With sophisticated graphics and powerful search tools, **DesignGuide.com** has transformed how to source and market building products and furnishings within a visual online environment.

### Community + Industry

A targeted global reach of professional decision makers who use the site to search for Building Products for their projects.

DG builds site awareness using a variety of marketing components.

- **Industry Events and Shows**
- **Newsletters**
- **Direct Mailings**
- **Professional Directory Outreach**
- **Affiliations with Associations and Institutions**
- **Media Sponsorships**
- **Search Engine Optimization**
- **Affiliate sites**

### DG Site Users

<table>
<thead>
<tr>
<th>Users</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Architects + Engineers</td>
<td>35%</td>
</tr>
<tr>
<td>Interior Designers</td>
<td>20%</td>
</tr>
<tr>
<td>Landscape Architects</td>
<td>9%</td>
</tr>
<tr>
<td>Design Consultants</td>
<td>9%</td>
</tr>
<tr>
<td>Builders + Developers</td>
<td>8%</td>
</tr>
<tr>
<td>Manufacturers + Distributors</td>
<td>8%</td>
</tr>
<tr>
<td>Students + Educators</td>
<td>6%</td>
</tr>
<tr>
<td>Consumers</td>
<td>5%</td>
</tr>
</tbody>
</table>
Professionals
The Professional Directory portrays the state of the art within the industry in North America.

Professional Directory
Architectural Firms 3535
Interior Design Firms 1796
Engineering Firms 1797
Landscape Design Firms 812
Acoustical and A+V Firms 128
Lighting Design Firms 136
Total Firms 8174

The Design Process
Designguide plays a prominent role in phases II, III, IV of the design and building process.
I Schematic Design
II Design Development
III Construction Documents
IV Bidding and Permits
V Construction

Buying Power
Designguide reaches the global audience of design professionals and decision makers who select or specify over 90% of the building products and furnishings utilized in the built environment.

Building Products
Manufacturers maintain a customized multi-linked Profile that summarizes their offerings and capabilities.

Performance & Functionality
Site users search within an intuitive visual environment and are able to search by Keyword, CSI Masterformat Index, alphabetical product type and manufacturer name.
Users are able to save their product choices into their Workbook of favorites. Users are given the opportunity to contact the manufacturers in a variety of ways.

Digital Marketing
Generating leads for both professionals and manufacturers is made faster and easier.
Industry Professionals now seek industry specific B2B search environments tailored specifically to their market.

Robust Results
15% Annual Growth in site users and Advertising Membership.
Gain Industry Exposure
Showcase your building products to professional viewers including Architects, Interior Designers, Landscape Architects, Engineers, Specifiers & Contractors, who use DesignGuide.com as a way to source building products or furnishings.

Member Profile
Designguide.com showcases Building Products, Materials and Furnishings through a standardized Manufacturer Profile. The Profile Show important company information, products, services & capabilities along with web links and a multi-image portfolio. Profiles are designed to give the user an instant understanding of the company’s focus, and allows site users to contact the company & request information or catalogs. Users can save their favorite Profiles to their +Workbook (favorites file). Profiles can be updated at any time.

Sample Profile

**Eldorado Stone**
1370 Island Ave
San Marcos, CA 92078
Tel 800.925.1491
Fax 760.746.9800
Email customerservice@eldoradostone.com

**Principal(s):**
Murphy Levy, President

**Statement:**
For more than 60 years, Eldorado Stone has been refining the art of architectural stone veneer. Today, Eldorado Stone is recognized for creating products that are truly believable, rich in texture and full of character. A word: authentic. It’s no wonder that Eldorado Stone is specified by discriminating architects, builders, designers and manters the world over.

**Product Categories:**
05400 Prefab Concrete
04000 Masonry Materials + Methods
04220 Masonry Concrete + Concrete Blocks
04500 Fireplaces + Firepits
04700 Masonry Simulated Brick + Stone Masonry
03970 Special Wall Surfaces + Panels
03645 Decorative Finishes
05330 Flagstones, Steppers + Materials

**Applications:**
Commercial + Residential

**Background:**
Market: International
Employees: 1999

**Showrooms/Distributors:**
Purchase Eldorado Stone through our certified network of Dealers. Please contact us today at 800.925.1491 or visit: See Location

**Brands / Products:**

**Green Statement:**
For More Inspiration:
Tour the Eldorado House
Visit Eldorado Stone

**New Products:**
CedarCrest™: Shaped Edge Assent, CastStone™ Protective Treatment
View our Fireplaces & Outdoor Collection
Get Creative with our Caststone™ Wall Surfaces
Transform your backyard with Eldorado Outdoor™

**Affiliations:**
AIA, ASLA, BIA, NARI, NIBCA

**Technical Links:**
Download Installations Guidelines
Dimensions Guide
10 Year Warranty
Outdoor Products

**CEU Links:**
Eldorado Stone
Eldorado Fireplaces

**Links:**
Why Eldorado Stone
Tour the Showroom
Visit the Fireplaces Surrounds
Your Outdoor Projects

**Keyword Table:**
update this profile

**Sample Profile Elements:**

1. Company Logo (link)
2. Company Information
3. Social Media Links
4. Principal(s)
5. Statement
6. Product CSI Categories
7. Applications/Background
8. Showrooms/Distributors
9. General Links
10. Technical Links
11. CEU Links
12. Info/Catalog Requests
13. Save to Workbook (favorites)
14. Resource Links
15. Multi-Image Portfolio
16. Brands/Products
17. New Products
18. Green Statement + Links
19. Affiliations
20. Ease of Update
21. Keyword Table (embedded)
Results + Positions

Searches may be queried in a variety of ways: Keyword, Key Phrase, CSI Masterformat index, Alphabetical and Company Names.

Result sets are image based and show the products as they are used within the built environment.

Super Premium: First tier of alpha results A-Z
Premium: Second tier of alpha results A-Z
Standard: Third tier of alpha results A-Z
### About Designguide

**History + Mission**  
Designguide.com is celebrating 16 years of providing the building and design industry with a comprehensive and efficient directory for sourcing design professionals and building products.

**B2B Industry Platform**  
Designguide reaches the global audience of design professionals and decision makers who have the ability to specify building products and furnishings for their specific projects.

**Visual Data Base Search**  
With sophisticated graphics and powerful search tools, DesignGuide.com has transformed how to source and market building products + furnishings within a visual oriented online environment.

### Promotions + Services

#### Newsletters
Designguide.com produces 6 e-newsletters which reach approximately 100,000 readers.  
- **Innovations**: innovative people + products.  
- **Connect**: Industry news + featured members.  
- **ShowTime**: Industry conventions + tradeshows.  
- **Building Product Showcase & Moviehouse**  
- **CEU Learning Center**: Continuing Education.

### Affiliate Sites
Designguide.com maintains 3 affiliate sites, collectively representing over 1 million readers monthly. The “DG Product Guide” is now featured on Arcspace.com, ArchNewsNow.com, and Buildipedia.com. DG also serves as a Media Sponsor to 14 leading national trade shows and conventions.

### Web Traffic Reports
Members receive Traffic Reports detailing site user traffic to their Profile.

### Ease of Update
Members may update their Profile anytime (no cost) by contacting their DG representative.

#### Annual Membership Programs

<table>
<thead>
<tr>
<th>PREMIUM</th>
<th>STANDARD</th>
<th>BASIC</th>
</tr>
</thead>
<tbody>
<tr>
<td>□ $5,000 for 12 months</td>
<td>□ $4,000 for 12 months</td>
<td>□ $3,000 for 12 months</td>
</tr>
<tr>
<td>□ $7,500 for 24 months</td>
<td>□ $6,500 for 24 months</td>
<td>□ $4,500 for 24 months</td>
</tr>
</tbody>
</table>

**Includes**
- 1st Alpha Tier of Divisional Results
- Homepage Feature for 2 months
- Innovations Newsletter (2x per term)
- Connect Newsletter (2x per term)
- Bldg. Product Showcase Newsletter
- Showtime Newsletter (if applicable)
- CEU Learning Center (if applicable)
- Moviehouse (if applicable)
- 16 Image Portfolio with Captions

#### Other Advertising Opps

<table>
<thead>
<tr>
<th>Placement</th>
<th>1 month</th>
<th>3 months</th>
<th>6 months</th>
<th>1 year</th>
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<tbody>
<tr>
<td>Home Page Feature Ad</td>
<td>$1,500</td>
<td>$4,000</td>
<td>$6,000</td>
<td>$10,000</td>
</tr>
<tr>
<td>Logo Ad - Home Page</td>
<td>$1,500</td>
<td>$4,000</td>
<td>$6,000</td>
<td>$10,000</td>
</tr>
<tr>
<td>Logo Ad - Other Pages</td>
<td>$1,000</td>
<td>$3,000</td>
<td>$5,000</td>
<td>$8,000</td>
</tr>
<tr>
<td>Banner Ad - Home Page</td>
<td>$3,000</td>
<td>$5,000</td>
<td>$9,000</td>
<td>$15,000</td>
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</tbody>
</table>
Designguide.com aims to fulfill the professional design community’s need for an efficient and comprehensive one stop online resource center.

The Industry

“This award-winning online resource and forum for the building and design industries has just launched a new platform with compelling visuals and state-of-the-art features. The site hosts more than 10,000 professionals who showcase their design services and projects. It’s also a terrific source to locate thousands of building product and furnishings manufacturers as well as numerous building codes.”

“B-K Lighting has successfully teamed with designguide.com to enhance the way design professionals locate information about its products and services industry.”

“You want it. Designguide has it. This premium Internet directory delivers powerful search tools amid sophisticated graphics and user-friendly design.”

“Designguide offers an online showroom featuring top-of-the-line products and materials for commercial markets. From this site, users can research some of the industry’s most impressive products, save company profiles and request information from organizations such as Brodart.”