

Online, interactive media

Our nationally recognized

web portal, **ForConstructionPros.com**, serves as a comprehensive resource for construction news, information, video commentary, product data and analysis. With over 100,000 subscribers, ForConstructionPros.com provides exposure to qualified decision makers and offers everything you need for a successful integrated marketing approach.

Our powerful partnership with the industry's leading print publications — *Asphalt Contractor*, *Concrete Contractor*, *Equipment Today*, *Pavement*, *Rental* and *Sustainable Construction* — allows ForConstructionPros.com to offer a premium level of value to advertisers.

Grab the web visitor's attention and get measurable results with one of our banner ads, including static, rich media (animated), point roll and more.

//// LEADERBOARD — 728 X 90 PIXELS

\$75 CPM, MINIMUM PURCHASE 5,000 IMPRESSIONS

Leaderboard ads offer a great deal of advertising space in one of the most prominent positions on a website.

//// SKYSCRAPER — 160 X 600 PIXELS

\$75 CPM, MINIMUM PURCHASE 5,000 IMPRESSIONS

The skyscraper is a tall, narrow banner advertisement placed to the right of content on our web pages. A skyscraper is always visible above the fold and remains at least partly visible as the viewer scrolls down the page.

//// RECTANGLE — 300 X 250 PIXELS

\$75 CPM, MINIMUM PURCHASE 5,000 IMPRESSIONS

The rectangle is one of the favorite positions of many as it appears in a prime position on the website surrounded by content.

The image shows a vertical screenshot of the ForConstructionPros.com website. Several ad formats are highlighted with red boxes and labels on the right side:

- 728x90**: Leaderboard (top and bottom)
- 300x250**: Rectangle
- 160x600**: Skyscraper
- 120x90**: Button

The website content includes a navigation bar, a main article with a large image of a green tractor, a sidebar with social media links, and a footer with logos for various construction-related publications.



Asphalt Contractor / Concrete Contractor / Construction Distribution / Equipment Today
Pavement / Rental / Sustainable Construction / National Pavement Expo / Pavement LIVE
ForConstructionPros.com / 800.547.7377

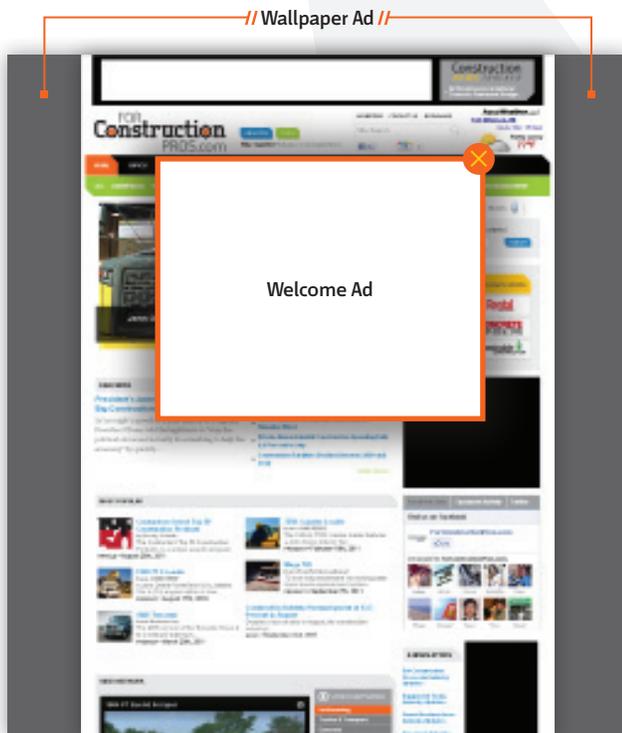
/// BUTTON — 120 X 90 PIXELS

\$35 CPM, MINIMUM PURCHASE 5,000 IMPRESSIONS

The button may be the smallest ad on the page, but it can effectively deliver your brand and message in a big way. This is one of our most popular ads and is a great choice for those who want a digital presence with a smaller budget.

/// WALLPAPER, TAKEOVER, WELCOME ADS REQUEST QUOTE

Stand apart from the rest! Using rich media solutions, your ad can move, expand, change and engage the viewer. ForConstructionPros.com offers state-of-the-art tracking and frequency settings that allow the advertiser to control who views the ad and how often. Viewers can interact with your ad and learn about your brand without leaving the page they're on.



/// SPECIFICATIONS

Materials Due

Please allow 3 business days to process/load simple image and GIF animated ads and 5-7 business days to process all other types of creative. Specialized rich media ads and email creative may require longer lead times.

All rich media ads are tested on a matrix of browsers and platforms before posting. This process requires a MINIMUM of five business days to test rich media for performance, stability and compatibility.

Files Requirements

- **Media Accepted** — GIF, JPEG, Animated GIF, Flash, Rich Media
- **Leaderboard (728x90)** — Max file size: 30K; Rich media max file size: 50K (On load: 30K)
- **Skyscraper (160 x 600)** — Max file size: 30K; Rich media max file size: 50K (On load: 30K)
- **Rectangle (300 x 250)** — Max file size: 30K; Rich media max file size: 50K (On load: 30K)
- **Button (120 x 90)** — Max file size: 10K; Rich media max file size: 15K (On load: 10K)
- Any interaction with an ad MUST be user-initiated
- Ads with a white or transparent background must include a 1 pixel-wide border
- All banners must be sized at 72dpi resolution
- Flash ads need to have a clickTAG assigned within the creative

/// CONTACT 800.547.7377