

2017 WORLD OF CONCRETE Promotion Opportunities

Share your new products, services and promotions with the World of Concrete audience through a total package of **print, digital, video and broadcast options** ... all tailored to your specific needs and available at all price levels.

AT SHOW: VIDEO BROADCAST SPONSORSHIP

Take a leadership role at WOC with this daily news video sponsorship.

With seven years of extensive WOC video coverage experience, the **Construction News Tracker** editorial team will again broadcast from the World of Concrete show floor in Las Vegas January 17-19, 2017.

Your company can be featured during the recording session at our booth's anchor desk and later on our website, ForConstructionPros.com. We provide unparalleled news delivery to the audience you want to reach: **attendees at the show and those watching online.**

SPONSORSHIP: 3 sponsors featured

SPONSORSHIP DETAILS:

- Your brand recognized as a sponsor prior to all broadcasts
- Recognition as a sponsor with your logo on the **Construction News Tracker** backdrop displayed behind the booth's anchor desk during all coverage
- Up to 5 minutes of WOC coverage for your company at the **Construction News Tracker** anchor desk, cutting to edited video we shoot in your booth
- Your logo branding on all of our WOC 2017 promotions:
 - Your logo in full-page ads to promote WOC coverage in the December issues of *Concrete Contractor* and *Equipment Today*. Ad close Nov. 14, 2016 for December issues
 - Brand recognition on email promotion for each day's broadcast coverage – daily emails to more than 40,000 construction professionals
 - Online advertising on the [Concrete Channel](http://ConcreteChannel.com) at ForConstructionPros.com – 10,000 impressions per month - December 2016 – February 2017
 - Sponsor provides 970x90, (728x90 and 300x50 for mobile) 300x600 and 300x250 creative
 - Your logo on all advertising for WOC in the Construction Network industry e-newsletters



AT SHOW: VIDEO PRODUCTION AT YOUR WOC BOOTH

Need a product video but don't have the time or resources to get one created?

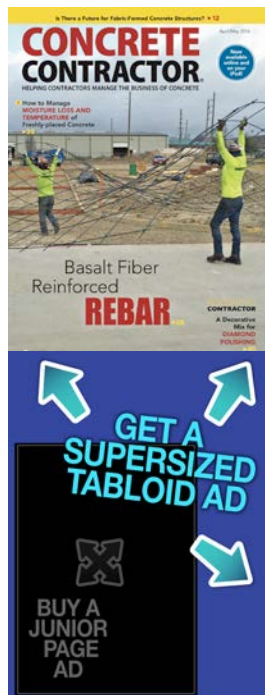
We can do that for you.

Video Package – up to 2-minutes (edited)

This video production focuses on equipment/products in your WOC booth. Our voice-over talent records the script for inclusion in the video, based on your input. The video is shot by our crew with an excerpt included in our following day's WOC broadcast. The finished video will be delivered for review shortly after the show.

Included in video package:

- Creative concept
- Script writing
- World of Concrete location shoot
- Voice-over narration
- Royalty-free music, if appropriate
- Graphics included



PRINT: IDEA FILE ADVERTORIAL *free* with PRINT AD PURCHASE

CONCRETE CONTRACTOR: FREE advertorial in December issue

- 1/2-page advertorial comped with purchase of a full- page ad
- 1/6-page advertorial comped with a purchase of a fractional ad

We'll deliver your message to our 28,675 print subscribers with **BONUS** distribution at the World of Concrete. **Reserve your ad space by Nov. 14, 2016.**

PRINT: PRE-SHOW - DECEMBER EQUIPMENT TODAY ISSUE

EQUIPMENT TODAY: Get more attention with this special offer for our December WOC Show issue!

Buy a junior page ad in the December issue of *Equipment Today* and **SUPERSIZE** to a tabloid size ad at no additional charge.

PRINT: POST-SHOW – JAN/FEB CONCRETE CONTRACTOR ISSUE

CONCRETE CONTRACTOR: Stay visible and advertise in this issue which will feature our WOC in review editorial

10% discount in the Jan/Feb *Concrete Contractor* issue for anyone who places an ad in the December issue of *Concrete Contractor*

EMAIL: NEWSLETTER SPONSORSHIP

Promote your brand in our WOC 2017 e-newsletters.

In the WOC SHOW REPORT, our editors will share updates and show information with over 40,000 subscribers interested in products and information from the show.

- **Ad unit:** 300x250 banner
- **Circulation:** 42,000+ construction professionals

8 deployments for your banner ad:

- *WOC 2017 Preview E-newsletters:* Deploy on Nov. 29 and Jan. 10
- *WOC 2017 Daily E-newsletters* the week of the show:
 - Jan 16 - Show preview
 - Jan 17, 18 & 19 - At-show information
 - Jan 20 - Show recap
- *Post WOC 2017 Product Review:* Deploys on Feb. 9

EMAIL: WOC E-SHOWCASE

This digital communication features your product photo or product video.

You provide 50 words of product description and linking URL back to your website. Do you have new products to promote at WOC? This is a great vehicle to send to contractors!

- **Ad Unit:** Product or Video Text Ad
- **Circulation:** 63,350
- **Deployment dates:** Nov. 21 and Dec. 15

The screenshot displays the 'SHOW REPORT' for the 'WORLD OF CONCRETE 2017' event, held from January 16-20, 2017, in Las Vegas, NV USA. The page features a prominent 'FEATURED' section with a large '300 x 250' banner ad. The featured article is titled 'All Construction Sectors and Geographic Regions Showing Robust Demand' and includes a sub-headline: 'The July Architectural Billings Index was at 55.8, reflecting an increase in design activity'. Below this, there is an 'INDUSTRY NEWS' section with three articles: '2015 GMC Sierra 3500 HD wins Ultimate One-Ton Challenge', 'John Deere to Lay Off 460 at Iowa Operations', and 'Trimble Acquisition Helps Company Integrate Crane Safety and Accuracy into Construction Processes'. At the bottom, there are two columns: 'USED EQUIPMENT' featuring 'Leica TCR802', 'Leica TCR803', and '42 in.' items, and 'SPECIAL CONTENT' featuring a 'Historic Renovation Project Tackles Severely Deteriorated Concrete'.

WEBSITE: BANNER ADVERTISING

ForConstructionPros.com is the web portal leader for the construction industry. The site adapts to all user devices and is mobile-friendly, which boosts your banner ad visibility. No special apps are needed to access news, products and videos on your site.

Online display & native advertising available on:

- [Concrete Equipment & Products](#) category of the Buyers Guide at ForConstructionPros.com
- [Concrete Channel](#)
- [Equipment Channel](#)
- Run-of-site on ForConstructionPros.com

Call your sales consultant for customized banner advertising programs.

CONTACT US for pricing and details:

Contact your sales representative

800.538.5544

- **Ryan Olson**, Publisher/Editorial Director of *Concrete Contractor*, rolson@ACBusinessMedia.com, ext. 1306
- **Sean Dunphy**, Publisher of *Equipment Today*, sdunphy@ACBusinessMedia.com, ext. 1252
- **Jill Draeger**, Associate Publisher of *Equipment Today*, jdraeger@ACBusinessMedia.com, ext. 1228
- **Eric Servais**, Publisher of *Rental*, eservais@ACBusinessMedia.com, ext. 1244
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- **Amy Schwandt**, Publisher of *Asphalt Contractor* and *Pavement Maintenance & Reconstruction*, aschwandt@ACBusinessMedia.com, ext. 1243
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