced and is e-mailed to members and archived on *LONMARK's* website. We can attach your direct-mail piece or belly band to the digital publication for a nominal fee. To be included, advertisers must supply the digital file of the direct-mail piece or belly band in high-resolution PDF format. If you would like to animate your ad, additional charges apply.



Sample Belly Band

### Net Rates—Pieces Furnished by Advertiser\*

Surfaces	Print Distribution Only	Digital Distribution Only	Print & Digital Distribution
Belly Band	\$3,869.50	\$300	\$4,169.50
1-Page (2 surfaces)	\$1,759.50	\$150	\$1,909.50
2-Page (4 surfaces)**	\$2,109.50	\$200	\$2,309.50
Postcard	\$1,759.50	\$150	\$1,909.50

**Direct-mail piece should not exceed dimensions of publication with which it will be mailed. If folding is required, additional fees apply.**

\*Advertisers placing a display ad and direct mail piece in same publication will receive a 25% discount, to be applied to the ad of lesser value.

\*\*3-Pages/6-Surfaces or more available; quotes supplied upon request.

### Advertiser Information:

Company Name: \_\_\_\_\_

Primary Contact: \_\_\_\_\_ Position: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_ Web site: \_\_\_\_\_

**I agree to all the terms of the rate sheet and this contract as applicable for my company.**

Payment Authorization Signature: X \_\_\_\_\_ Date: \_\_\_\_\_

Advertiser indemnifies Naylor and the Association against losses or liabilities arising from this advertising. Naylor assumes no liability whatsoever, except to the extent of a one time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s). (LMK-B0211)

### Please sign and return to:

**Nicholas Manis**  
**Project Leader**  
**Naylor, LLC**  
**Toll-free: (800) 796-2638, ext.2638**  
**Fax: (770) 810-6995**  
**nmanis@naylor.com**



# LONMARK International Website

## Advertising on the LONMARK Website – www.lonmark.org

Advertising on the LONMARK website is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors log on to www.lonmark.org to learn about upcoming association events, discover ways to maximize their LONMARK membership, and view the latest issues of LONMARK digital edition. Advertising on www.lonmark.org offers several cost-effective opportunities to position your company as a leader in front of an influential group of professionals.

### Features of LONMARK website advertising:

- Cross-promoted in other LONMARK publications and communication pieces
- Directs visitors to the landing page of your choice to expedite purchases
- Year-round visibility reinforces brand recognition
- Allows dynamic, time-sensitive promotion

### On average, www.lonmark.org receives:

- More than 3,000 unique visitors per month

\*Traffic numbers from 2011.



### Advertisement Positions:

#### Page Peel | \$4,000 \*

- Only one spot available – EXCLUSIVE LISTING
- Located on the home page of the website for high visibility

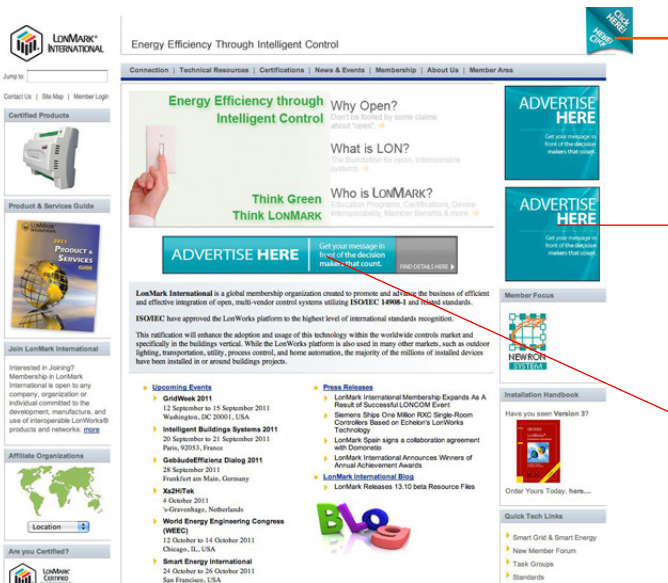
#### Spotlight Tiles | \$3,000 \*

- Only two spots available – 3 ROTATIONS with run-of-site
- Placed next to content and visible the entire time the website is being viewed

#### Horizontal Banner | \$2,000 \*

- Only one spots available – 2 ROTATIONS
- Located on the home page of the website for high visibility

\*Rates are for a 12 month duration period.



The screenshot shows the LONMARK International website home page. A red arrow points to a 'Page Peel' advertisement on the right side of the main content area. Another red arrow points to two 'Spotlight Tiles' advertisements, one above and one below the main content area. A third red arrow points to a 'Horizontal Banner' advertisement located at the bottom of the main content area, above the 'Member Focus' section.

# LONMARK International Website

## Website Branding Opportunities

Please select from the following options and return the completed form to your account executive today. Advertisements must be in JPG format (animation and Flash/SWF files are not accepted) and the total file size must not exceed 100kb. Contract advertisers may change their ad artwork once a month at no additional cost.

### Reasons to advertise:

- The total building automation systems market worldwide is **more than \$36 billion**.
- LONMARK represents **100% of the ISO/IEC 14908** standards market internationally.
- Reach a dedicated group of buyers seeking LONMARK based systems.
- Leverage multiple marketing programs to reach more potential customers worldwide.
- Expand sales into growing markets — federal, state and local governments, quick serve restaurants, hospitality, education, medical and institutional buildings.
- Exploit emerging markets such as smart grid, demand response, energy analytics, distributed energy resources and more.

- Page Peel** | \$4,000
- Spotlight Tiles** (150 x 150 pixels) | \$3,000
- Horizontal Banner** (468 x 60 pixels) | \$2,000

Rates are net. All advertisers will receive an invoice for the total amount, due upon activation.

When renewing online ads, priority and first right-of-refusal will be given to advertisers who commit to 12 months. All other companies will be renewed on a first-come, first-served basis.

### Advertiser Information:

Company Name: \_\_\_\_\_

Primary Contact: \_\_\_\_\_ Position: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_ Website: \_\_\_\_\_

**I agree to all the terms of the rate sheet and this contract as applicable for my company.**

Payment Authorization Signature: X \_\_\_\_\_ Date: \_\_\_\_\_

All cancellations must be received in writing and all premium positions (banners) are NON-cancelable. Cancellations of online ads will be pro-rated to the next 30 days' exposure with a \$50.00 processing fee. Submission and/or approval of online advertising copy must be received within 60 days of this contract. (LMK-W0011)

### Please sign and return to:

**Nicholas Manis**  
**Project Leader**  
**Naylor, LLC**  
**Toll-free: (800) 796-2638, ext.2638**  
**Fax: (770) 810-6995**  
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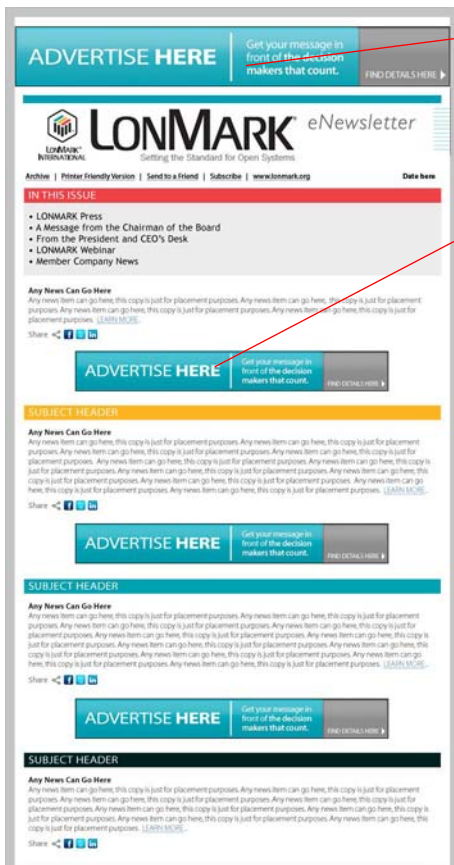
# LONMARK International eNewsletter

## About the eNewsletter

Now more than ever, professionals consume information on the go. Our LONMARK eNewsletter allows members to stay informed about timely industry topics and association news whether they are in the office or on the road.

### Enjoy the benefits of a targeted eNewsletter:

- Delivers your message directly to the inbox of 1,500 decision-makers on a regular basis
- In addition to LONMARK members, opt-in subscription means that professionals in the market for your products and services see your message
- Frequently forwarded to others for additional exposure
- Cross-promoted in other LONMARK publications and communications pieces
- Directs visitors to the landing page of your choice to facilitate the purchasing process
- Archives are accessible for unlimited online viewing
- Limited available ad space makes each position exclusive
- Change artwork monthly at no additional cost to promote time-sensitive offers and events



### Leaderboard

12 Months | \$4,000

- Only one spots available – NO ROTATION
- Located between popular sections of the eNewsletter

### Horizontal Banner

12 Months | \$3,000

- Only four spots available – NO ROTATION
- Placed next to content and visible the entire time the eNewsletter is being viewed

### Distributed monthly Sections include

- Hot Topics
- News Briefs
- Upcoming Events

# LONMARK International eNewsletter

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## eNewsletter Branding Opportunities

To be included in the *LONMARK International* eNewsletter, please select from the options below, then return this completed form to your Naylor account executive.

Advertisements must be in JPG format (animation and Flash/SWF files are not accepted) and the total file size must not exceed 100kb. Contract advertisers may change their ad artwork once a month at no additional cost.

Advertisers will receive campaign performance reports that detail monthly ad impressions and click-throughs on an as-requested basis.

- Leaderboard** (650 x 90) | \$4,000
  
- Horizontal Banner** (468 x 60) | \$3,000

All advertisers will receive an invoice for the total amount, due upon activation. Rates are for a 12 month duration period.

### Advertiser Information:

Company Name: \_\_\_\_\_  
Primary Contact: \_\_\_\_\_ Position: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
E-mail: \_\_\_\_\_ Website: \_\_\_\_\_

**I agree to all the terms of the rate sheet and this contract as applicable for my company.**

Payment Authorization Signature: X \_\_\_\_\_ Date: \_\_\_\_\_

All cancellations must be received in writing and all premium positions (banners) are NON-cancelable. Cancellations of online ads will be pro-rated to the next 30 days' exposure with a \$50.00 processing fee. Submission and/or approval of online advertising copy must be received within 60 days of this contract. (LMK-N0011)

### Please sign and return to:

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**Nicholas Manis**  
**Project Leader**  
**Naylor, LLC**  
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**Fax: (770) 810-6995**  
**nmanis@naylor.com**



## Online Specifications

For more information, visit: [www.naylor.com/clientSupport-onlineGuidelines.asp](http://www.naylor.com/clientSupport-onlineGuidelines.asp)

### Digital Edition

#### eSponsor

- 550 x 480 pixels ; minimum resolution is 150 dpi
- JPG, GIF, Flash/SWF\*, AVI, MPG, MOV, FLV or Real Player accepted

#### eToolbar

- 250 x 50 pixels; 50 character limit (initial eToolbar button); minimum resolution is 150 dpi
- JPG only (no animation)

#### \*Digital Edition Flash Guidelines

- Publish or export .SWF file for Flash Player 9 and ActionScript 3.0
- Set the frames per second (FPS) to 24
- Do not add buttons or any clickable actions; Please supply the intended URL to your Naylor account executive
- Avoid any ActionScript that can affect the Nextbook engine, such as the `_parent` layer of the animation, `_level0` and `_root` references, or global functions like `setTimeinterval`

#### eSkyscraper

- 200 x 783 pixels; minimum resolution is 150 dpi
- JPG only (no animation)

#### eBelly Band

- 1256 x 675 pixels per surface; minimum resolution is 150 dpi
- JPG, GIF, Flash/SWF\*, AVI, MPG, MOV, FLV or Real Player accepted

- Bitmaps should have “smoothing enabled” for best presentation
- All fonts, images, and support animations files should be embedded within the file
- Do not use flash stage color as background; Create a bottom layer and draw a solid filled box
- Animation time limit is approximately 25 seconds (including multiple loops); A stop action is needed at the end of the animation

### eNewsletter

#### Horizontal Banner

- 468 x 60 pixels
- JPG only (no animation)
- Max file size 100 KB

#### Leaderboard

- 650 x 90 pixels
- JPG only (no animation)
- Max file size 100 KB

### Website

#### Page Peel

- 75 x 75 pixels for small peel corner
- 500 x 500 pixels for full peel
- JPG only (no animation)
- Max file size 100 KB

#### Horizontal Banner

- 468 x 60 pixels
- 120 x 240 pixels
- JPG, GIF or Flash/SWF\* accepted
- Max file size 100 KB

#### Spotlight Tile

- 150 x 150 pixels
- JPG, GIF or Flash/SWF\* accepted
- Max file size 100 KB

#### \*Website/Online Buyers' Guide/Online Directory Flash Guidelines

- Publish or export .SWF file for Flash Player 9 and ActionScript 2.0
- Bitmaps should have “smoothing enabled” for best presentation
- All fonts, images, and support animations files should be embedded within the file
- Do not use flash stage color as background; Create a bottom layer and draw a solid filled box
- Animation time limit is approximately 25 seconds (including multiple loops); A stop action is needed at the end of the animation

- Create a proper ActionScript 2.0 button as follows:

1. Symbol type needs to be “button”
2. Set action script code exactly as below:

```
on (press) {  
    getURL(url, "_blank");  
}
```

#### NOTE: Do not type your intended URL in the code.

The purpose of setting up your Flash creative like this is so that we can control the landing page. Please supply the URL to your Naylor account executive.