



**Your Target Audience Is On
iSqFt.com.**

Are You?

- iSqFt.com is the largest online community connecting General Contractors (GCs), Subcontractors and Suppliers/Manufacturers.
- Over 1,000,000 construction professionals use iSqFt to download information and bid on thousands of projects nationwide.
- Reach your target audience with highly focused online advertising on iSqFt.com.

What is iSqFt?

iSqFt is the leading provider of online preconstruction management services. Since 1993, iSqFt has twice placed on *Inc.* magazine's list of Fastest Growing Private Companies, including #1 in the construction industry for 2004. Through our unique applications, the Internet Plan Room and the Private Construction Office, iSqFt has the largest collection of public and private construction document data available.

iSqFt.com By the Numbers

Prior Year Statistics:

- 1.1 million construction professionals
- 98 thousand active construction projects
- 7.6 million blueprint pages uploaded
- 65.2 million spec pages uploaded
- 16,800 billion bytes downloaded
- 1.1 billion hits (232 million page views)
- 6.65 million visits
- Users view an average of 285 pages yearly related to their projects
- 67% of users spend 15 minutes or more per session on iSqFt

Who Uses iSqFt?

Age: Mid- to late 40's (range from 20 - 65)

Gender: 70% male

Income: \$40K - \$125K annually

iSqFt's audience includes General Contractors, Subcontractors, Suppliers and Manufacturers, and Architects.

Subcontractors are construction professionals hired by a General Contractor to perform work on a project. Subcontractors use iSqFt.com to search the database for projects to bid on, view related documents and discover new work opportunities.

General Contractors are senior managers at contracting companies who oversee all aspects of the construction process. Their expertise is in defining construction projects, handling Subcontractor and Supplier bids and overall project management.

Manufacturers/Suppliers provide all the basic materials for a project. These companies range from independent building material suppliers to brand name products. Users search the national database for construction projects needing their products or service offering.



Why Advertise on iSqFt.com?

The Right Time: Capture the attention of your audience at the *exact* moment they need information.

The Right Place: iSqFt.com is the ideal website to reach your relevant audience of construction professionals more effectively.

The Right Audience: iSqFt.com can target your ad position based on user, project and location to deliver a highly focused message to the perfect potential customer.

How We Target

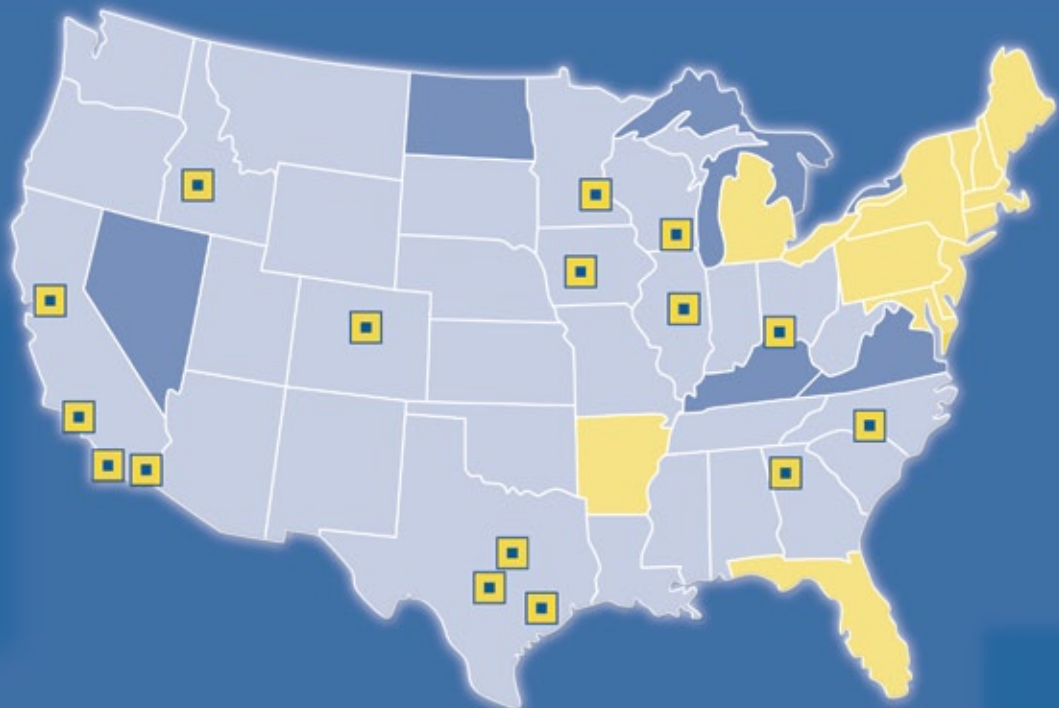
iSqFt uses geographic data as well as trade information by CSI Codes (Classification Codes) to achieve our precise targeting, allowing for direct matches between trade contractors and your products and services.

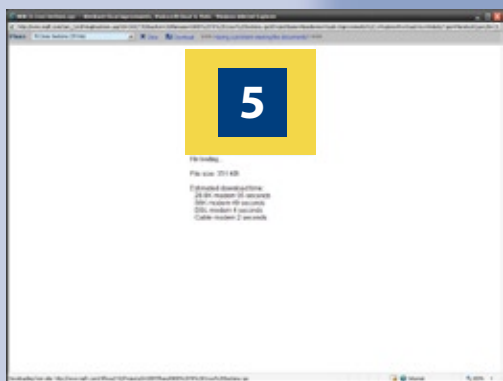
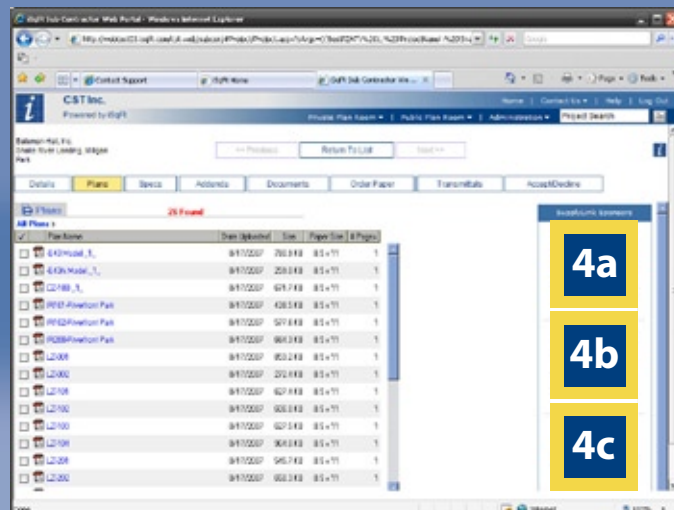
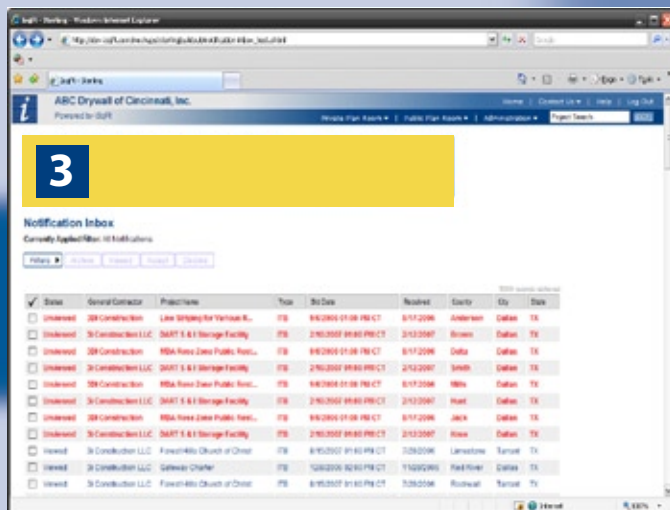
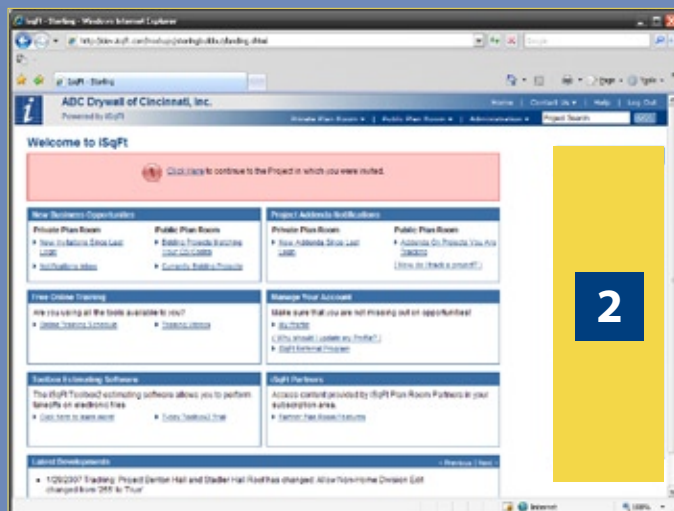
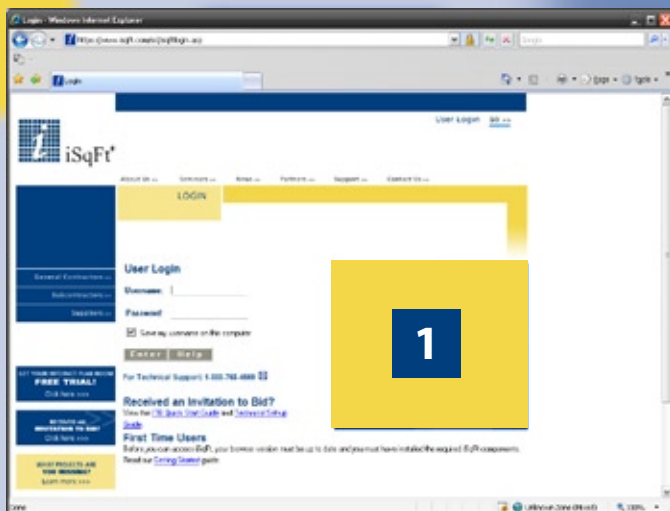
iSqFt Market Coverage

iSqFt enjoys broad national coverage with our vast network of General Contractors, Subcontractors, and Manufacturers/Suppliers. The map below shows overall coverage, as well as concentrated hotspots.

Key

- Heaviest Concentration
- Public & Private Projects
- Private Projects Only





	Location / Description	Ad Name
1	Login Page	Medium Rectangle [300 x 250]
2	Landing Page [Interior "Home Page"]	Wide Skyscraper [160 x 600]
3	Interior "Working" Pages	Leaderboard [728 x 90]
4	Interior "Working" Pages; 3 Ads Per Page	Square Button [125 x 125]
5	Interstitial "Wait" Page [No Flash]	Medium Rectangle [300 x 250]

Website Ad Specifications and Pricing

iSqFt.com features several different advertising options to leverage existing investment in creative production. Advertisers receive monthly reports showing actual impressions and click-throughs on an ad-by-ad basis.

File formats include: ".jpg" and ".gif" formats. File naming rules apply: single filename (no spaces); lower-case file extensions (i.e.: .jpg, .gif).

Flash ads and animated .gif files are allowed. 35K max size.





**Email ad space available
November 2007**

	Location / Description	Ad Name
6	Top Right of Daily Project Email	Square Button [125 x 125]

Email Ad Specifications and Pricing

The iSqFt Daily Project Email Update provides an additional advertising option to help you reach over 1.2 million email readers a month. Achieve the same results as advertising on iSqFt.com by delivering directly to the relevant user's inbox instead. Advertisers can display a standard ad and website link within the Email Update as demonstrated in the sample above (6).

Additionally, when users click on the Daily Project Email to access the iSqFt.com website, they are first directed to an interstitial Web page displaying your targeted ad (7) before landing on the actual login screen.

For Ad Sales, Please Contact
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