

## 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 the Construction eWire Canada website interface. At the top, there's a navigation bar with links for 'Buildings', 'RSMeans', 'CON', 'RCD', and 'About RCD'. A large red banner reads '728 x 90 LEADERBOARD'. Below this, there are several news articles with headlines 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'. On the right side, there is a vertical sidebar with the text '160 X 600 SKYSCRAPER' and a list of categories including 'CONEXPO CON/AGG 2008', 'Discussion Forums', 'Forecast Center', 'Commercial Building & Heavy Engineering', 'Construction Forecasts', 'Costs & Materials', 'Economy & Finance', 'Housing', and 'Major City Snapshots'. At the bottom of the page, there is another '728 x 90 LEADERBOARD' advertisement for 'Focus on Door Products sponsored by MeansCostWorks.com'. This ad includes a 'Free Trial Subscription To MeansCostWorks.com' offer, a 'YOUR TEXT' graphic, and detailed information about 'Estimating Doors: Tips from the Experts', including a list of items to check for when putting together a quantity survey for doors.