

## Construction eWire Canada

Reed Construction Data's weekly newsletter, the premier provider of information and tools for construction professionals.

Who is Reading Construction eWire Canada?	
Profession	Percentage
General Contractors /Subs	33%
Architects / Engineering Firms	24%
Owners	14%
Other Industry Professionals	29%

### Construction eWire Canada

- Weekly HTML newsletter read by thousands of Canadian construction and design professionals each week
- Integrated sponsorship opportunities within newsletter content to promote new or existing products, educational seminars or trade show

### Unique Content

- Construction eWire Canada provides timely, mission-critical information for construction professionals.
- Editorial sections include:
  - Weekly feature story
  - Construction industry news
  - Construction forecasts

### Unique Audience

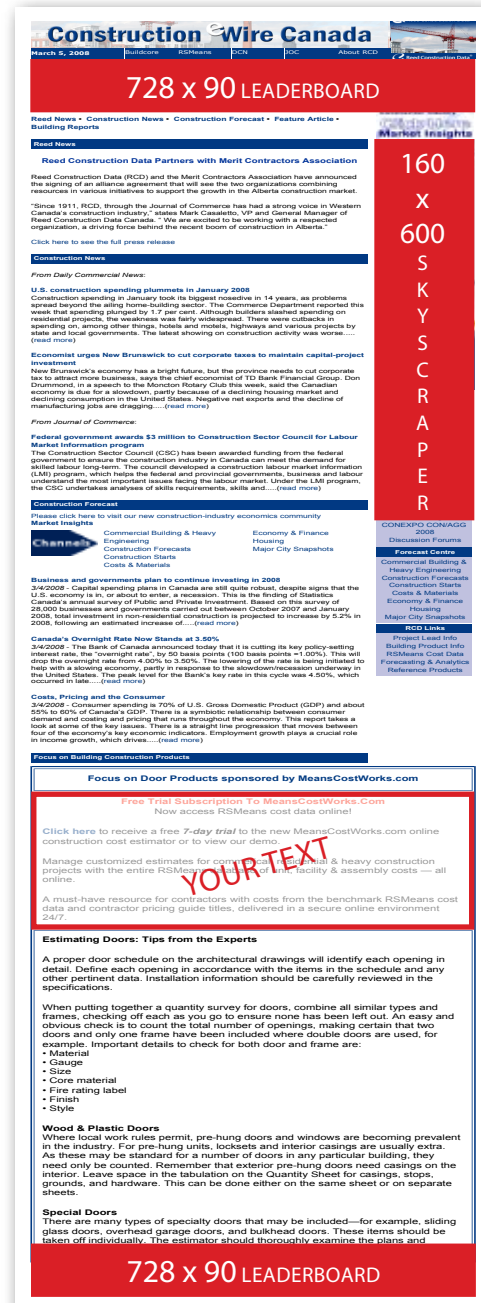
- Mailed weekly to thousands of construction professionals
- Valued by a wide spectrum of design and construction industry decision-makers with the power to both specify and purchase high value products and services

### Readership

- Mailed in both text and HTML formats
- Claims an open rate 2x-3x higher than industry average
- Reaches the construction and design professionals who can make the decision to specify and/or purchase high dollar value products and services

### Advertising Opportunities

Each week, Construction eWire Canada offers high-impact advertising opportunities that deliver a powerful message to the top decision-makers in the design and construction industries:



The screenshot shows a newsletter page with a red header containing the title "Construction eWire Canada" and a "728 x 90 LEADERBOARD" banner. The main content area includes several articles with sub-headers like "Reed Construction Data Partners with Merit Contractors Association", "U.S. construction spending plummets in January 2008", and "Economist urges New Brunswick to cut corporate taxes to maintain capital-growth investment". A vertical sidebar on the right contains the text "160 X 600 SKYSCRAPER" and a list of categories including "CONEXPO CON/AGG 2008", "Forecasting", and "RCD Links". At the bottom, there is a "Focus on Building Construction Products" section with a "Free Trial Subscription To MeansCostWorks.com" offer, a "YOUR TEXT" watermark, and another "728 x 90 LEADERBOARD" banner.