



Connecting Manufacturers  
with the **AEC Community**

2025

Advertising Bundles

# CADdetails 2025 Advertising Bundles

Backed by over 25 years of industry expertise, CADdetails is the leading platform for building product manufacturers to connect with North American design firms. Our comprehensive suite of omnichannel digital marketing solutions—including newsletters, blogs, ad placements, social media, paid search, and eBlasts—help your products reach architects, engineers, and construction (AEC) professionals and secure more project specifications. Maximize the value of your partnership with CADdetails by utilizing additional channels to amplify your brand exposure and engage more effectively with the AEC market.

## The CADdetails Ecosystem







## A Look at Our Audience

**10,600+**

Clicks on Homepage Placements

**3M+**

Impressions from Homepage  
Placements

**8,200+**

Clicks on Featured Page  
Placements

**1.7M+**

Impressions from Featured Page  
Placements

**750,000+**

North American AEC Users

**1.8M+**

Annual Product Downloads

**1.2M+**

Annual Website Visitors

**140+**

Users from the Top North American  
Architectural Firms

**5,800+**

Social Media Followers

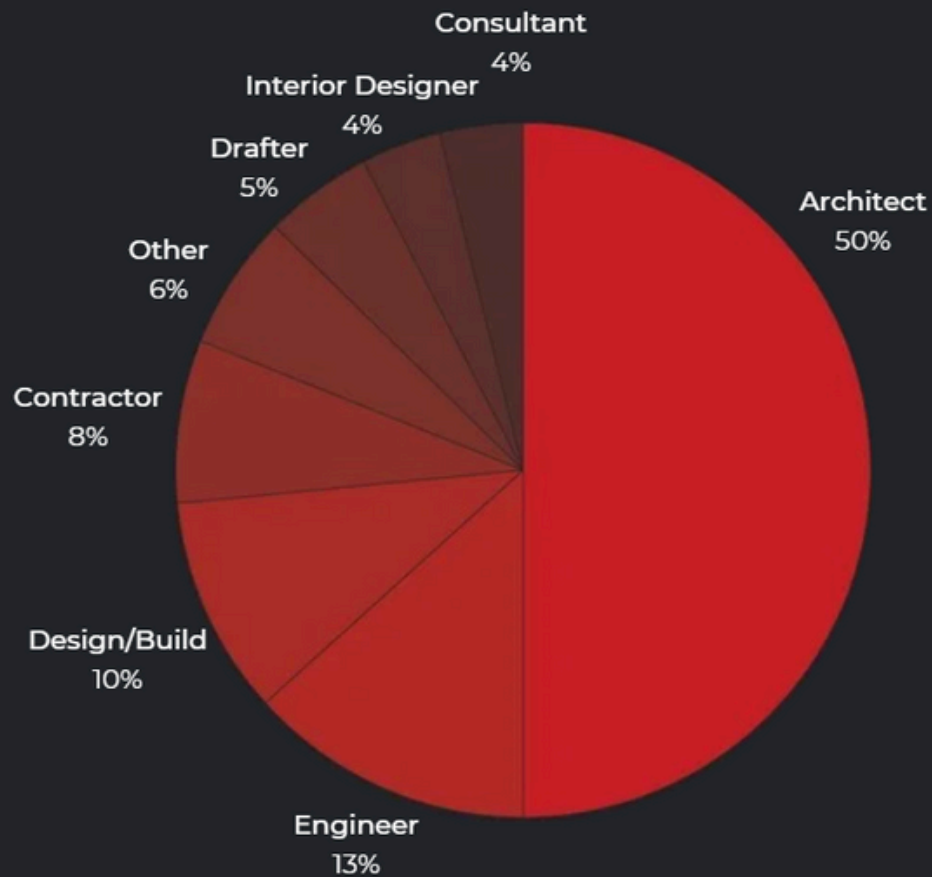
**118,000+**

Annual AEC Blog Visitors

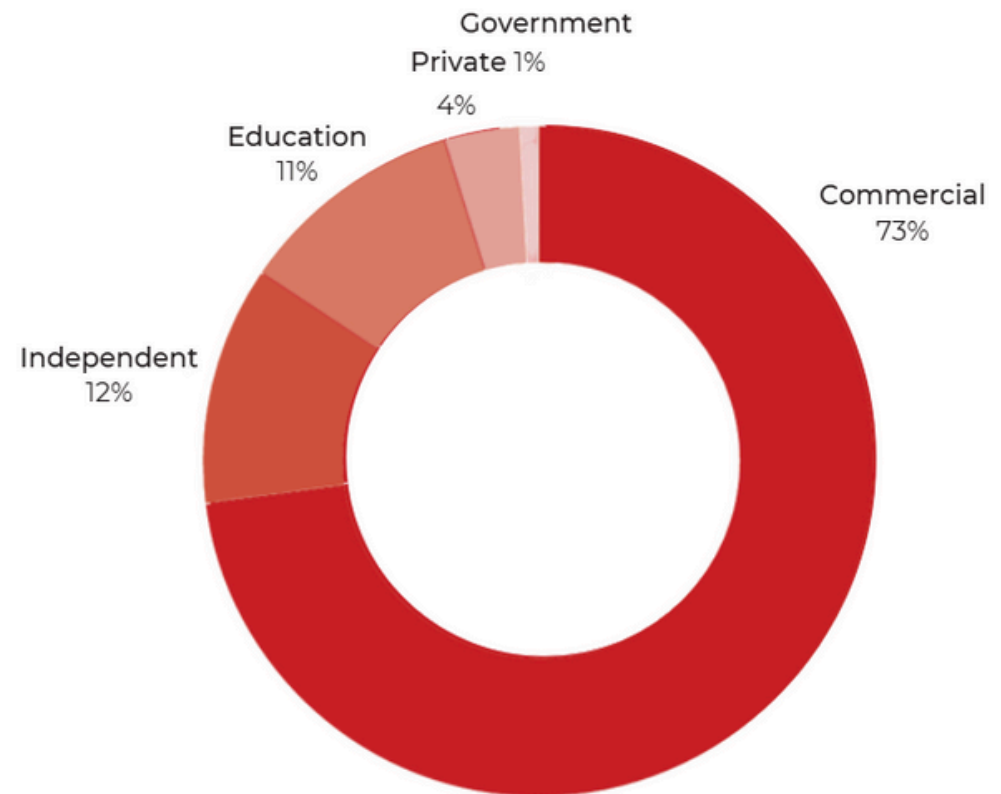
**74,000+**

AEC Newsletter Subscribers

# Top Users by Profession



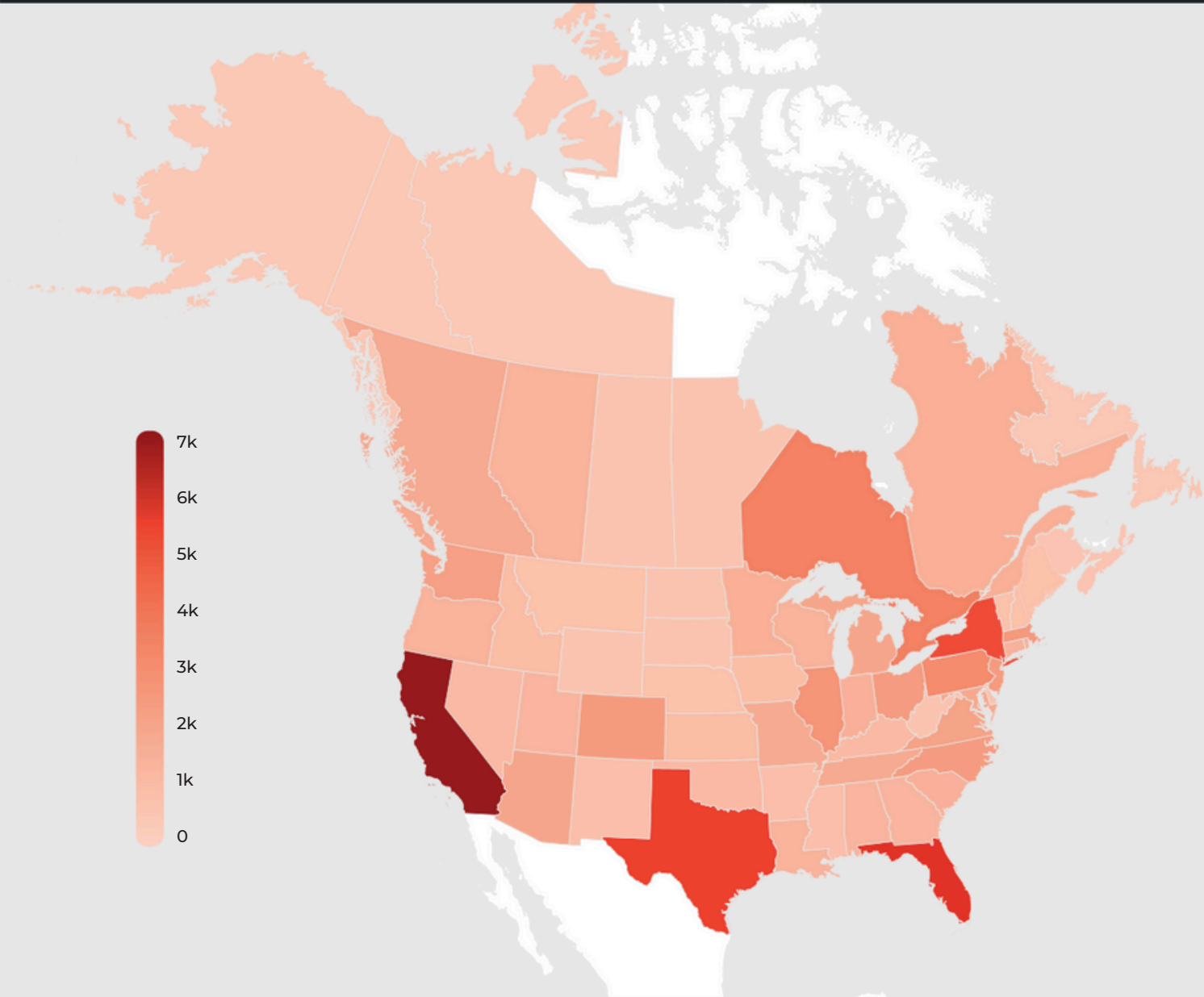
# Users by Organization Type



# Top 10 North American Architectural Firms Using CADdetails for Product Research

1. Kimley-Horn
2. Stantec
3. Guidry-Coastal Architecture
4. AECOM
5. WSP
6. ICON Architects
7. Design Workshop
8. Jacobs
9. HDR
10. LandDesign

## CADdetails User Geography



# AMICO's Experience Advertising with CADdetails

**"Advertising with CADdetails has been an excellent way for us to reach more design professionals. We love how seamlessly the ads work alongside our product listings to deliver stronger exposure, higher engagement, and better results. Looking ahead, we're excited to keep the momentum going and build on the success we've seen so far."**

*Phil Shevchenko, VP of Sales, Marketing, & Product Development, AMICO*



KPI	YoY Growth
Product Searches	↑ 115%
Clicks	↑ 96%
Downloads	↑ 13%
Engaged Users	↑ 32%



**297,400+**  
*impressions*



**1,250+**  
*total interactions*



**1700+**  
*unique clicks on ads*



**2291**  
*emails sent*



**71,000+**  
*unique visitors*

# Our Digital Content Platforms

With ads seamlessly integrated across all our digital content platforms, CADdetails offers building product manufacturers exciting and powerful ways to engage with the AEC community.

## Website

CADdetails.com reaches over 1.2M design professionals every year who are actively searching for building products to specify.

## Social Media

With over 5,800 followers across all our platforms, CADdetails' social channels are the perfect place to enhance your product visibility.

## Blog

With over 118,000 annual visitors, CADdetails' blog *Design Ideas for the Built World* is a prominent and influential online presence in the AEC space.

## Newsletter

CADdetails' newsletter reaches 74,000+ AEC subscribers, making it the ideal avenue to connect with actively engaged design professionals.

### Design Ideas for the Built World



#### Discover the Perfect Shade: 15+ CAD Drawings of Shade Structures, Canopies and Pergolas

CAD DRAWINGS 3D MODELS DESIGN LANDSCAPE DESIGN

Extensive collection of meticulously crafted designs tailored to enhance any outdoor space. Whether you're seeking a modern, minimalist canopy or a classic, ornate pergola, this compilation provides a diverse range of styles and functionalities to suit your aesthetic and practical needs. Dive into this rich resource to find inspiration and detailed plans that will transform your garden, patio, or commercial outdoor area into a shaded oasis of comfort and elegance.



#### Royal Corinthian

Royal Corinthian manufactures every imaginable architectural element from composite materials, that last for generations. Our fiberglass pergolas can be combined with our domes and cornices to form a rotunda pergola, or simply with our rafters and purlins for a traditional or modern pergola. Of course, our domes can be used independently for interior or exterior application, both concave and convex. Our Chippendale panels and gates are very popular in Craftsman style construction. We can make these railings from fiberglass, polyurethane, synthetic stone, or cellular PVC.



VIEW & DOWNLOAD

#### The Renaissance of Wooden Doors in Modern Interior Design

DEC 12, 2024

#### Branding Products for Creating Exceptional Commercial and Residential Interiors

DEC 11, 2024

#### Designing the Future of Outdoor Spaces: The Advantages of Nylon Landscapes Turf

DEC 4, 2024

#### 3D CAD, BIM and 3D Print to Revolutionize Public Traffic Control

NOV 7, 2024

#### Advanced Surveillance Technologies for Construction Site Safety

NOV 6, 2024

#### Upgrade Interior and Exterior Spaces This Fall with These 15+ CAD, BIM, and 3D Design Files

OCT 24, 2024

#### 15+ CAD, BIM, and 3D Drawings and Models to Design the Ultimate Urban Area

OCT 18, 2024



# 2025 Editorial Calendar for Design Ideas for the Built World

<b>January</b>	Ingenious Bathroom CAD Drawings to Kick Off the New Year
<b>February</b>	From Classic to Contemporary: Must-See Door and Window Products to Spark Your Inspiration
<b>March</b>	Transform Your Outdoor Areas with These Surfacing Product Picks
<b>April</b>	Stay Grounded with These Eye-Catching Flooring Products for Every Space and Style
<b>May</b>	Shine a Light on Your Next Project with These Outdoor Lighting Products
<b>June</b>	Green Up Your Design with Decorative Planters that Enliven Any Space
<b>July</b>	Bulk Up Your Designs with These Outdoor Fitness Products
<b>August</b>	Have It Made in the Shade with Pergola and Canopy Drawings
<b>September</b>	Must-Have Gates, Railings, and Fences for Your Next Project
<b>October</b>	Autumn Upgrades: Best Products for Your Fall Renovation Projects
<b>November</b>	Innovative Products Revolutionizing Public Traffic Control and Urban Landscape Design
<b>December</b>	Tackle Climate Change with Sustainable Products and Create an Eco-Friendly Haven



# Advertising Bundles

Digital Media Bundles / Advertising Bundles		Bronze \$1,500	Silver \$3,000	Gold \$5,000	Platinum \$8,000	Diamond Starting at \$10,000
Media Opportunity	Frequency		<i>*limited availability</i>	<i>*limited availability</i>	<i>*limited availability</i>	<i>*Custom Package, please speak to your Client Success manager for more information</i>
Onboarding Announcement <small>(Upon initial purchase only)</small>	Once	✓	✓	✓	✓	
Homepage Sponsored Placement – Featured Manufacturers	1 month		✓	✓	✓	
Homepage Sponsored Placement – Featured 3D Models	1 month		✓	✓	✓	
Homepage Sponsored Placement – Featured Projects	1 month		✓	✓	✓	
Featured Product Positions on CAD, BIM, 3D Models, and Product Library Pages	1 month		✓	✓	✓	
Skyscraper Ad Placement on Blog Page	1 month			✓	✓	
Sponsored Blog Content	1 time			✓	✓	
Product and Company Keyword Sponsored Search	3 months			✓	✓	
Social Media Campaign	3 posts			✓	✓	
Sponsored AEC Newsletter Feature	1 month			✓	✓	
eBlast or vBlast to Your CADdetails Users	1 time				✓	

# Media Opportunity Details

## Onboarding Announcement

Share the exciting news of your partnership with CADdetails with the AEC community.

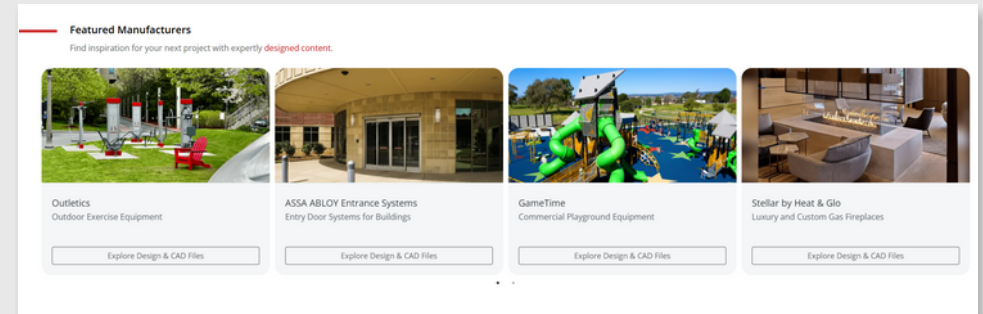
We'll spotlight your brand with a prominent homepage feature, a dedicated section in our AEC newsletter, and a targeted social media campaign.



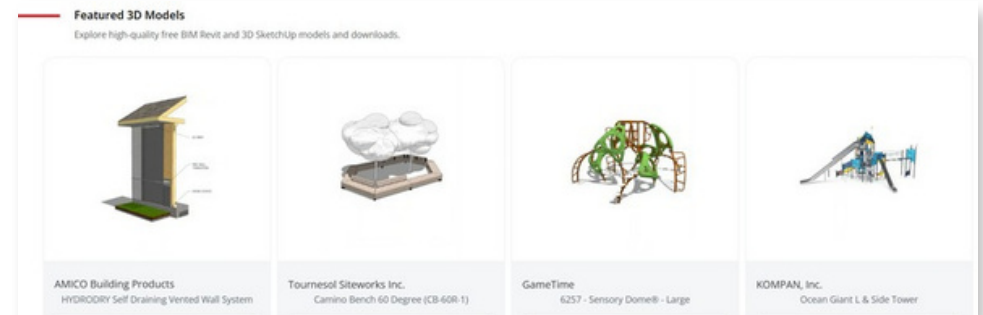
# Homepage Sponsored Placement

Place your brand and products front and center on the CADdetails homepage with feature positions which drive 10,600+ clicks and 3M+ impressions annually.

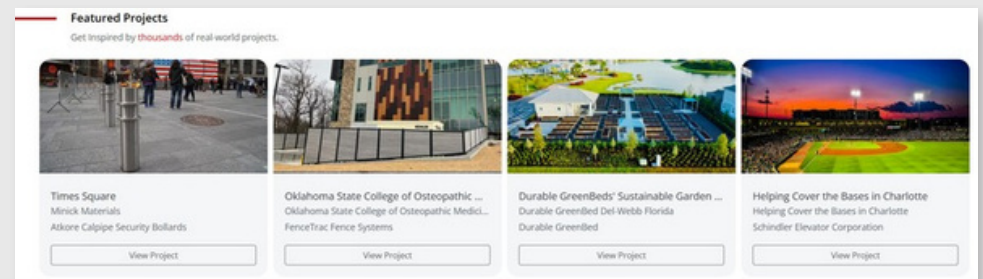
**Featured Manufacturers:** Shine a spotlight on your brand in the Featured Manufacturers section and gain premium visibility among our highly targeted audience.



**Featured 3D Models:** Showcase your products in the Featured 3D Models section and enjoy heightened exposure to every AEC user who visits our homepage.



**Featured Projects:** Inspire AEC professionals by highlighting projects that include your products in the exclusive Featured Projects section.





# Featured Product Positions on CAD, BIM, 3D, & Product Pages




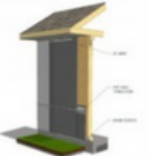

Position your products on featured landing pages which generate 8,200+ clicks and 1.7M+ impressions annually.

Prominently showcase your products on our highly targeted featured pages to drive high-impact visibility and focused engagement




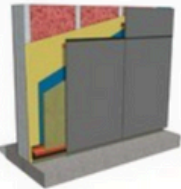
## Featured CAD Drawings

			
Ex-Cell Kaiser Coliseum Collection: Indoor Two-Str...	ASSA ABLOY Entrance Systems 1577170 - SW300 Dual Pull Applicati...	AMICO Building Products AMICO Hydrodry® Moisture Control...	WestBlock Systems GravityStone® EVO (A.B.A. Fat Face ...
<a href="#">Download CAD Files</a>	<a href="#">Download CAD Files</a>	<a href="#">Download CAD Files</a>	<a href="#">Download CAD Files</a>






## Featured 3D SketchUp Models

				
Jackson Cast Stone Square Planter	Marathon Roofing Products, Inc. Roof Drains: Accessory - Aluminum ...	SEPCO Solar Electric Power Com... SolarUrban LED Lighting System	AMICO Building Products HYDROdry Self Draining Vented Wa...	SNOC Manor (11220)
<a href="#">Download 3D Files</a>	<a href="#">Download 3D Files</a>	<a href="#">Download 3D Files</a>	<a href="#">Download 3D Files</a>	<a href="#">Download 3D Files</a>

## Featured BIM Revit Models

			
Baxter Bariatric Power	Upside Innovations Loading Dock Steps	The Outdoor GreatRoom Comp... Natural Grey Cove 42" Round Gas FL...	Armatherm Thermal Bridging S... Armatherm™ ArmaGirt: Fiber Ceme...
<a href="#">Download Revit BIM Files</a>	<a href="#">Download Revit BIM Files</a>	<a href="#">Download Revit BIM Files</a>	<a href="#">Download Revit BIM Files</a>

## Featured Products

				
Creativefx Custom Window Film... Double-Sided Effects	Calico Greens Tuscany II	Sempergreen Maxgreenwall Single-Sided Unit	Universal Screens MotionScreen™ Roller Tubes	Haddonstone Cast Stone Balustrades

# Skyscraper Ad Placement on Blog Page

Align your brand with our AEC-focused blog content.

Boost your brand's visibility with a premium one-month skyscraper ad placement on our blog Design Ideas for the Built World with over 118,000 annual visitors.

## Design Ideas for the Built World

### Behavioral Analysis

What makes these systems even more impressive is their ability to learn and recognize patterns. By analyzing worker behavior, they can flag habits that increase the odds of an accident, such as frequently wandering into restricted zones without safety equipment. Once detected, immediate alerts ensure that action is taken quickly. Instead of just flagging issues, we're talking about fostering a culture of safety on-site, where prevention is top of mind.

### Integration with Other Systems

Smart surveillance is the quarterback of your safety team, directing alarms, access controls, and lighting systems to work together and protect what matters most. If a risk is detected, the system can automatically lock down restricted areas or brighten up poorly lit spaces. Picture this: safety is no longer a chore but a natural extension of your everyday habits.

### Security Cameras for Site Safety and Management

### Comprehensive Site Surveillance

Security cameras have long been a staple in ensuring safety and security across various industries, and construction sites are no exception. Position these cameras strategically around the site to keep a watchful eye on vulnerable spots, like main entrances and sensitive areas. Imagine having an extra set of eyes on the lookout for trouble—that's what security cameras provide, preventing unwanted visitors and zooming in on reckless behavior, such as unsafe equipment use. To further optimize site surveillance, [solutions from Rhino Networks](#) offer advanced capabilities that allow site managers to monitor activity more effectively, reducing the likelihood of accidents and ensuring a safer environment for everyone involved.



Blog RSS

## Design Ideas for the Built World



### Discover the Perfect Shade: 15+ CAD Drawings of Shade Structures, Canopies and Pergolas

CAD DRAWINGS 3D MODELS DESIGN LANDSCAPE DESIGN

Extensive collection of meticulously crafted designs tailored to enhance any outdoor space. Whether you're seeking a modern, minimalist canopy or a classic, ornate pergola, this compilation provides a diverse range of styles and functionalities to suit your aesthetic and practical needs. Dive into this rich resource to find inspiration and detailed plans that will transform your garden, patio, or commercial outdoor area into a shaded oasis of comfort and elegance.



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Spice Up Interior and  
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with These 15x CAD,  
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OCT 24, 2024

15x CAD, BIM, and  
3D Drawings and Models  
to Design the Ultimate  
Urban Areas  
OCT 16, 2024

## Sponsored Blog Content

Include your brand in CADdetails' monthly blog post featuring our top product picks.

Feature in one of our monthly sponsored blog posts on *Design Ideas for the Built World*, complete with a blurb about your brand and a spotlight on your products.

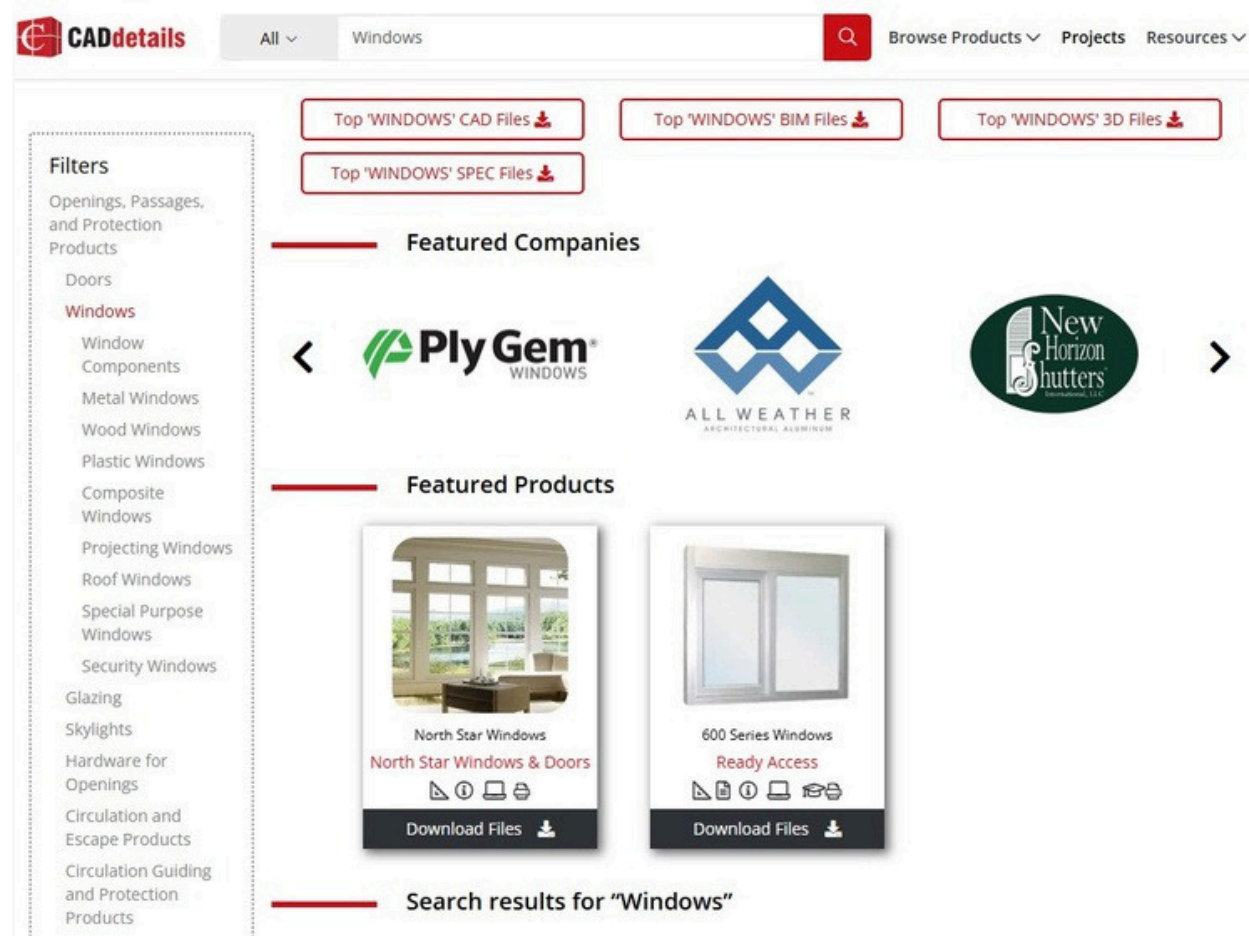
Check out the 2025 editorial calendar above for monthly topics—limited spots are available.



# Keyword & Company Sponsored Search

Achieve top placement in search results on CADdetails.com.

Unlock unmatched exposure to your target audience with sponsored search. Boost traffic to your products and ensure they stand out from the competition.



The screenshot displays the CADdetails website interface for a search query. The top navigation bar includes the CADdetails logo, a search bar with 'All' and 'Windows' filters, and links for 'Browse Products', 'Projects', and 'Resources'. Below the navigation bar, there are three red-bordered buttons: 'Top 'WINDOWS' CAD Files', 'Top 'WINDOWS' BIM Files', and 'Top 'WINDOWS' 3D Files'. A fourth button, 'Top 'WINDOWS' SPEC Files', is located below the first one. The main content area is divided into three sections: 'Featured Companies', 'Featured Products', and 'Search results for "Windows"'. The 'Featured Companies' section shows logos for PlyGem Windows, All Weather Architectural Aluminum, and New Horizon Shutters. The 'Featured Products' section displays two product cards: 'North Star Windows' by North Star Windows & Doors and '600 Series Windows' by Ready Access. Each product card includes an image, the product name, and a 'Download Files' button. The 'Search results for "Windows"' section is currently empty.



68 likes

4 DAYS AGO



**CADdetails**  
1,692 followers  
2mo • Edited •

Featured Product: HYDRODRY Self-Draining Vented Wall System by [AMICO Building Products!](#)

HYDRODRY is a proprietary self-draining, ventilated wall moisture control system that creates a defined drainage and ventilation cavity behind veneer stone, stucco, fiber cement and various other exterior claddings.

HYDRODRY allows your exterior walls to drain and breathe, protecting your home's structure and improving air quality. Remember, a dry home is a healthy home!

Explore product details and discover how AMICO can elevate your next project here: [https://hubs.li/Q02V\\_vJ0](https://hubs.li/Q02V_vJ0)

[#Architecture](#) [#BuildingDesign](#) [#ConstructionMaterials](#) [#AMICOBUILDINGPRODUCTS](#) [#CADdetails](#) [#AECInnovation](#)

# Social Media Campaign

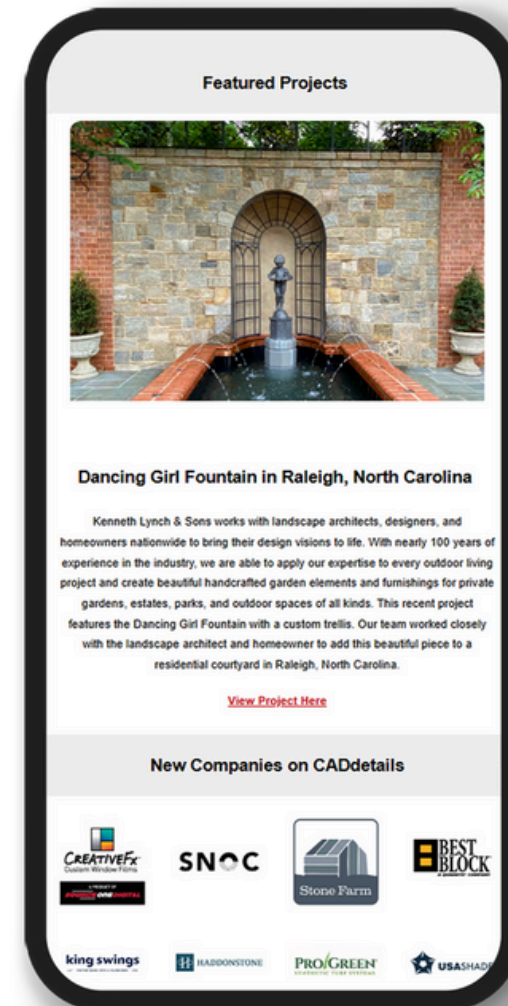
Use CADdetails' social media presence to your advantage.

Leverage social posts across our active channels to grow brand awareness, showcase your products, and amplify your reach.

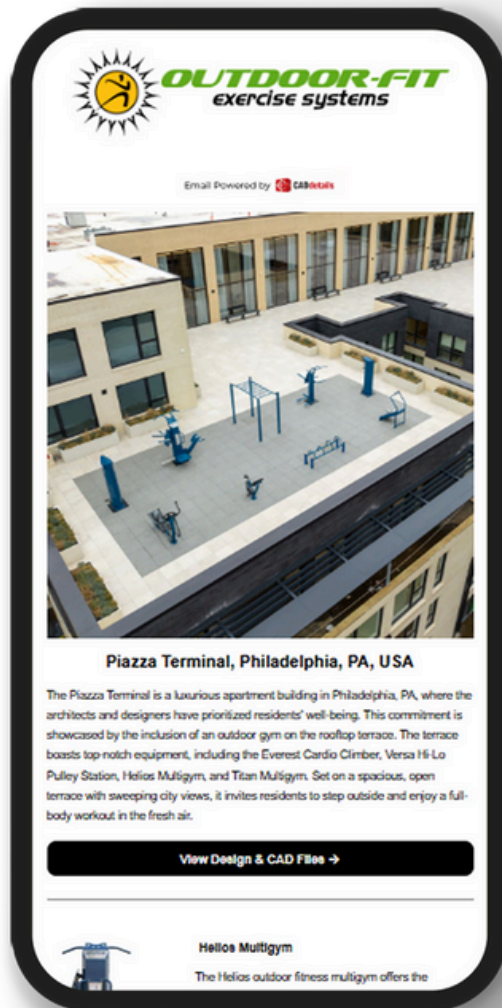
# Sponsored AEC Newsletter Feature

Promote your content to a targeted audience of 74,000+ AEC professionals

Showcase your products, projects, or any other content of your choice in our monthly AEC newsletter for one month and connect directly with the most engaged members of our community.







# eBlast or vBlast to Your CADdetails Users

Reach your target audience with a tailored marketing message.

Encourage higher engagement by delivering your exclusive marketing message to a focused group of CADdetails users who have actively interacted with your brand.

# Contacts and Resources

## **For Current Clients**

Please contact your dedicated **Client Success Manager**

## **For Additional Questions or Inquiries**

For general questions on our ad eco system, please email our marketing department at [digitalmarketing@caddetails.com](mailto:digitalmarketing@caddetails.com).

## **For More Information about CADdetails**

**Book a demo here** to learn more about CADdetails