


**BUYERS GUIDE  
ADVERTISING**

# GET FOUND BY BUYERS ON THE ULTIMATE INDUSTRY SEARCH PORTAL

**Beat your competitors by connecting with potential buyers searching for your types of solutions**

It's crucial for potential buyers to find you when they're searching for the types of products and services you offer, and that's where buyers guides come in. With a completely revolutionized design, our guides offer more value for marketers than ever before. An extensive variety of advertising positions let you stay in front of your buyers in an engaging way while also positioning your brand alongside the industry authority, giving brand lift that comes with leveraging the association's brand affinity.

## How It Works

Industry professionals who come to buyers guides are actively searching for businesses and organizations just like yours to meet their needs -- and you can make sure these potential buyers find you and not someone else with a wide selection of advertisements that allow you to speak to them throughout their buying journey. Also, because our guides are mobile responsive and span many industries, you ads will gain maximum exposure with just the right potential buyers. Did we mention that we take care of your entire campaign? You'll have the advantage of relying on our expert creative team to develop the right visuals and relevant messaging that gets your brand noticed as well as campaign reporting to keep you updated on how your ads are performing.

## Benefits

- 
 Get found by buyers who are searching for the types of products and services you offer
- 
 Reach mobile users who search our industry-leading buyers guides from their smart phones or tablets
- 
 Rely on our expert team to take care of your campaign, design eye-catching creative and provide you with reporting
- 
 Build your brand by positioning yourself along side industry authorities, our association partners