

C O L O R A D O
BUILDER

Digital and Print Marketing Opportunities

Who we are:

Colorado Builder is the only B2B, multimedia platform designed to promote products and services to construction and trade professionals statewide, including home builders, remodelers, engineers, architects, designers, landscape architects, and outdoor living professionals.



Who we reach:

Colorado Builder reaches over 8,000 targeted home building industry professionals, who are decision makers and purchasing managers.

Our digital and print marketing solutions

Web & Email Marketing

Engage our targeted audience to reach Colorado Builder professionals through our digital partner program, a-la-carte web/email advertising, welcome ads and dedicated email messages. Stay in front of customers and leads and promote your products and services.

Content Marketing

Leverage our content expertise, market knowledge and brand trust to create compelling articles to educate Colorado Builder professionals and develop leads. Use our platform to distribute your existing content and get a stronger ROI from your current investment.

Print Advertising

Engage our targeted audience to reach Colorado Builder professionals through our print display ads. Promote your brand prominently through one of our premium positions, high-impact advertising options, or advertorial content.

Dedicated email

Send a dedicated message to Colorado Builder professionals. These messages command high levels of engagement and leverage our brand relationship with readers.

How it works:

- We send a dedicated email with your message to over 8,000 targeted home building industry decision makers and purchasing managers.
- Use our proven email template designed to maximize deliverability, impact and response.
- Alternatively, provide your HTML and we will integrate it with our header/footer to leverage our brand trust.
- We keep our list clean and remove unresponsive addresses.
- \$600 per email sent to 8,000 home-building professionals.
- Only 2 sponsored email opportunities per week (Tues/Thurs).

**COLORADO
BUILDER**



COLORADO
2022 Fall Summit:
Denver
Thursday, September 8
In-person Networking Breakfast & Education

YOU'RE INVITED!

On September 8th in Denver, USGBC Colorado is hosting a morning of networking, breakfast, and green building education. Registrants can attend sessions from their choice of two concurrent tracks (Net Zero and Carbon) and a closing keynote from Mark Harris of Mark Harris Architects.

Event Details

Date: Thursday, Sept. 8
Time: 8:00 a.m. - 12:15 p.m. MDT
Location: Tivoli, Denver

View the program schedule, speakers, and sessions [here!](#)

REGISTER HERE

Colorado Builder | 6334 S Racine Circle Suite 200, Centennial, CO 80111

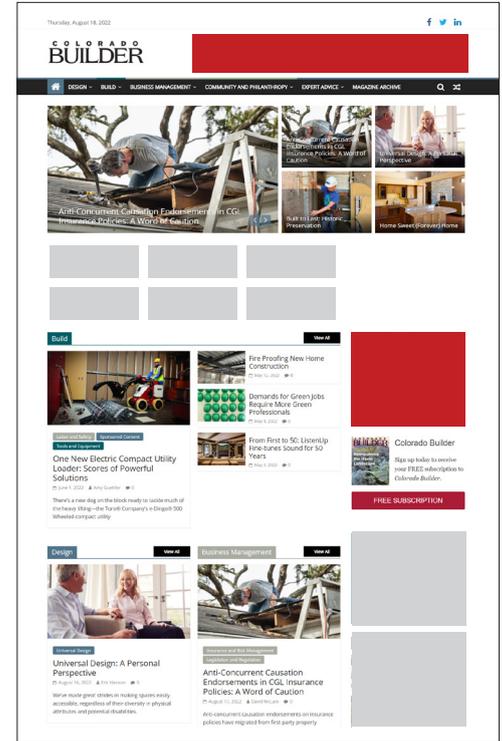
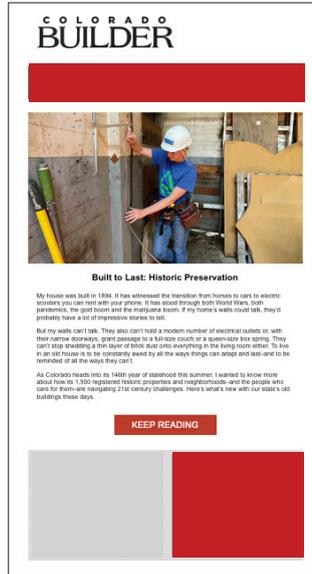
A-la-carte email/web advertising

Want to reach Colorado Builder professionals with digital advertising, but have a tight budget? Our a-la-carte email / web advertising helps get your message to our audience.

How it works:

- 728 x 90 leaderboard on our website and in our weekly email newsletter (see figure 1). Only one position available per month.

SOLD
- 300 x 250 ad on our website and in our weekly email newsletter (see figure 2). Only one position available per month for web and email.
- No rotation. Cost: \$550

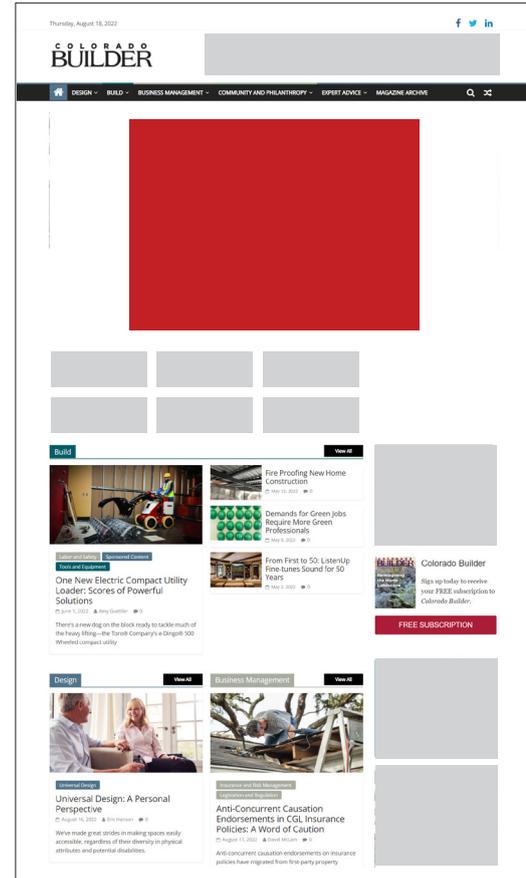


Welcome interstitial ad

Get 100% attention with the welcome interstitial ad on the Colorado Builder website. Excellent for new announcements, strong branding messages, or generating response.

How it works:

- The welcome interstitial appears whenever a visitor first comes to the Colorado Builder website
- The ad appears once per day per visitor
- The visitor may click to skip the ad and the ad will automatically go away after 10 seconds
- Ultra-large creative size: 640 x 480 (mobile: 300 x 250)
- Exclusive – only one advertiser at a time
- 1 month: \$1,100



Content marketing

Showcase your market leadership with branded content on the Colorado Builder website.

How it works:

- Give us your content (text, images, charts, videos, links) and we'll publish it on the Colorado Builder website
- Your content will be featured on our home page and promoted to our social media followers and email newsletter subscribers
- Your post lives indefinitely on our site giving you residual value and links to your site to help your SEO
- \$750 per post, maximum two branded posts per week
- Need help creating content? Contact us... we can help!

Labour and Safety | Sponsored Content | Tools and Equipment

One New Electric Compact Utility Loader: Scores of Powerful Solutions

Built for indoor use, the premiere electric CUL gives builders and contractors a mighty jolt of productivity

June 1, 2022 | Amy Guettler | 139 Views | 0 Comments | e-dingo, equipment, labor | Edit



Image: LJ Johnson

Construction has always been a tough business. For years, residential builders and contractors have struggled to balance the dirty, difficult, and often dangerous nature of the labor required to complete their projects with the innumerable aspects of operating a successful business. Already facing daily challenges like attracting and retaining workers; establishing and adhering to safety standards; maximizing productivity and limiting waste; distinguishing their brand from competitors; and boosting the bottom line, finding tangible, effective solutions to these struggles seemed perpetually elusive.

The issue stands in particularly stark relief when compared to larger commercial and construction and landscaping firms. Since their business model affords them with far deeper pockets, corporate-developed procedures, and sizeable workforces, they tend to be outfitted with heaps of heavy equipment and practical devices. Yet perhaps the most multifunctional and omnipresent machines moving about their gigantic job sites are versatile utility loaders. Though impressive in both power and adaptability, their cumbersome size and noxious fuel emissions made them impractical for residential contractors and use in indoor and confined spaces.

Finally, there's a new dog on the block ready to tackle much of the heavy lifting and grunt work that ordinarily consumes so much builder time, money, and effort—the Toro® Company's e-Dingo® 500 Wheeled compact utility loader. Born of Toro's century-long history at the vanguard of innovative and reliable agricultural, turf management, construction and moving equipment development, the e-Dingo® 500 is an electric, zero-emissions compact utility loader (CUL) designed specifically for indoor use. And given Toro's expertise in this area (they first introduced America to the compact utility loader in 1995 with the Dingo), the e-Dingo® 500 packs a bite almost as powerful and multifunctional as that of a standard loader!

[Request a demonstration](#)

Print advertising

Engage our targeted audience to reach Colorado Builder professionals through print display ads. Command attention through one of our premium positions, high-impact advertising options, or advertorial content.

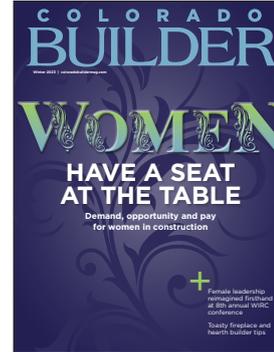
How it works:

Give us your display ad and we'll publish it quarterly, with editorial adjacency, within our print magazine and digital edition:

- \$3,300 (2-page spread)
- \$1,925 (full page)
- \$1,625 (2/3 V)
- \$1,320 (1/2 H)
- \$1,210 (1/3 V)

Get noticed first through one of our premium positions:

- \$2,300 inside front cover **SOLD**
- \$2,250 page 1 (across from inside front cover) **SOLD**
- \$2,200 table of contents
- \$2,000 inside back cover **SOLD**
- \$2,300 back cover **SOLD**



Issue	Ad close	Ad materials due
Spring	Mar 17, 2023	Mar 24, 2023
Summer	Jun 30, 2023	Jul 7, 2023
Fall	Sep 15, 2023	Sep 22, 2023
Winter	Dec 8, 2023	Dec 15, 2023

Each issue is mailed four weeks after the ad material due date.