



HOUSTON
BOMA

HOUSTON BUILDING OWNERS AND
MANAGERS ASSOCIATION

MEDIA KIT

houstonboma.org

Why Houston BOMA?



✓ Align your company with the association property managers rely on for guidance, networking, resources, and education



✓ Reach an engaged audience of commercial property managers, administrators, building engineers, and property decision-makers

✓ Receive detailed performance reports to evaluate your progress and maximize your advertising investment

OUR MEMBERS INCLUDE COMMERCIAL OFFICE, INDUSTRIAL, MEDICAL, AND LIFE SCIENCE PROPERTY MANAGERS AND BUILDING ENGINEERS FROM:

Brookfield
Properties

CBRE

**CUSHMAN &
WAKEFIELD**

Granite

Hines

JLL

**MOODY
RAMBIN**
Relationships in Real Estate

STREAM

TRANSWESTERN
The Performance Advantage in Real Estate

AND MANY MORE...

OUR AUDIENCE AND REACH



1,200+

Members (and
Counting!)



140,000

Website Views
Annually



28,000

Unique Website
Visitors Annually

Email Newsletter Advertising

ADVERTISING IN BOMA AT WORK OR ADVOCATE NEWSLETTER
\$500/MONTH

Our publications have some of the highest satisfaction ratings of Houston BOMA's programs and services. In our latest membership survey, 94.38% of members reported using our emails as a main source of information.

BOMA at Work is our general CRE news e-newsletter sent every other Wednesday, while The Advocate is our advocacy news e-newsletter sent every other Monday.

Includes one-month ad placement in either the BOMA At Work or Advocate e-newsletter during the month of your choice, as well as reporting on impressions and clicks. Choose from the following placements:

- Top Banner: 600 x 75 pixel graphic linked to URL of choice
- Middle Banner: 300 x 175 pixel graphic and 50 words of copy linked to URL of choice
- Bottom Box: 300 x 175 pixel graphic linked to URL of choice

TOP
BANNER

MIDDLE
BANNER

BOTTOM
BOX



STATISTICS

5,000+

Subscribers in the
Commercial Real Estate
Industry

37.3%

Average Open Rate
(Industry Average: 26.6%)

2.2%

Average Click Rate

Dedicated Email Blasts

Share your products, services, or message with our full list of property management professionals. Enjoy the benefits of Houston BOMA's reputation as a trusted sender and land in the inbox of our engaged property management audience. It's a great way to share dynamic content like case studies, promotions, brochures, videos, and more—the sky is the limit!

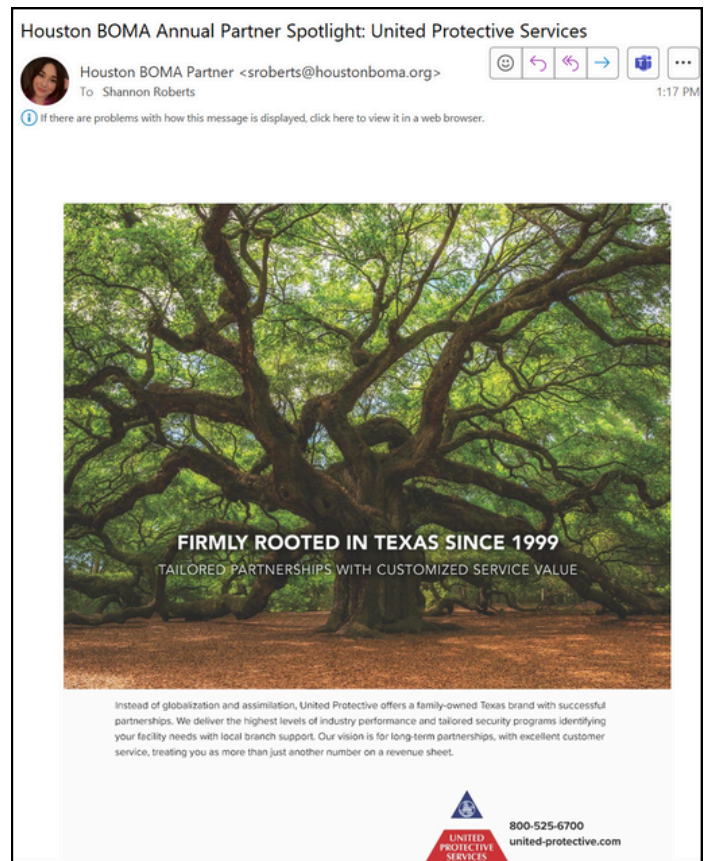
Create your own email and provide HTML code. **Need help?** Provide content (including links, attachments, photos, and marketing copy) along with branding guidelines and we'll design the perfect email for you.

**DEDICATED EMAIL BLAST
\$2,000 EACH**

Includes one custom email blast to all Property Management Professionals in our database on your date of choice (subject to Houston BOMA approval), as well as a detailed performance report.

You will have the ability to fully customize the email, including:

- Subject Line
- Layout and Branding
- Marketing Copy and Text
- Images and Videos
- Links, Buttons, and More Dynamic Content Options



STATISTICS

2,200+

Engaged Property Management Professionals

38.5%

Average Open Rate
(Industry Average: 21.7%)

1.6%

Average Click Rate

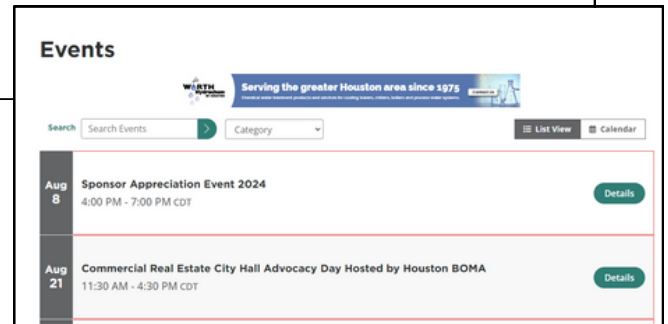
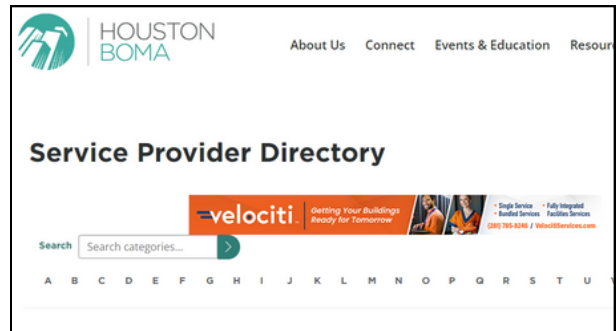
Website Advertising

Increase your brand awareness among a highly targeted audience! Reach commercial real estate professionals at the same place where they sign up for Houston BOMA events, browse property management resources, and manage their Houston BOMA accounts.

BANNER AD \$250/MONTH

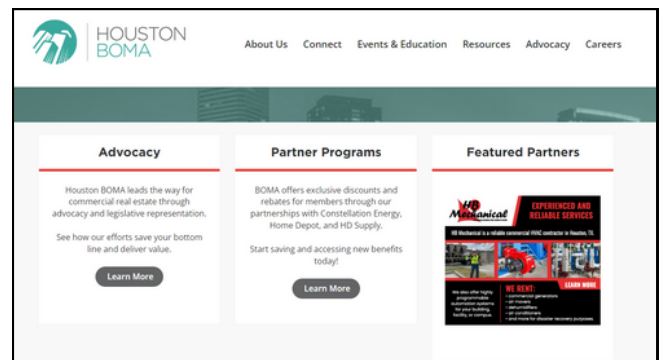
Includes a 620x60 pixel graphic linked to the URL of your choice, placed on our most-viewed pages and locations:

- In the cookie alert pop-up, requiring acknowledgment from every site visitor
- Upcoming Events Calendar Page
- Service Provider Directory
- Homepage under navigation links
- Member Compass, where members log in, manage their profile, view event registrations, and pay invoice



BOX AD \$150/MONTH

Includes a 300x250 pixel graphic linked to the URL of your choice, with run-of-site placement in the Featured Partners Box, located at the bottom of the home page and in the sidebar of every interior page.



STATISTICS

2,135

Average Monthly
Impressions for Box Ads

13,846

Average Monthly
Impressions for Banner Ads

2,350

Unique Visitors Every
Month On Average

Featured Directory Listing

Enhance your company's profile within our Service Provider Directory! Show up at the top of our listings and make it easier for property management members to find and learn about your company. Our exceptional search engine optimization will also show your profile in web search results for your company, further demonstrating your alignment with Houston BOMA. **Need help?** Our design services are included. Let us help you craft the perfect company profile!

FEATURED DIRECTORY LISTING
\$350/YEAR

Includes a robust, upgraded profile, listed at the top of our Service Provider Directory, with:

- Your Logo
- Company Overview (up to 2,000 characters) where you can describe your products and services
- Links to your contact email, website, and social media profiles
- Ability to upload photos and link videos from YouTube or Vimeo

JOBS/AMST

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832.721.0656

[Visit Website](#)


Allied & Professional / Member Since: 2017


[in](#) [ig](#) [em](#)

Organization Overview

Beginning in 1970 as a window cleaning business, JOBS-AMST has continually evolved to add services and solve our customers' toughest problems concerning their building surfaces. Our storied history of delivering quality results on time and safely, combined with over 50 years of experience, provides our customers with the utmost confidence in our abilities to get the job done right.

JOBS-AMST combines decades of experience in skyscraper maintenance, window washing, waterproofing, elevator redesign and new construction, and preventive maintenance for architectural surfaces. Continuing the legacy of LaRue Coleman, JOBS-AMST believes in a future where all buildings get the maintenance they need, at the right price, and without risking liability.





Contacts

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Contact Us

Let us help you raise your brand awareness and meet your business goals with Houston BOMA's advertising options. Contact us today to set up a call or purchase your ad on our website at houstonboma.org/products/advertising.



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