

PRINT ADVERTISING

A great tool for awareness and action! Reach your audience throughout the buying process.

Print marketing has a tremendous reach and impact. 92% of Penton's Energy and Buildings brand audiences report taking one or more purchasing actions during the past year as a result of seeing an ad or editorial in one of our publications.

Source: Baster Readership Research

SIMPLE DETAILS

- Use the simple "SendMyAd" platform to upload and approve your ads in a single process.
- Content calendars and pricing vary by publication, see brand page for details.

USEFUL FOR

- Sparking inspiration and ideas
- Triggering online searches and referrals
- Influencing actual purchases
- Prompting discussion and sharing with colleagues and design teams

ADDITIONAL SERVICES

These additional marketing services compliment or work well with Print Advertising:

NEWSLETTER ADVERTISING

Combine print and eNewsletter advertising for a greater impact.

DIGITAL ADVERTISING

Combine print and digital advertising for an integrated strategy.

SEO/PPC COMBO

Combine print advertising with search marketing for a greater impact.



Advertise with our trusted Energy and Buildings pubs

Submit print ad files with SendMyAd

<https://penton.sendmyad.com>

With SendMyAd, you will be able to upload, preflight and approve your ads in a single process. SendMyAd flags quality issues that can affect reproduction on press and suggest resolutions. The ad portal allows you to check reposition the ad. You may revise and re-upload the ad one time. When the ad is ready to print as intended, you will be able to approve and sign-off on the ad. You will receive an email confirmation that your ad has been received.