



# Tell Your Story & Display Your Ads to 3,000 Readers in the SF Bay Area Commercial Buildings Industry

Promote your company's services and products to members of the Building Owners and Managers Association of San Francisco and others in the Bay Area's most target-rich commercial real estate market in our full-color print and online publication: **BOMA VIEWS**. (Click here to view a recent issue.)

In addition to **display advertisements**, you can purchase **"special reports"** that detail in article format how your services and products benefit customers and prospects. Tell your story in your own words, with photos, charts and graphs. (Editorial assistance is available for a modest fee.) After your special report is published, you can also freely email it to prospects, link it to your website and reprint it for marketing use.



## Reach these direct purchasers and influencers:

- ◆ Asset Managers and Owners
- ◆ Property Managers
- ◆ Facility Managers
- ◆ Security Directors
- ◆ Building Engineers
- ◆ And many others who influence buying decisions

Marketing to your prospects through trade associations is the most cost-effective way to target your audiences. We have created **BOMA VIEWS** to give you an opportunity to focus on your best markets at reasonable advertising rates that are unavailable at publications that reach general business audiences.

## About Our Readers' Purchasing Power...

*BOMA San Francisco members own and operate more than 72 million square feet of property in the San Francisco Bay Area. They and their tenants spend several hundred million dollars a year on building operation services and products.*

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*"Skyline Construction's quarterly sponsored reports in BOMA VIEWS allow us to showcase our construction expertise to our target market in a cost-effective manner. This visibility has resulted in new business for our firm." – Ali Burger, Skyline Construction*

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*"The opportunity to write a bylined article produced tangible results – both from existing clients and opening the door to new clients. BOMA and Eason Communications worked with me to accommodate my needs and to give me the greatest exposure." – Manuel Fishman, Buchalter Nemer*

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*"Our business is very personal, and it is important that we capture a target audience while putting a personal touch on any marketing campaigns we create. The BOMA Views team worked diligently with me to create a fantastic special report that accomplished all of our goals. We have heard amazing feedback." – Ryan Rusler, Har-Bro Restoration*

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## To learn more, contact:

Ellen Eason  
BOMA VIEWS Art & Ad Director  
415.596.9466  
ellen@easoncom.com

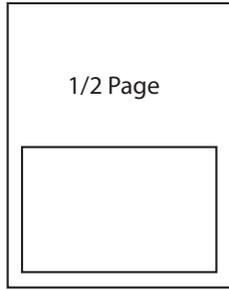
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*See the following page for advertising rates and details.*

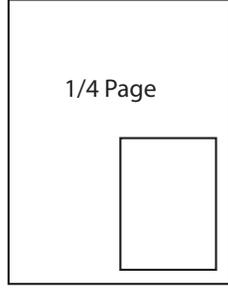
# Advertising Specifications



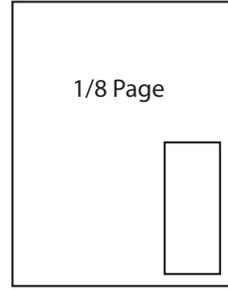
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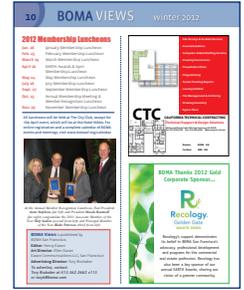
7.5"W x 4.5"H



3.75"W x 4.5"H



1.875"W x 4.5"H



Sample Page With Ads

## 2013 Advertising Rates\*

Ad Size	Width x Height	BOMA Member Cost	Non-Member Cost
1/8 page	1.875" x 4.5"	\$575	\$690
1/4 page	3.75" x 4.5"	\$875	\$1,050
1/2 page	7.5" x 4.5"	\$1,225	\$1,470
Full page	7.5" x 9"	\$1,750	\$2,100
Sponsored report or bylined article (A full-page sponsored report or bylined article about your products and services with your own photos and logo)	7.5" x 9"	\$1,850	\$2,220

\*10% discount on three or more placements. Artwork: send digital files by email to [ellen@easoncom.com](mailto:ellen@easoncom.com). Press-ready PDF preferred. Embed all fonts. Also accepted: tiff, eps (all fonts outlined in Illustrator files). All colors CMYK. Photo resolution 300 dpi at 100% of image size. Line art 600 dpi. Deadline: space reservation by first of month prior to publication date of desired edition. Artwork due by 10th of month prior to publication date of desired edition. Publication dates: Winter edition: February, Spring edition: May, Summer edition: August, Fall edition: November.

## Purchase Form

Contact name: \_\_\_\_\_

Company name: \_\_\_\_\_

Street address: \_\_\_\_\_

City, ST, Zip \_\_\_\_\_

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

Email: \_\_\_\_\_

Edition(s) selected:  Winter  Spring  Summer  Fall

Size of ad: \_\_\_\_\_

Payment authorization signature: \_\_\_\_\_

Advertiser indemnifies BOMA San Francisco against losses or liabilities arising from its advertising content. BOMA San Francisco 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 due to the publisher's errors.

Email scanned completed form to [toryb@boma.com](mailto:toryb@boma.com) or it mail to: Tory Brubaker, BOMA San Francisco, 233 Sansome Street, 8th Floor, San Francisco, CA 94104.

**Billing: Payment due in full at time of ad placement.**