

## Take Your Message to the Next Level with Knighthouse's Custom Media Solutions



2-page Package



4-page Package



6-page Package



8-page Package

### 2-Page Package

#### SPOTLIGHT CUSTOM ARTICLE

Reach new customers with an **article that is custom-written** to tell your company's story and published in both our print and digital magazines.

Our award-winning editors will craft a profile of your company that emphasizes your best practices and industry successes. Custom articles can be two, four, six or more pages long. No advertising commitment is required, although you might like to include your own ad in the layout to further promote your message.



#### PRINTED BROCHURE AND DIGITAL FLIP BOOK

Make the most out of your advertising dollars through our custom **brochure and digital flip book service.**

magazine name and issue date



FRONT (page 1)



BACK (page 2)

**Brochures are printed on high-quality paper and can be turned around in ten business days from the day you approve your brochure layout!**

Brochures can be used to mail to your customers, send out along with a bid, hand out to new clients or build up a project/client portfolio. A standard brochure includes the magazine cover which can be edited to reference the featured article that you support, issue dates can be removed to keep the brochure current, and information can be added to serve your target audience.

Digital flip books can be turned around in 5 business days from the day you approve your brochure layout!

Digital flip books can be placed on your website or emailed to new clients for unlimited use and take your message to the next level.



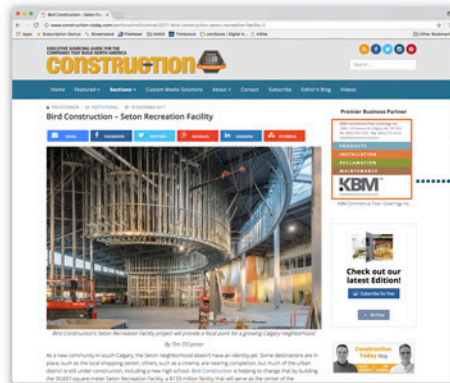
DIGITAL FLIP BOOK

## WEB

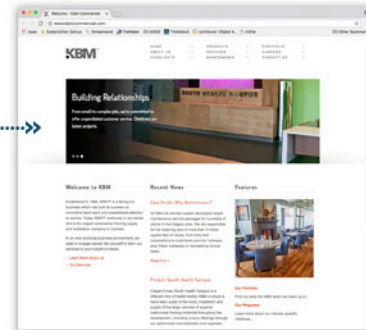
Reach customers across the globe via **online advertising opportunities.**



**1** Having an "As Featured In" link on your website that links directly to the story.



**2** By placing a web ad that will run on the right-hand side of the story.



**3** Directing the *Construction Today* readership to your site by linking your web ad back to your website.

## PLAQUE

Proudly display your company and your top clients with a **plaque.**



Plaques can be placed in the lobby, office, at a show, etc. Plaques also make great gifts and are an excellent way to preserve third party, unbiased acknowledgement of your company while displaying your partnership with successful companies that were featured in a high profile magazine.

There are four frame/trim options you may choose from which match any décor.

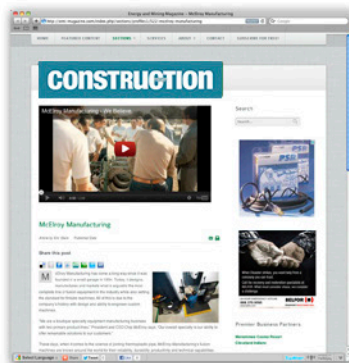
The combinations are as follows:

- MAPLE WITH GOLD TRIM
- MAHOGANY WITH GOLD TRIM
- BLACK WITH SILVER TRIM
- NATURAL WOOD WITH BLACK TRIM

Each plaque comes with a complimentary engraved plate, which can be customized.

## VIDEO

Add an interactive feel to your article on the website by including a **video.**



Show our readers exactly what makes your company what it is with a featured video! Your video will be displayed on the same page as your feature article where every visitor will be able to see your message. This is a great way to acknowledge achievements, completed projects, or successful partnerships with other companies featured in a high profile magazine.

Videos can be sourced from:

- YOUTUBE
- VIMEO

Spotlight Custom Article

1000 x 2-page printed brochure

High-resolution digital flip book

2-page plaque

Low res PDF (email your customer base)

High res PDF

Upload of article 1 year to our website with digital hyperlink

Leaderboard or billboard banner ad on our homepage

Social media - Twitter feed

E-blasts

Issue partner - e-blast

Issue partner - stationary leaderboard over digital version of publication

**Please inquire further for pricing. Content is available à la carte,  
and a variety of print and digital packages can be customized to fit your needs.**

*\*All cover positions are an additional cost.*

**If you are interested in receiving additional information and pricing on any of these products,  
please contact Dan Bess at [dbess@khmginc.com](mailto:dbess@khmginc.com) or 312.676.1255.**