

2024

Media Kit for Advertisers



What Sets Engineering Plans Apart

Approved building product performance evaluations are a mandatory part of the construction & related industries.

Engineering Plans monopolized this critical step by centralizing, improving, & dominating their search & use.

- **We collected & simplified numerous agency website plans to one site.**
- **We dominate building product search.**
- **We provide a smarter, more insightful way to search & use building product plans.**
- **We help savvy companies spot industry trends, stay ahead of the competition, and advertise with laser-like precision.**
- **We develop useful & innovative tools to track, identify, & use product approval data, like AI assisted search.**

85,000+

Building Product Evaluations (and growing)

100,000+ by Q1 2024

7,500+

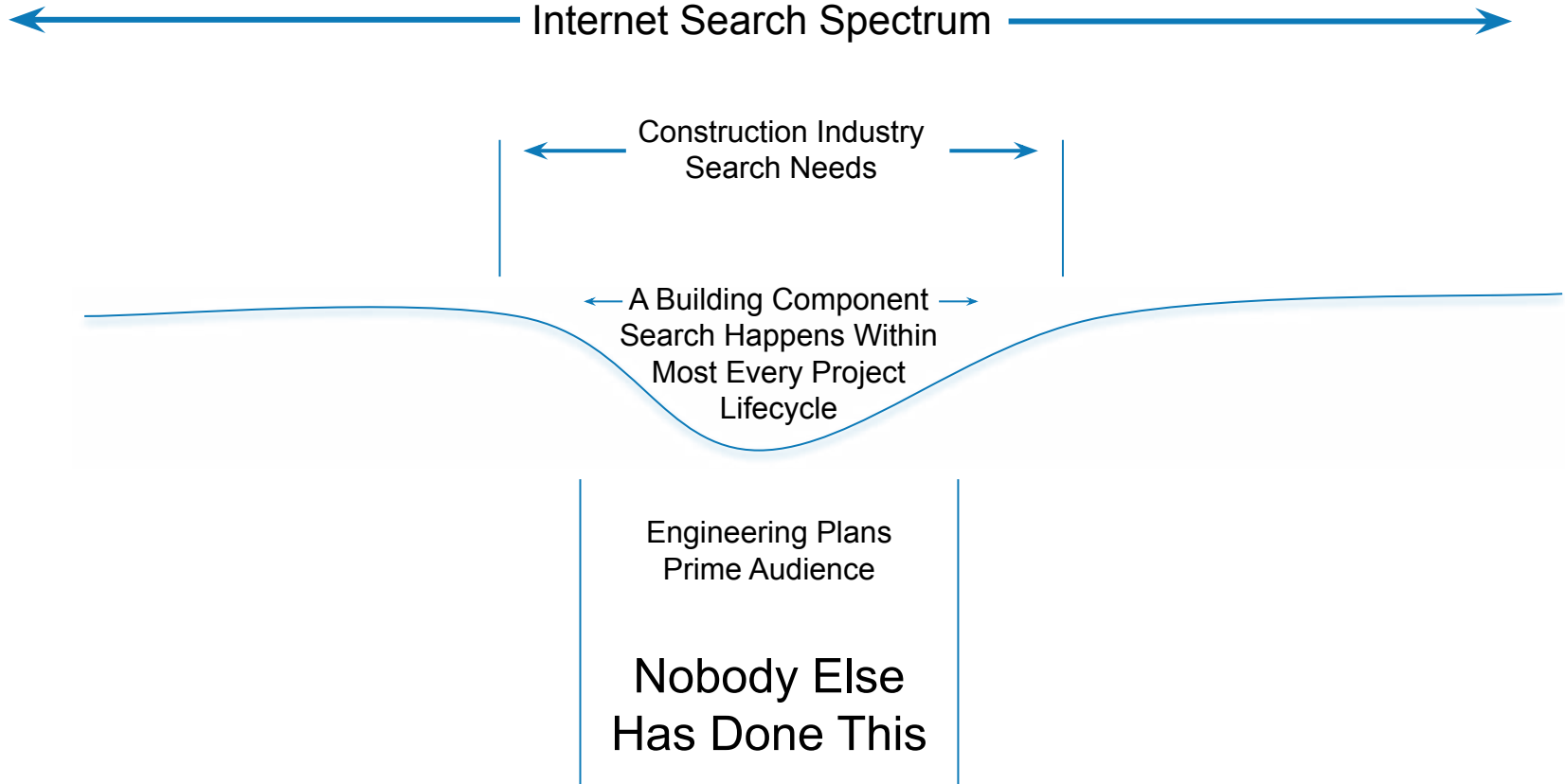
Manufacturers

300,000+

Documents

(stats as of October 15, 2023)

What Sets Engineering Plans Apart



Our Audience

Industries

- Building Component Manufacturers
- Building Design & Construction Professionals
- Contractors
- Property Developers
- Legal & Insurance Industries
- Data Analysis

Professions

- Architects
- Engineers
- Contractors
- Land Developers
- Attorneys
- Insurance Reps
- Marketers

Their Goals

- Quickly find the right plans for permitting & construction
- Discover product alternatives
- Stay ahead of competition
- Insurance Compliance, claims, discounts
- Lawsuit Research
- Sales & Marketing

Our Target Audience

1,800+

US searches for
product approvals/ day

\$10.7 Trillion

Global Construction Output
(2020)

20-100+

Average evaluation reports needed per
construction project

1,022,000

Single-family homes built in 2022

1.4M

Residential build permits issued per month
(in US, 2022)



Advertising Opportunities



Website



Email

Website Advertising

135k+ monthly visitors in the building space
2000+ downloads per month

Construction & industry professionals are actively searching for products on our site, right now.

Capture their attention and introduce them to your brand with strategically placed website ads.

Targeted Display Ads | Starting at \$100 per month

- Rectangular image ads, info text boxes, or combined media.
- Displays on search results, folder pages, individual listing pages, manufacturer pages, and articles.
- Monthly sponsorship packages available with longer term discounts.

(see following pages)



Display Ad Options - Website

Search
Page A:

The screenshot displays a user interface for managing display ads. On the left, there is a sidebar with various filters and controls:

- Advertiser:** A dropdown menu.
- Approval #:** A text input field.
- Design Preset:** A dropdown menu.
- Asset ID:** A text input field.
- Impact Resolution:** A dropdown menu.
- Linked Approval:** A dropdown menu.
- Application Type:** A dropdown menu.
- Control Point Method:** A dropdown menu.
- Presets:** A list of preset options.

The main area shows a grid of eight ad creatives, each with a unique ID and a thumbnail image. Below the grid, a large yellow rectangle is highlighted with the text "SPACE - 728x90". At the bottom of the interface, there is a status bar indicating "Showing 8 of 499 results" and a "Load Results" button.

Display Ad Options - Website

Approval
Listing C,D:

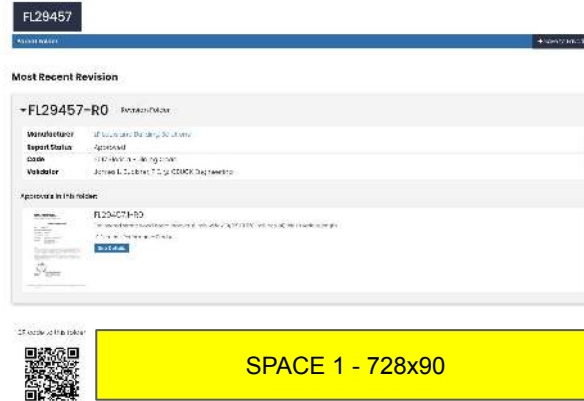
The screenshot shows the Engineering Plans website interface. The page features a search bar at the top, a navigation menu, and a main content area with a listing for '23-072706'. The listing includes details such as 'Project Name', 'Location', and 'Description'. Three yellow boxes highlight specific ad spaces: 'SPACE 3 - 250x80' in the top right, 'SPACE C1, C3 300x250' in the middle right, and 'SPACE C2 - 728x90' at the bottom center. The page also includes a 'Contact Information' section and a 'No Changes Found' message at the bottom.

Premium
Space -D

SPACE C2 - 728x90

Display Ad Options - Website

Parent
Folder E:



The screenshot shows a web interface for a parent folder named "FL29457". The interface includes a "Most Recent Revision" section with the following details:

- Revision:** FL29457-R0
- Manufacturer:** Microsoft Dynamics 365 Finance
- Support Status:** Approved
- Code:** 010-00000000-00000000
- Validator:** James K. Lichten 7/2/2023 10:00:00 AM

Below this, there is a section for "Approved in this folder" which lists a single ad option:

- Ad Code:** FL29457-R0
- Ad Name:** Microsoft Dynamics 365 Finance
- Ad Size:** 728x90
- Ad Type:** Display
- Ad Status:** Approved
- Ad Location:** Microsoft Dynamics 365 Finance
- Ad Description:** Microsoft Dynamics 365 Finance
- Ad Image:** Microsoft Dynamics 365 Finance
- Ad Link:** Microsoft Dynamics 365 Finance

At the bottom left, there is a QR code and a yellow box containing the text "SPACE 1 - 728x90".

Display Ad Options - Website

Manufacturer Details F:

LP Louisiana Building Solutions

View My Section

Manufacturer Details

Name: LP Louisiana Building Solutions

Contact: Kibbi LLC

Address: 644 Union Street - Bank of America Plaza Southside - Metairie 70006-3128

Website:

Phone: [5043336644](tel:5043336644)

Source Link: [View Source Website](#)

SPACE 1 - 728x90

Listings By Manufacturer (1)

2017 Florida Building Code

[View Listing](#) Approved

[View Listing](#) Denied/Cancelled/Expired

QR code to this Manufacturer:



Manufacturer Advertising opportunity:
your manufacturer page + your specific
product listings

Display Ad Options - Website

Article +
Resources G:

Where Can I Find Miami Dade Product Approval Forms For NOA Submission?

[Home](#) [Approval Form](#) [Where Can I Find Miami Dade Product Approval Forms For NOA Submission?](#)

About Miami Dade Product Approval Forms

Miami Dade maintains a library of forms on their product control website. They are presented in categories in PDF form for applicants to follow during application submissions. These links are as of mid 2023.

[Search Miami Dade Approval NOA's by Clicking Here](#)

General Miami Dade Product Approval Publications

The list of publications are:

- Product Control Brochure
- Product Approval Process Flow Chart
- Approved Trailing Connections
- Roofing Fastener and Bolts Plate List
- Green Guide to Home Attributes Approved Products List
- Complaint against a Product Control

Product Approval General Checklists

Follow these checklist guidelines when submitting or renewing a corresponding Miami Dade Product Approval Application. See the bottom of this page for product-specific checklists to follow.

- Instructions for NOA Submittal
- Checklist for NOA Submittal – Basic Requirements
- Checklist for the Approval of Roofing Products
- Checklist for the Approval of Other Products
- Checklist for the Verification of Green Sustainable Attributes
- Checklist for NOA Submittal – A Product for Use Specifically in One Project – One-Time Approval
- Checklist for the Approval of Proposals for Review of a Testing, Design, Product Requirement or Engineering Opinion
- Checklist for Renewal
- Complaint Form against a product control
- Name change of existing notice of Acceptance

SPACE - 728x90

[See All Posts](#)

Recent Posts:



[How to Install a PVC Membrane Deck](#)



[How to Install a PVC Membrane Deck](#)



[Cement: How to Build This House](#)

Email

11,500+ subscribers

2000+ emails sent per week avg.

Every day, our subscribers getting emails tracking changes in product approvals. Capture their attention here or in our monthly summary reports.


Monthly Summary Sponsor | Starting at \$500.00/mo

- Two ads slots per email - a text callout at the top, and a visual callout in the middle
- You can choose either the text slot, image slot, or both
- Ads are sold one month at a time



Display Ad Options - Email, G, H

Put your preheader text here [View on browser](#)



Here's what's new.

SPACE - Text only (280 characters)

Lorem Ipsum
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
[Click here](#)

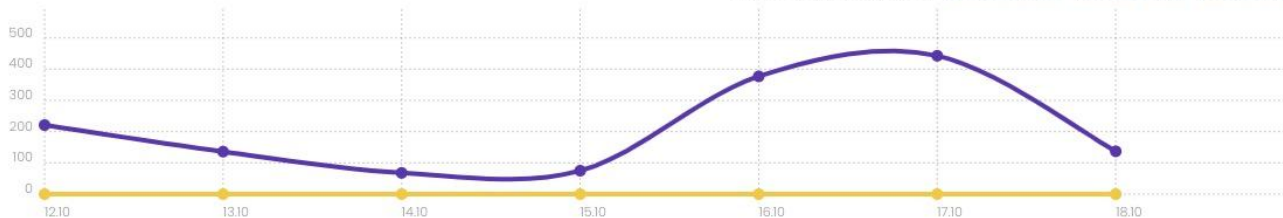
SPACE - 300x600

Lorem Ipsum
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Lorem Ipsum
.....

Detailed Report Statistics

download full statistics: [last 90 days](#) [last 30 days](#) [last 7 days](#)



Views **1658**

Clicks **2**

CTR **0.12%**

[full statistics](#)

Viewable by

68 minutes 25 sec

Clicks

17/10/2023	54.36.149.247	-	-	
16/10/2023	185.191.171.6	-	-	
15/10/2023	85.208.96.204	-	-	

Brand Network

We are part of a family of websites designed to make building safe, beautiful products easier and faster.

With over 20 years serving the construction industry, we bring in-depth understanding of the building process to everything we do, solving specific problems with practical and innovative solutions.

FLORIDA
PRODUCT
APPROVALS.COM



Also powering dozens of support channels found at EngineeringExpress.com/Brands

Sponsor Pricing Summary

	Placement:	Space options	Pricing method	Price
A	Search Page	One banner below results 728x90	Cost per ¼ Rotation (4 max ads in space)	\$1,000/mo
C1	Approval Listing Page	One banner in sidebar, random 300x250	Cost per ¼ Rotation	\$750/mo
C2	Approval Listing Page	One banner in sidebar, Targeted per category 300 x250	Cost per ¼ Rotation	\$500/mo
C3	Approval Listing Page	One banner below data 728x90	Cost per ¼ Rotation	\$500/mo
D	Approval Listing Page	Premium Space (top right). 250x80	Cost per ¼ Rotation	\$2,500/mo
E	Parent Folder	One banner 728x90	Cost per ¼ Rotation	With above C-D
F	Manufacturer Info	One banner 728x90	Cost per ¼ Rotation	With above C-D
F	Your Manufacturer Space	Info box - claim to block other ads from showing & add your content 728x90	Cost per manufacturer	\$350/mo
G	Articles & Emails	One banner and one "recent post" in sidebar	Cost per campaign / article	\$500
H	Monthly Summary Email	One text callout and one visual ad mid-email	Per month	\$500

25% discount for quarterly commitment, 33% discount for semi-annual commitment

What's Next?

Contact Support@EngineeringPlans.com to discuss rates and create your advertising package.

Send an email through our [Contact Us](#) page

Call 954-520-7767 for the company CEO.

Thank you for your interest in advertising with EngineeringPlans.com.

- Frank Bennardo, PE, CEO



An Endymion Blue. LLC Innovation