

# eboss media kit

**EBOSS OVERVIEW**  
**DETAILED OVERVIEW**  
**ADVERTISING RATE CARD**  
**MARCH 2011**

# eboss: connecting suppliers with specifiers

## MANUFACTURER/SUPPLIER OVERVIEW MARCH 2011

### introduction

eboss was launched in 2007 to provide design and construction professionals with access to reliably up-to-date product information. The web-based system has already gained a subscriber base of over 15,000 users – a figure that includes 70% of New Zealand's registered architects.

Combining an online product library, archived monthly e-magazine and blogging network with associated web advertising capabilities, eboss helps manufacturers and suppliers reach their target audience with unrivalled cost-effectiveness. eboss's reporting system also allows suppliers to profile the users that have accessed their product information – an extremely valuable tool in understanding the market.

**70%**  
of registered architects

**15,000+**  
registered users

**120+**  
listed suppliers

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### eboss online product library

[www.eboss.co.nz](http://www.eboss.co.nz)

The eboss product library was developed in direct response to requests from architects and designers for timely access to technical information. Online specification is becoming increasingly common, with more and more architects turning to the internet for product details. Not only does eboss allow suppliers to dramatically reduce their print costs, it prevents specifiers from having to waste time searching for specifications on individual websites

Intuitively designed for easy navigation, the library features a unique datestamp that certifies whether product specifications are up-to-date. This allows specifiers to choose your product with confidence. The flexibility of the eboss system means that you can either have your product portfolio hosted on the eboss library, or linked back to your own website through our "front gate" option.

“ eboss is rapidly becoming the definitive site I head to when seeking important information for my projects. It delivers in a format that assists me perfectly and updates me on new products and systems in the same way. ”

**Alan Blundell,** Principal, RAB Design

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### ebossNOW

[www.ebossnow.co.nz](http://www.ebossnow.co.nz)

Distributed monthly to a subscriber base of over 12,200 specifiers, as well as published and archived online, ebossNOW promotes all the latest product release information exclusive to eboss suppliers. ebossNOW allows suppliers to promote brand and product news to a large national audience of architects, designers, builders and other industry design professionals. Inclusion of articles is free to all eboss members, enabling you to make significant savings on your marketing budget.

“ At last, a comprehensive portal for technical building information all in one spot... ebossNOW advises me of all the new and changing products monthly. ”

**Gus Watt,** Principal, Watt Architecture

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### detailed

[www.ebossnow.co.nz/detailed](http://www.ebossnow.co.nz/detailed)

Most practices are looking for quick access to technical expertise, so in 2010 eboss launched Detailed, a network of blogs that allow suppliers to push technical advice and content out to the eboss architectural audience. Complimentary to ebossNOW, suppliers publish technical advice and specification information specific to a product category, becoming the go-to-source for technical commentary and advice.

  
ONLINE SPECIFICATION RESOURCE

## eboss advertising

Advertising on eboss offers a fully reportable means of gaining qualified sales leads from just \$220 per week. By combining an advertisement for a new product, range or service with a facility to register to receive more information, eboss can provide you with direct access for your sales staff to potential new customers.

## cost-effectiveness

Put simply, eboss allows you to increase your exposure to your target audience and dramatically reduce your marketing spend in the process. For the equivalent cost of a single advert in an industry publication, between 10-30 printed product manuals or 15 client presentations, eboss provides you with 12 months in front of over 15,000 specifiers, the monthly opportunity to promote new product information, and the facility to measure your growth and position in the market. With direct access for your sales staff to potential new customers.

## key benefits

### Immediate

Direct communication with customers and potential customers nationwide

### User friendly

Intuitive design makes all information easy to find

### Completely measurable

Each quarter eboss reports profile who has been looking at your products

### Cost effective

Reduces marketing costs and reliance on printed brochures

### Level playing field

Have your brand positioned alongside established industry names

## contact

To discuss how eboss can enhance the visibility of your products and services to an audience of qualified potential customers, email [getspecified@eboss.co.nz](mailto:getspecified@eboss.co.nz) or contact Matthew Duder on 09 550 5464 for more information.

## rate card overview

PRODUCT	WHAT IS IT?	MOST USEFUL FOR	INDICATIVE RATE
<b>Front gate*</b>	direct link from eboss library to product information on your website	established manufacturers and suppliers with strong web presence	\$275 per month
<b>eHost*</b>	all your product information hosted on eboss site	manufacturers and suppliers without product-focussed website / start-up business	cost dependent on volume
<b>Target advertising</b>	web advertising that gets customers to register contact information	manufacturers and suppliers that want qualified leads from advertising	see advertising rate card
<b>Detailed</b>	architectural blogs by suppliers for specifiers	manufacturers and suppliers positioning themselves as educators on own product categories	from \$150 per month

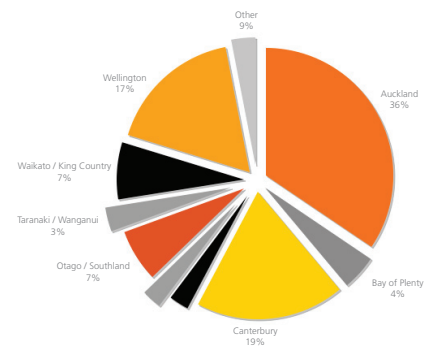
\*Pricing includes monthly publication in ebossNOW

March 2010:

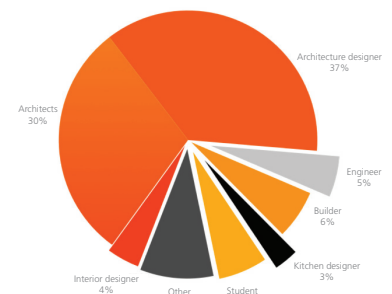
**18,513**  
specifier visits to library

**13,321**  
specifier visits to ebossNOW

**20GB+**  
downloaded technical details



eboss Users by Location



eboss Users by Occupation

“ Sourcing up-to-date, correct information for our projects is a vital component of our design process and accessing the technical information via an online medium is an ever-growing option. The eboss website will become our most effective resource in this important part of our role. ”

Alan Minty, FNZIA, Architect

# detailed: architectural blogs for specifiers by eboss

## CONTRIBUTOR OVERVIEW MARCH 2011

### the opportunity

- + publish custom solutions and details to a large architectural audience
- + position your company as the technical expert in your category
- + become the go-to technical expert for architects seeking expertise or custom solutions
- + maximise your technical resource to educate a national architectural audience

[www.detailed.co.nz](http://www.detailed.co.nz)

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### introduction

eboss hosts technical specifications online on behalf of leading product suppliers to the building industry and publishes a monthly electronic newsletter (ebossNOW) promoting supplier news and products.

Over time—and with legislation driving tighter detailed specifications—eboss has recognised a growing demand for suppliers to communicate their expertise to architects, particularly in regards to custom solutions.

With that in mind, in December 2009 eboss launched Detailed, a network of supplier blogs that circulate technical advice, content, comments and opinions to the eboss architectural audience.

Complimentary to *ebossNOW* and archived within the same website, Detailed allows product suppliers to regularly publish their own technical content under product categories. Content is accessed by architects via the website and distributed through email subscriptions, RSS feeds, twitter, eboss and ebossNOW.

“ Detailed is all about efficiency. Using the same process as writing an individual email, you can now talk to a large architectural audience who will read, comment and debate design, specification and details. Who wouldn't want to control that? ”

### The objectives of Detailed:

- + Create a regular stream of technical advice and details to assist specifiers with product selection, detailing and specification
- + Become the go-to-source for technical commentary and advice on specification



**detailed**  
ARCHITECTURAL BLOGS FOR SPECIFIERS

## it's about efficiency

Currently, suppliers are approached for technical assistance every month. Although some responses contain proprietary information not for a public domain, there are many generic questions on the minds of architects. As an archived, search engine friendly website, Detailed allows suppliers to communicate quickly to a mass audience of architects, rather than through individual emails.

As a contributor to Detailed, suppliers regularly publish (at their own frequency) valuable technical advice to a community of architects and designers interested in categories specific to their products, ultimately encouraging debate, comments and questions that are moderated by the supplier.

It is common for architects to ask technical questions online through NZIA and ADNZ chat lists. Detailed provides an organised alternative for architects to use and publicise technical questions which would be otherwise closed to suppliers.

Detailed allows suppliers to regularly seed ideas into a national design audience, as well as offering solutions demonstrating the expertise and technical knowledge their company offers. This would fit with a strategy to start influencing control over project and product specifications.

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## key benefits for suppliers

Become a prominent educator on categories specific to your products.

You decide what content to publish, and in doing so create further credibility via regular communications of interest to architects that have subscribed to your feeds.

Detailed is all about efficiency. Over time hundreds of architects will subscribe to your feed. Using the same process as writing an individual email you can now talk to a large architectural audience who will read, comment and debate design, specification and details. Who wouldn't want to control that?

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## social media

RSS, Twitter, blogging and other social media tools are used comprehensively in consumer marketing. Detailed utilises these "game changing" media to give you more exposure and bring your experts closer to specifiers nationwide.

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## cost

You choose one or more product categories that your articles will be assigned to, allowing them to be viewed via the site navigation and search engine optimisation.

We offer two pricing options (as per the categories on the following pages):

**Product category** (including all sub-categories therein)  
\$395 per month

**Product sub-category**  
\$150 per month for first, \$100 per month for second, \$75 per month for third or more

Sub-categories	First	Second	Third or more
Cost	\$150	\$100	\$75

**Consultant category for service suppliers**  
\$195 per month

eBoss offer training and manage the design and setup.

eBossNOW.co.nz  
in June 2010:

**25,000+**  
specifier pageviews

**250+**  
comments on Detailed posts

**1,500+**  
Detailed email subscribers

“ At last, a comprehensive portal for technical building information all in one spot... eBossNOW advises me of all the new and changing products monthly. ”

**Gus Watt**, Principal, Watt Architecture



**Architectural Series Overwall Slider**  
May 26, 2010

Position your company as an expert in your product area

**detailed**  
ARCHITECTURAL BLOGS FOR SPECIFIERS

# detailed product categories

## Adhesives & Compounds

Adhesives & Fastenings  
Compounds  
Concrete Admixtures  
Sealants

## Bathroom & Laundry

Bathroom Accessories  
Bathroom Appliances  
Bathroomware  
Laundry Appliances  
Taps, Mixers & Showers

## Cladding

Flat & Profiled Sheet Cladding  
Insulated Panel Cladding  
Masonry & Stone Veneer  
Plaster Cladding Systems  
Proprietary Cladding Systems  
Weatherboards

## Exterior Details & Landscape

Awnings, Louvres & Shade Systems  
Decks & Paving  
Fences & Gates  
Pools & Spas Security

## Flooring

Commercial Carpets & Carpet Tiles  
Concrete Floors  
Floor Tiles  
Residential Carpets  
Resilient Surfaces  
Timber Flooring

## Furniture & Interiors

Blinds & Shade  
Display Systems & Signs  
Storage

## Hardware

Door Control & Accessories  
Glass Hardware  
Handles & Locks  
Hinges, Drawers & Runners  
Interior Fittings  
Kitchen Hardware  
Office Systems

## Heating, Ventilation & Air Con.

Gas & Solid Fuel Fires  
Ground Source Heating - Georexchange  
Heat Pumps  
Portable Heaters  
Underfloor Heating Systems  
Ventilation Systems  
Ducting and Heat Transfer  
Electrical Panel Heaters  
Solar Heating  
Water Heating

## Insulation

Acoustic Insulation  
Thermal Insulation

## Kitchen

Cabinetry & Panels  
Commercial Refrigeration  
Kitchen Appliances  
Kitchens, Sinks & Benchtops  
Kitchen Fittings  
Taps & Mixers

## Lighting & Electrical

Interior Lighting  
Exterior Lighting

## Metal, Timber & Plastics

Timber Sheet & Panel  
Translucent & Plastic Products

## Paint & Coatings

Exterior Paint  
Interior Paint  
Primers, Sealers & Undercoats  
Protective Coatings  
Special Purpose Finishes  
Stains, Oils & Clears  
Surface Preparation  
Trowelled & Sprayed Coatings  
Waterproof Coatings

## Plumbing & Drainage

Hoses & Irrigation  
Pipe Supports  
Pipe Systems & Fittings  
Plumbing Hardware  
Rainwater & Fascia Systems  
Solvents & Compounds  
Surface & Land Drainage  
Tanks, Filters & Pumps  
Valves & Gauges

## Roofing

Flashings  
Longrun  
Metal Tile  
Insulated Panel Roofing  
Membrane Roofing  
Profile & Flat Sheet  
Roof Access & Safety  
Tile, Slate & Shingle

## Stairs & Transport Systems

Balustrades & Handrails  
Stairs

## Structure & Connectors

Concrete  
Metal  
Structural Brackets  
Timber  
Timber Connecting Systems

## Tanking, Wraps & DPC's

Tanking & Damp-Proofing  
Wraps, Underlays & DPCs

## Wall Coverings

Tiles  
Wall Coverings

## Wall Linings, Ceilings & Partitions

Ceiling Systems  
Internal Partitions  
Prefinished Sheet Linings  
Sheet Linings  
Special Performance Linings  
Suspended Ceiling Tiles  
Timber Lining  
Trim & Protection

## Windows, Doors & Glazing

Automatic Doors  
Cavity Sliders  
Fire Rated Doors  
Glazing  
High Speed & Garage Doors  
Interior & Front Doors  
Roof Lights  
Window Joinery

# eboss advertising: reinforcing your brand and product

## ADVERTISING RATE CARD MARCH 2011

### introduction

Are you wanting to build your profile within the specifier market or are you ready to launch a new exciting product?

Rather than rely on traditional publications, eboss offers a unique alternative that won't cost thousands, yet reaches a huge national audience of specifiers.

With a membership of over 15,000 specifiers, eboss offers the opportunity to reinforce brand messages and promote new products through online advertising. By advertising with eboss you can boost your profile within the largest qualified online specifier audience in the country.

Our research has shown that it takes 6-10 "touches" before a product is specified. Advertising is an important part of getting your brand/product in front of specifiers.

Based on feedback from our own audience, specifiers value relevant, specific online communication. Now is the time to take advantage of the significant cost savings allowed by online media and begin regular communication with a large national audience. Through eboss, online advertising is not only cost effective, it is completely measurable with our reporting system.

This rate card is a summary of our competitive rates and also costs for the creation of advertisements (if necessary).

### eboss library

[www.eboss.co.nz](http://www.eboss.co.nz)

198,000+ pageviews in March 2011

eboss.co.nz is an online specification library for New Zealand specifiers. It was developed after direct requests from architects and designers for timely access to specifications. Advertising options are centred on the home and library pages.

### ebossNOW and detailed

[www.ebossnow.co.nz](http://www.ebossnow.co.nz) | HTML twice-monthly email newsletter

29,000+ pageviews in March 2011 | 12,200+ subscribed to HTML email

ebossnow.co.nz is a magazine and blog format website that publishes and archives (1) *ebossNOW* - architectural and product specification news by eboss which is also emailed to over 12,000 specifiers each month and (2) *Detailed*, a network of architectural blogs by suppliers for specifiers.

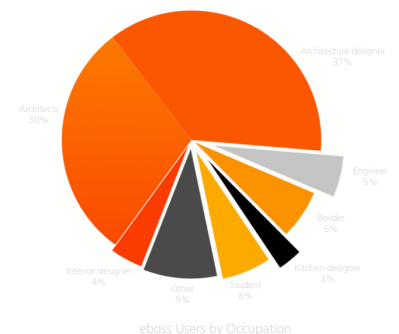
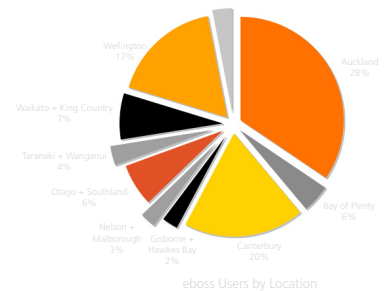
Our audience in March 2011:

15,000+  
using eboss library

12,200+  
subscribed to email newsletter

70%  
of registered architects

237,000+  
pageviews on eboss and  
ebossNOW



**Sidebar Skyscraper**

Appears in sidebar on website home page and library.

<b>Weeks</b>	02	06	12
<b>Cost</b>	\$600	\$1500	\$2500

**Size:** 160 x 600 pixels | maximum 50kb  
**Style:** skyscraper, animated .swf/.gif or static .jpeg/.png  
**Function:** vertical position rotated between six ads  
**March 2011 impressions:** 51,557



**ebossNOW and Detailed**  
www.ebossnow.co.nz and html email newsletter

**Leaderboard / Email Profile**

Appears (1) as leaderboard ad on all pages and (2) as lead ad in ebossNOW monthly email publication

**Cost:** \$900+GST for two weeks on website / one email  
**Style:** leaderboard, animated .swf/.gif or static .jpeg/.png  
**Size:** 728 x 90 pixels / 600 x 90 pixels | maximum 50kb  
**Function:** sole ad on header of every page + lead ad in newsletter  
**March 2011 impressions:** 14,600 website / 7,400 email

**Post / Email Bulletin Banner**

Appears (1) as per the right image, on rotation on each site article between article and comments field and (2) in fortnightly email newsletter above a bulletin category.

**Cost:** \$500+GST for two weeks on website / one email  
**Style:** banner, can be animated on website, must be static in email  
**Size:** 585 x 90 pixels | maximum 50kb  
**Function:** sole ad above site/email bulletin categories rotation under each article on site with four others  
**March 2011 impressions:** 3,100 website / 7,400 email

**Sidebar Island**

Appears in everpresent sidebar of ebossNOW and Detailed site.

**Cost:** \$750+GST for two weeks on website / one email  
**Style:** island, video or animated .  
**Size:** 322 x 260 pixels | maximum 50kb  
**Function:** sole ad, usually below fold  
**March 2011 impressions:** 14,600 website / 7,400 email



# EDM Solus

## HTML Email

Sent out to a database of 12,000+ that can be segmented by profession or location. Costs below assume creative supplied by client.

**Cost:** \$500+GST setup and 0.39c per contact delivery

**Style:** JPEG image, or email client safe HTML

**Size:** 550px wide x <1,000 px high | maximum 300kb

**April 2011 open rate range:** 33-35%

**April 2011 click-through rate range:** 5-12%

An industry announcement by eboss on behalf of The Laminex Group.  eboss  
If you are having trouble viewing this email, [view the online version.](#)



**FORMICA FORMATIONS™**  
DESIGN COMPETITION



Pit your design talents against nine of the world's best architects.

**FORMICA FORMATIONS DESIGN COMPETITION**

Here's your chance to submit your own innovative Formica seating concepts and match your design skills against some of the world's best architects and designers.

The Formica Formations Design Competition has two categories - one for professionals and the other for students and recent graduates.

A panel of respected design professionals will be judging the entries and selecting a winner for each of the categories. The winning design in each category will be fully fabricated and feature in Formica's promotional material.

For full entry guidelines visit: [www.formicaformations.co.nz](http://www.formicaformations.co.nz)

**Submissions required by 31 July 2011**

**The exhibition:** Come see Formica Formations™ on exhibit as part of the Auckland Arts Festival. Formica is a laminate product usually associated with bench tops. But when ten world-famous architects and designers were given a supply of formica and invited to push the material's limits in the fabrication of objects to sit, lie, lean, or play upon, no one could have predicted the revolutionary seating designs they created.

**FORMICA FORMATIONS EXHIBITION**  
WHERE: Lower NZI Foyer, Aotea Centre  
WHEN: March 11-20, 1.30pm - 7.30pm  
FREE ADMISSION

**AUCKLAND ARTS FESTIVAL 2011**

You have received this email because you are subscribed to the eboss industry events, competitions and promotions mailing list. You can [modify your subscription details](#) at any time. To be instantly removed from this mailing list click [unsubscribe](#).

## advertisement creation

We can also create the electronic advertisement for you.

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### basic advertisement

\$320+GST

A basic advertisement is designed to provide basic exposure. This would have a simple bold layout.

Where appropriate, the client must supply:

- Logo
- Product image
- Copy (recommended 10-15 words max)
- Brand guidelines and colours (if possible)

The advertisement would be supplied as a static jpeg or png in banner, skyscraper or island style, as a file size up to 50kb.

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### animated flash advertisement

\$550+GST

Animated Macromedia Flash advertisements can provide a more rich visual and interactive experience. These banners are ideal for promoting high-end brands or campaigns that require more impact.

Where appropriate, the client must supply:

- Logo
- Product image
- Copy (recommended 10-15 words max)
- Brand guidelines and colours (if possible)

The banner would be supplied as a .swf file, file size up to 50kb. The Flash working file would also be supplied for future updates.

TOTAL = \$550 + GST

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Note that Additional charges will be required if any images, logos, or copy are supplied in an unusable state/format. Each banner option includes one set of design changes. Additional charges will be required for further changes.

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## contact

To discuss how eboss can enhance the visibility of your products and services to an audience of qualified potential customers, contact Matthew Duder (matthew@eboss.co.nz or) or Simon Cator (simon@eboss.co.nz) on 09 550 5464.