



# DIGITAL ADVERTISING

We know that CMAA members are your target audience and are important to you and your business development. With business travel and face-to-face meetings being reduced, CMAA has created an opportunity to allow you to reach CMAA's online audience through digital advertising.

# CMAA DIGITAL ADVERTISING OPPORTUNITIES

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## ADVERTISE ON THE CMAA WEBSITE

With nearly 100,000 page views per month, your banner advertisement on [www.cmaanet.org](http://www.cmaanet.org) will ensure your company has prominent visibility with the decision makers and thought leaders of the construction management community.

DURATION	PRICE
1 Month	\$1,000
3 Months	\$2,500

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## CMAA MCX ADVERTISING

The Member Communication Experience (MCX) email is the main digital communication source from CMAA to its 16,000+ members. Published multiple times each week, the email newsletter is composed of industry-related articles, as well as CMAA news and information, updates on credentialing and professional development offerings, videos from key leaders in the organization, and much more.

Your ad will be featured in 2 emails per month with a link of your choosing.

DURATION	PRICE
1 Month	\$1,000
3 Months	\$2,500

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## CMAA PRODUCT DEMO SHOWCASE

Get your products and services in front of CMAA members through an online live 50-minute demonstration. This CMAA Product Demo is free to both members and non-members, however all attendees must register. CMAA will handle the marketing and registration of the demo.

DURATION	PRICE
1 Demo	\$1,000
3 Demos	\$2,500

## HOW RETARGETING WORKS FOR YOU.



User Visits CMAA Website (User Data Gathered)



User Leaves CMAA Website



User Continues to Browse the Internet



User Sees Your Banner Ad on a Different Website



User Clicks Your Ad to a Page of Your Choice

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### RETARGETING MARKETING

CMAA's audience becomes your audience through digital retargeting. Get exclusive direct access to CMAA's website visitors and retarget them with your company's ads that will showcase your brand, services, and products anywhere they visit online. Receive quantifiable results data! Gain 24-hour access to detailed reports that allow you to see your campaign results in real-time including impressions, clicks, and geographical locations of ads served. You will also receive a list of those who have interacted with your ads when the campaign is completed.

### WHY USE RETARGETING?

Our audience becomes your audience through retargeting. Get exclusive direct access to CMAA's website visitors and retarget them with your company's ads that will showcase your brand, services, and products anywhere they visit online.

### QUALITY AUDIENCE

Don't rely on broad, generic targeting on common ad platforms to market your company. Stand out with CMAA's uniquely qualified audience that will showcase your business to those who need you the most.

### RETURN ON INVESTMENT

Want to know kind of return you can expect? Recent statistics from our 1 month campaigns:

- ✓ There was an average of 4,000 emails gathered from cookies for a 1-month campaign.
- ✓ There was an average of 150 click throughs for a 1-month campaign.

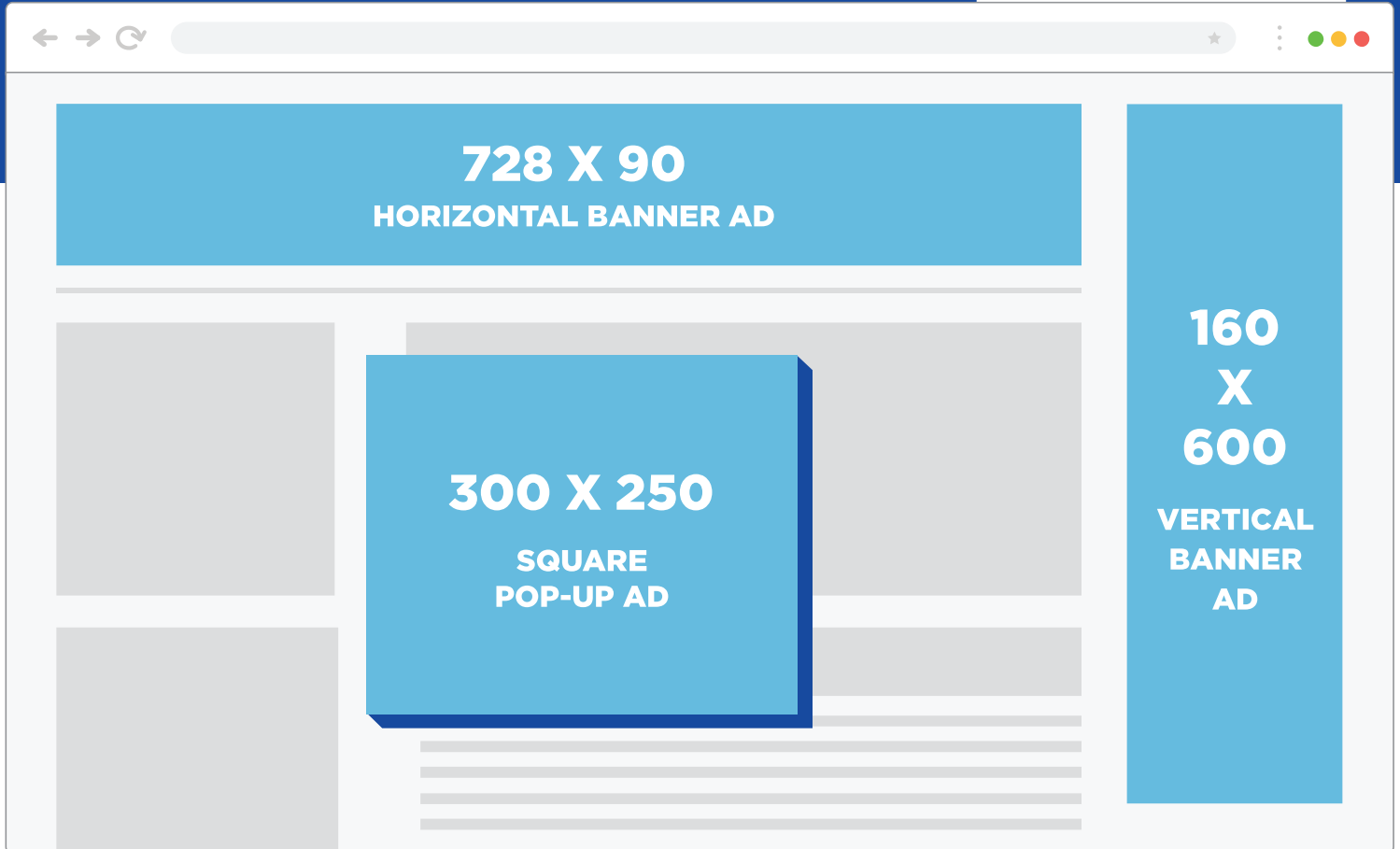
### QUESTIONS?

Please contact Michelle Anysz, Director of Business Development, at 703-995-7384 or [manysz@cmaanet.org](mailto:manysz@cmaanet.org)

# CHOOSE YOUR REACH & DURATION

Your ads will appear on multiple major websites and mobile apps, following CMAA's audience on their online journey.

AD SIZES  
AND PLACEMENT



## AVAILABLE PACKAGES

PACKAGE	PRICE	DURATION	# OF IMPRESSIONS
TIER ONE	\$2,500	1 Month	👁️ 35,000
TIER TWO	\$4,500	3 Months	👁️ 75,000
TIER THREE	\$6,000	5 Months	👁️ 100,000