

DIGITAL

FOR Construction PROS.com®

2.7 million unique visitors/year*

2:34 minutes/visit**

48% increase in pageviews***

* Google Analytics March 2016 annualized

** Google Analytics March 2016

*** Google Analytics March 2016 compared with March 2015

37% increase in unique visitors***

33% increase in sessions***

CLEARLY AHEAD OF THE REST

ForConstructionPros.com is clearly the web portal leader for the construction industry. Why? We provide the industry with a **total package**: ease of use on all devices; daily infusion of news and analysis; industry videos; Buyers Guide, and creative marketing options to meet your company's strategic objectives. Consider these features that set us apart from other sites:

VERIFIED MOBILE-COMPATIBILITY:

ForConstructionPros.com meets mobile-friendly requirements, boosting our ranking on mobile search results. Want more eyes on your marketing messages? Place your advertising only on mobile-friendly sites.

RESPONSIVE WEB DESIGN:

Ensure ads and content are optimally displayed across user devices – no special apps needed.

DYNAMIC PAGE LOADS:

Continually deliver related content as the user scrolls, increasing the opportunity for users to see your ad.

TARGETED, IN-VIEW ADVERTISING:

Schedule your advertising to reach a more focused audience based on our content-specific channels. *You pay only when visitors see your ad.*

» New
Profit Matters
Channel and
e-newsletter
launched
Summer 2015

The screenshot displays the ForConstructionPros.com website interface. At the top, there's a navigation bar with the 'PROFIT MATTERS' logo. Below it, a featured article titled 'Why Contractors Should Budget More for Construction Software' is visible, accompanied by a 'CAT PAYS YOU BACK. FUEL + TELEMATICS + PARTS' advertisement. The main content area features several article teasers with images and social media icons. At the bottom, there's a section for 'INTRODUCING F SERIES HYDRAULIC EXCAVATORS' with a 'LEARN MORE' button.

2015 TABBIE AWARDS WINNER

B2B WEBSITE: *Impressive videos and depth to the site!*

USE OF SOCIAL MEDIA: *Clear strategy and demonstrable success.*



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Marketing Opportunities

- **ONLINE DISPLAY ADVERTISING:** Banner ads, wallpaper and welcome ads.
- **NATIVE AD:** Integrate your message in the editorial space as “sponsored” content. 
- **BUYERS GUIDE BRAND LEADER SPONSORSHIP:** Looking for leads? Become a Brand Leader Sponsor for your product/service category on the Buyers Guide at ForConstructionPros.com. Your sponsorship includes:
 - Banner ads on every page of your sponsored category page, including subcategory pages
 - Company landing page that houses your company information, videos, white papers, news releases
 - Sales inquiries delivered immediately to you by email.
- **VIDEO CHANNEL SPONSORSHIP:** Feature your video in its own sponsored content block on ForConstructionPros.com. Sponsorship includes 300x50 banner ad in the content block, two or four videos of your choice, which may rotate monthly, and a monthly eblast sent to the channel segment you sponsor. 3-month minimum commitment.
- **CUSTOM PROGRAM:** Ask us to flex our creative talents with a custom media plan that meets your marketing objectives.



BUYERS GUIDE

14,088
new products

14,010
used products

13,489
companies

++Publishers own data

Email sells

Send your marketing message to the inboxes of your customers and prospects. With our extensive email database, you can target based on specific behaviors, industry categories, job titles or locations.

Email blasts

Sponsored exclusively by YOU, e-blasts feature your content and branding.

E-newsletter sponsorships

Select from our **15 targeted newsletters** to share your message in a display ad or text ad.

- **Blacktop Update** — *Pavement Maintenance & Reconstruction*
- **Breaking Ground** — *Equipment Today*
- **Constructing Green** — *Sustainable Construction*
- **New Machine Solutions** — ForConstructionPros.com
- **Construction Zone Safety** — ForConstructionPros.com
- **Headline News Daily** — ForConstructionPros.com
- **In the Mix** — *Concrete Contractor*
- **IPAF Elevating Safety** — ForConstructionPros.com
- **Polishing Contractor Update** — *Concrete Contractor*
- **Profit Matters** — ForConstructionPros.com
- **RentalWATCH** — *Rental*
- **Road Building Update** — *Asphalt Contractor*
- **Truck Report** — ForConstructionPros.com
- **The Lube Report** — *Equipment Today*
- **The Contractor's Best Friend** — ForConstructionPros.com

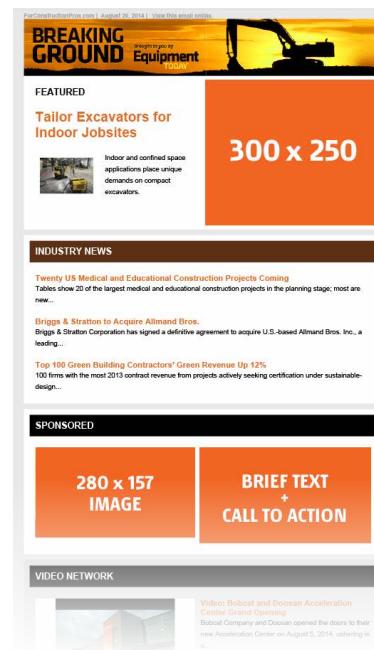
E-Product or E-Video Showcase

This e-blast features your product photo and description or video, along with several selected advertisers. Bundle with a print ad at a discounted rate.

Survey distribution

Send your industry survey via email to a selected list within our extensive database. Target your audience by industry, location or other demographic.

E-newsletters



Digital Ad Specs

DIGITAL DISPLAY ADS
970 X 250 BILLBOARD
970 X 90 SUPER LEADERBOARD Includes a 728 x 90 and 300 x 50, which allows ads to be delivered responsively with content
300 X 600 HALF PAGE
300 X 250 MEDIUM RECTANGLE
WALLPAPER, WELCOME ADS
SPONSORED 300 X 250 NATIVE AD
VIDEO
E-VIDEO & PRINT PLUS E-VIDEO SHOWCASE
VIDEO CHANNEL SPONSORSHIP
VIDEO NEWSCAST
EMAIL
E-BLASTS
E-PRODUCT OR E-VIDEO SHOWCASE PRINT PLUS — Discount when bundled with a print ad
E-NEWSLETTER ADVERTISING
300 X 250
NATIVE TEXT AD Includes logo/image, title, 300-character description

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For updated information throughout the
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