CONSTRUCTION ADVERTISING

Reach contractors at the exact moment they're pulling permits and specifying materials.

Advertise where decisions get made - inside the **Novia Connect** permitting platform, used daily by **6,000+ licensed contractors** across Florida.

6,000+	6.4x	98%	24/7
Contractors	**Avg Visits per Contractor**	**of State Population Covered**	**Permit Filing Activity**
Active across Florida	Every month	Reach across Florida	Contractors return daily

THE PLATFORM

Advertising *inside* the construction workflow.

Novia Connect is the advertising layer inside www.FileAndGo.com - the permitting platform used daily by 6,000+ licensed contractors across Florida. Every day, contractors file permits for residential, commercial, and renovation projects, specifying the materials, equipment, and services they need. Your ads reach them at this critical decision-making moment.

Verified Users

Every user is a verified user involved in the construction industry. No bots, no casual browsers, only real professionals making real purchasing decisions.

County & Permit Targeting

Target by county and permit type: residential, commercial, renovation, roofing, and more. Reach contractors working in the exact markets you serve.

Full Order Lifecycle Visibility

Your ad is shown across every page the contractor visits - from county selection and permit filing through document upload and status tracking.

IDEAL ADVERTISERS

Who Should *Advertise*

- **Building Materials** — Concrete, lumber, roofing, drywall, insulation
- **Tools & Equipment** — Power tools, safety gear, ladders, heavy equipment
- **Contractor Software** — Scheduling, invoicing, project management, CRM
- **Insurance Providers** — Workers' comp, commercial auto, general liability
- **Material Distributors** — Local & regional suppliers, wholesale distributors
- **Lenders & Financing** — Construction loans, lines of credit, equipment financing
- **Trade Associations** — Memberships, training programs, events, certifications
- **Home Services** — Design, inspection, warranty, specialty services

HOW COUNTY-BASED PERMITTING WORKS

One project. *Many* high-intent moments.

In Florida, every construction project - a new home, roof replacement, commercial build-out, or renovation - requires a building permit and a Notice of Commencement (NOC) filed with the local county clerk. There are 67 counties in Florida, each with its own requirements. Contractors return repeatedly throughout the lifecycle, and your ad appears at every step.

1

County Selection

Contractor selects the Florida county for their project and is shown county-specific permit requirements and forms.

2

Document Upload

Contractor uploads required documents for their permit type - residential, commercial, roofing, renovation, and more.

3

Permit Submission

Application is submitted to the county clerk. Your ad is displayed throughout every step of this workflow.

4

Status Tracking

Contractor returns repeatedly to check permit status - creating sustained, high-frequency impressions throughout the review period.

★ You're not reaching a generic online audience - you're reaching **6,000+ licensed contractors** who are actively specifying materials and planning purchases for a real project in a specific location.

HOW YOUR AD IS DELIVERED

The right moment - *every step of the way.*

①

Contractor Logs In

Your audience logs into FileAndGo.com to file permits, check document status, or manage projects.

②

Your Ad Is Displayed

Based on county, permit type, and page - your ad appears in a native, non-intrusive placement.

③

Engagement & Clicks

Contractors click through to your site or landing page, capturing qualified, high-intent leads.

④

Monthly Reporting

You receive a detailed performance report with impressions, clicks, and engagement metrics.

WHERE YOUR ADS APPEAR

Premium placements, *native* to the workflow.

Your ads appear as contractors navigate FileAndGo.com - from first login through permit filing, document upload, and repeated status-tracking visits. Every placement appears across multiple high-intent touchpoints, not just a single page view.

① Top-of-Page Banner
Above all content and navigation - maximum visibility on every page.

PRO + ENTERPRISE

② Sidebar Banner
Alongside the permit workflow - shown throughout the entire session.

ALL PLANS

③ Bottom Banner
Full-width strip shown throughout the entire order lifecycle.

ALL PLANS

④ Document Status Page
The highest-frequency return visit - contractors check status repeatedly.

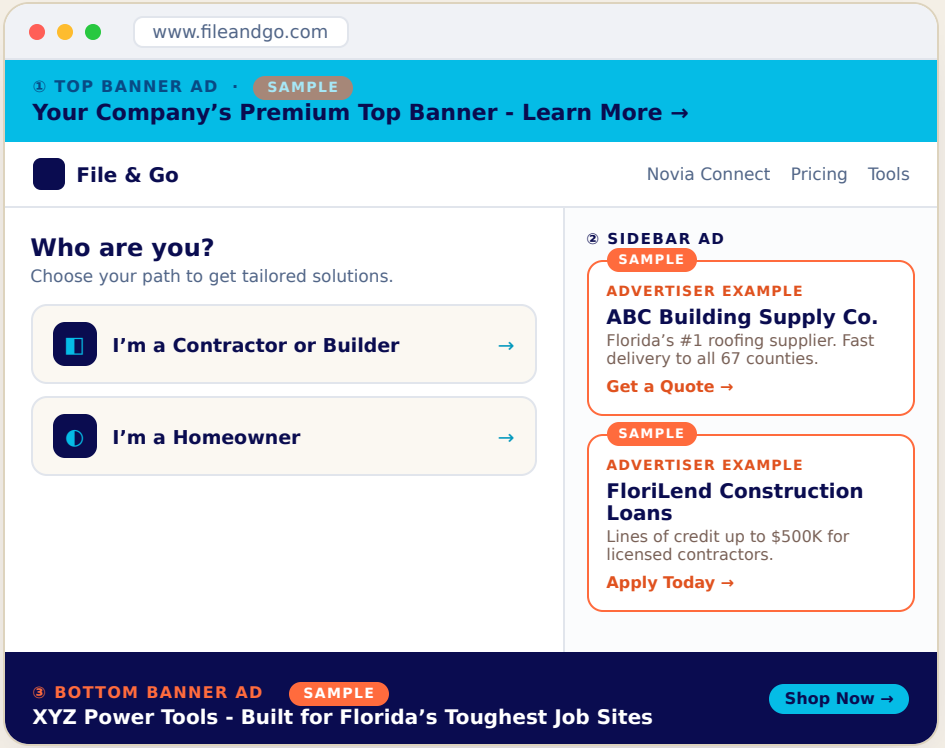
PRO + ENTERPRISE

⑤ Florida State Portal Page
Seen by every contractor entering the Florida portal.

ENTERPRISE

⑥ Home Page
The main landing page of FileAndGo.com.

ENTERPRISE



CREATIVE REQUIREMENTS

Simple specs, *zero* production burden.

PLACEMENT	SIZE	FORMAT
Top-of-page banner	970×90 · 320×50 mobile	PNG or JPG, ≤ 200 KB
Sidebar ad	300×250	PNG, JPG, or native text
Bottom banner	970×90	PNG or JPG, ≤ 200 KB
Native text ad	Headline ≤ 40 · body ≤ 90 chars	Logo 96×96 PNG

No designer? No problem. Send finished creative, or just your logo and offer - setup and optimization help is included with every plan.

ESTIMATE YOUR REACH

What does your budget buy?

Sample campaign at a $1,995/mo ad budget, based on current platform activity across 6,000+ licensed Florida contractors.

3,700
Unique contractors
Who will see your ad

31,450
Monthly impressions
Contractors return multiple times

8.5x
Avg frequency per contractor
Repeat exposure builds your brand

315
Estimated clicks
~1% of impressions

Estimates based on current platform activity. Results vary by creative and targeting. Try the interactive calculator at www.NoviaConnect.com.

QUESTIONS ADVERTISERS ASK

How is "share of workflow" measured?
It's the percentage of pages in a contractor's session where your ad is eligible to appear: Basic covers 20% of workflow pages, Pro 40%, Enterprise 90%+.

How do I know it's working?
Every plan includes a monthly report with impressions, clicks, and CTR, broken down by county and permit type.

Will my competitors appear next to me?
Ask about category exclusivity - custom campaigns can reserve a category in your counties.

ADVERTISING PACKAGES

Choose your *package.*

BASIC

$495 / month

- **Your ad shown in 20% of the user's workflow**
- Email & phone support, we help you set up and optimize
- Monthly performance report, clear breakdown of impressions

PRO

$995 / month

- **Everything in Basic, plus:**
- **Your ad shown in 40% of the user's workflow**
- Featured on Partner Page, positioned as a trusted, recommended partner

★ MOST POPULAR

ENTERPRISE

$1,995 / month

- **Everything in Pro, plus:**
- **Your ad shown in 90%+ of the user's workflow**
- Custom landing page + dedicated account rep
- Newsletter feature + “Enterprise Partners” listing

Ready to reach more Florida contractors?
Custom campaigns, multi-county targeting & volume discounts available - start today or schedule a demo with our team.

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