2016 MEDIA KIT

DRIVEN BY TECHNOLOGY & INNOVATION

AC BUSINESS MEDIA Construction Network · FOR Construction PROS.com · Equipment TODAY · Rental · CONCRETE CONTRACTOR · Asphalt Contractor · PAVEMENT MAINTENANCE & RECONSTRUCTION · NATIONAL PAVEMENT EXPO · Sustainable CONSTRUCTION · CP&S

WINNER OF 3 TABBIE AWARDS 2015

CONSTRUCTION NETWORK AT A GLANCE

AUDIENCE

Construction Network
- BPA-Audited Circulation
- Email
- Online
- Social

ForConstructionPros.com

Asphalt Contractor
Concrete Contractor
Equipment Today
Pavement Maintenance & Reconstruction
Rental
Sustainable Construction

DIGITAL

ForConstructionPros.com

MARKETING OPPORTUNITIES
- Online Display Ads Native Ads
- Buyers Guide Sponsorship
- Video Channel Sponsorship
- Custom Program

Email

Digital Ads

MAGAZINES

Editorial Calendars & Marketing Specials

Magazine Options

Supplements
- Construction Zone Safety
- IPAF: Elevating Safety
- Power Rental

Print Edition Ad Rates & Specs

LEAD GEN CUSTOM MARKETING

Awards

Buyers Guide Sponsorship

Commissioned Special Reports – print and email

Custom Programs

Email

Video

Webinars

White Papers & Gated Content

EVENTS

National Pavement Expo

International Concrete Polishing & Staining Conference and Expo

Trade Show/ Event Marketing
- The Rental Show
- World of Asphalt
- World of Concrete

ANALYTICS

Engagement Report

Total Audience Profile

Email Reports

Google Analytics

Ad & Brand Research Studies

Digital Report

Lead Report

CONTACTS

UNDERLINE OR ICON INDICATES QUICK NAVIGATION LINK

Reach deep into the construction market

The AC Business Media Construction Network is the construction contractors' trusted source for new and used products, news and analysis, business management, video and other tools to grow their construction businesses.

ForConstructionPros.com anchors the Construction Network as the online digital platform for six industry-leading publications. **National Pavement Expo** is the network's premier trade show. Additional print and digital platforms include *OEM Off-Highway* serving the product development teams at mobile, heavy-duty equipment manufacturers and other specialty publications. Your brand can reach our audience on every platform and any device. Let us help you create a media plan that meets your strategic objectives.

The **International Concrete Polishing & Staining Conference and Expo** is the industry's annual event where professionals from around the world join together to learn best techniques and business practices related to the polished concrete industry.

CONTENT MARKETING & NATIVE ADVERTISING

Content marketing and native advertising are gaining traction as effective strategies to win attention, especially among readers who tune out traditional ads but consume genuine, customer-focused information. In fact, a survey by Smart Insights# reported content marketing as the **digital marketing tool with the greatest impact**.

Creative content marketing opportunities — in our magazine, newsletters and website — position your valuable information to enhance the editorial content in which it appears.

Look for CONTENT MARKETING tags throughout this media kit. ›››››

CONTENT MARKETING

#Smart Insights 2015

AUDIENCE

Our Construction Network

1 web portal
6 magazines
15 newsletters
Multiple trade shows/events
22 social sites

Publisher's own data

TARGET YOUR AUDIENCE BY INDUSTRY:

Highway and heavy construction contractors
Commercial construction contractors
Rental center owners and operators
Concrete contractors
Paving & pavement maintenance contractors
Asphalt producers
Asphalt contractors
Additional construction industry segments

AUDITED CIRCULATION:

The Construction Network magazines' BPA Brand Reports are independent, third-party audits that assure you reach your chosen audience.

Equipment TODAY®

77,005*
52,410 *Breaking Ground e-newsletter***

Rental™ PRODUCT • NEWS • INSIGHT

20,000*
28,006 *RentalWatch e-newsletter***

PAVEMENT® MAINTENANCE & RECONSTRUCTION

18,500*
15,193 *Blacktop Update e-newsletter***

CONCRETE CONTRACTOR®

27,003*
43,703 *In the Mix e-newsletter***
30,683 *Polishing Contractor Update* e-newsletter**

Asphalt Contractor™

10,000*
14,642 *Road Building Update e-newsletter***

Sustainable CONSTRUCTION®

109,777**
Quarterly digital issue
100,985 *print magazine (Fall issue)***
85,297 *Constructing Green e-newsletter***

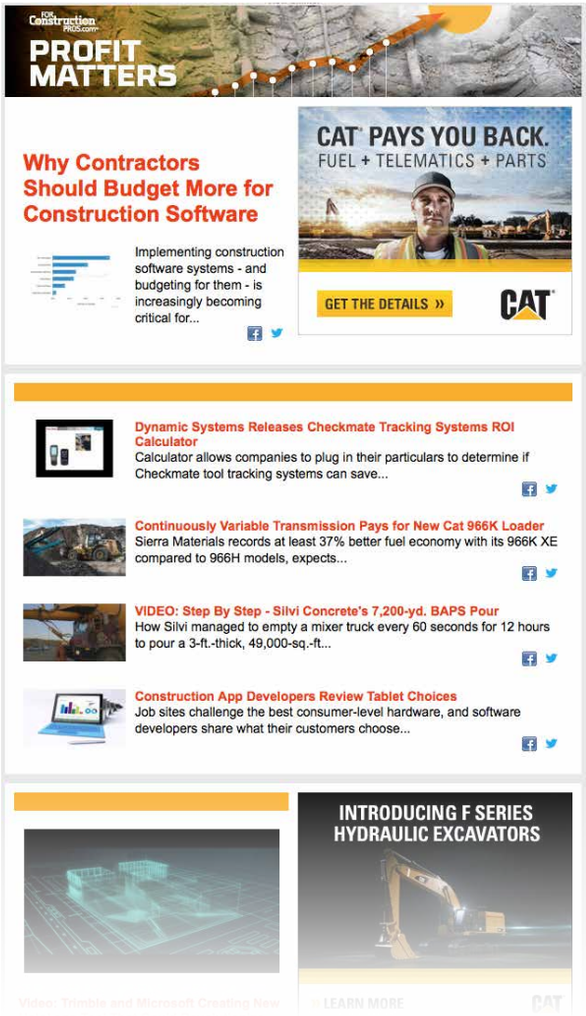
FOR Construction PROS.com®

2.7 million***
unique visitors per year
54,123 *Headline News e-newsletter***

*BPA Brand Report December 2015
**Publisher's own data
***Google Analytics March 2016 annualized
+Google Analytics March 2015 to February 2016

FOR Construction PROS.com®

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



2.7 million unique visitors/year+

2:34 minutes/visit++

48% increase in pageviews++++

37% increase in unique visitors+++

33% increase in sessions+++

+ Google Analytics March 2016 annualized

++Google Analytics March 2016

+++ Google Analytics March 2016 compared with March 2015

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.*

2015 TABBIE AWARDS WINNER

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

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

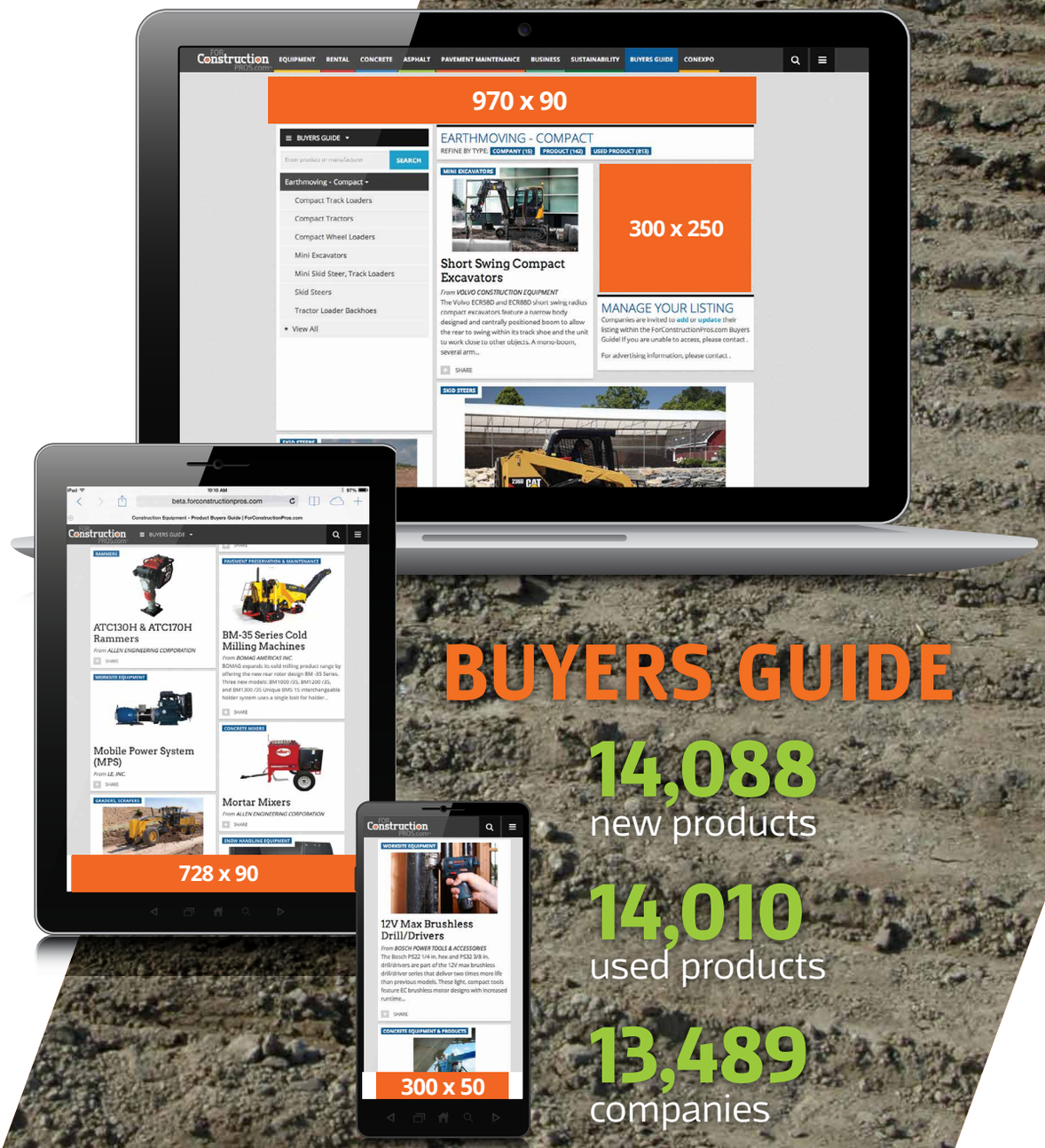
TABBIES

DIGITAL

FOR Construction PROS.com®

Marketing Opportunities

- **ONLINE DISPLAY ADVERTISING:** Banner ads, wallpaper and welcome ads.
- **NATIVE AD:** Integrate your message in the editorial space as "sponsored" content. CONTENT MARKETING
- **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

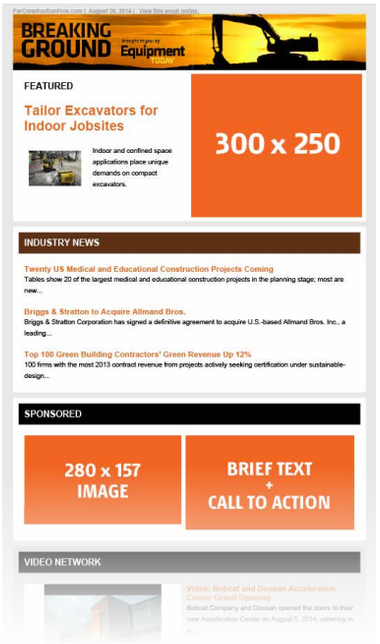
Sponsored exclusively by YOU, e-blasts feature your content and branding.

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-newsletters



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.

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

Contact your sales associate regarding rates and a proposal.

MAGAZINES

Trusted, read, influential

Magazine media are more trusted, inspiring and influential than other media.

Experian Marketing Services, Simmons Multi-Media Engagement Study, Spring 2014

94% of Americans ages 18-35 read magazine editions in the last six months. *GfK, MRI, Fall 2014*

Print is generally preferred for in-depth reading. *FOLIOmag.com June 4, 2015 report*

U.S. trade magazine market is estimated to grow through 2018. *PricewaterhouseCooper*

Magazine launches outpaced title shutdowns for the sixth year in a row. *FOLIOmag.com June 30, 2015*

Magazine options

CONTENT MARKETING

Stand out with advertising that grabs attention!
Consider one of our many print options:

- Display ads (full-page spread, full-page ad, fractional-page ad)
- Cover treatments: Wrap, belly band, false cover, gatefold, barn door, corner snipe, sticky note
- Insert or ride-along
- Polybag your print piece with our magazine
- Special supplement
- Native advertising
- Advertorial
- Regional distribution

Polybag with insert or ride-along: Package your collateral with our publication

Be seen first with a belly band or false cover

The authoritative guide
for equipment purchasing and asset management

Deliver your message to highway/heavy construction and general construction professionals through our highly valued print magazine, website, email and mobile applications. Our "big picture" tabloid magazine supersizes your message.

Equipment Today's monthly magazine and twice monthly e-newsletter provide independent, insightful content about the equipment and technology that contractors need to achieve maximum profitability in their commercial construction operations. Pair your message with our coverage of the latest equipment offerings, technologies, and business advice to boost productivity and enhance profitability on the jobsite.

93.0%** of surveyed subscribers report they have authority to specify/select/approve

2015 TABBIE AWARD WINNER

FRONT COVER/DIGITAL IMAGERY: ***Brilliant!***

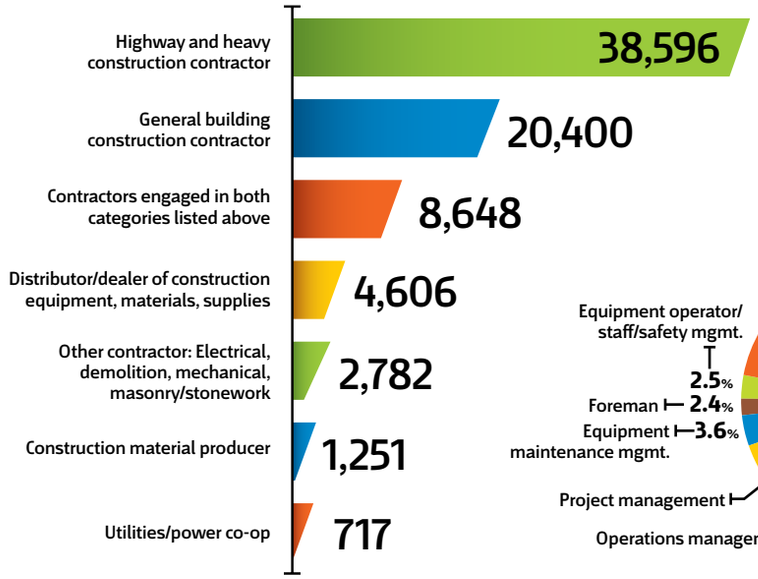
2014 FOLIO: EDDIE & OZZIE AWARDS

HONORABLE MENTIONS: COVER DESIGN

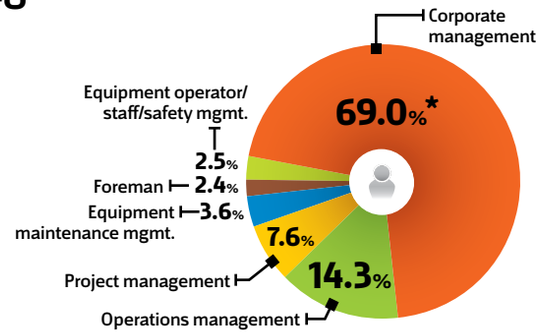
77,005* construction professionals **subscribe** to our monthly magazine

52,410** subscribe to *Breaking Ground*, our twice monthly e-newsletter

Audience Profile: By business and industry*



By job title*



BPA WORLDWIDE

BPA Brand Report December 2015
Total Qualified Circulation 77,005
***Publisher's own data*

2016 Editorial Calendar

Equipment TODAY

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Ad close	12-9-2015	1-19-2016	2-17-2016	3-21-2016	4-19-2016	5-18-2016	6-17-2016	7-19-2016	8-17-2016	9-19-2016	10-17-2016	11-14-2016
Materials due	12-14-2015	1-22-2016	2-22-2016	3-24-2016	4-22-2016	5-23-2016	6-22-2016	7-22-2016	8-22-2016	9-22-2016	10-20-2016	11-17-2016
Special Focus / Supplements	ATTACHMENT GUIDE		ANNUAL SHOWCASE Comprehensive pictorial guide featuring equipment, products and technology for commercial construction			EXCAVATOR SPEC GUIDE		construction zone SAFETY IPAF ELEVATING SAFETY	contractors' top 50 NEW PRODUCTS Sustainable CONSTRUCTION FALL 2016		TRUCKS & TRAILERS	
Product Focus	WORLD OF CONCRETE Preview Excavators Lift equipment	Pavers — asphalt Skid-steer loaders Compaction equipment		Backhoe-loaders Power sources Grading equipment Undercarriages & tracks	Wheel loaders Compact track loaders Pavers — concrete	Excavator attachments Engines and components On- and off-road tires	Skid-steer loaders Pumps Concrete equipment	Compact excavators Attachments Road building and repair	Demolition attachments Excavators On-site material processing Lift equipment	Skid-steer loaders Skid-steer attachments Underground/ utility equipment Power sources	Vehicles and accessories Wheel loaders Service & repair equipment	Backhoe-loaders Compact track loaders Land clearing/ site prep
Technology Trends	■	■		■	■	■	■	■	■	■	■	■
Trucks & Transportation	■	■		■	■	■	■	■	■	■	TRUCKS & TRANSPORTATION SPECIAL FOCUS	■
COLUMNS/DEPARTMENTS												
Running the Business	■	■		■	■	■	■	■	■	■	■	■
Oils & Lubricants	■			■		■		■		■		■
Safety & Compliance		■						■			■	
The Cutting Edge	Recurring column focused on recent innovations and advancements in equipment design.											
Marketing Specials	Advertiser Brand Study Attachment Equipment Spotlight		Attachment Equipment Spotlight ads			Excavator Spec Guide Innovation Profiles - FREE Advertorial Attachment Equipment Spotlight ad	Mid-Year Ad Study for display advertisers	Attachment Equipment Spotlight ads	Print & Digital Ad Packages for Contractors' Top 50 Attachment Equipment Spotlight ads	Attachment Equipment Spotlight ads		
Bonus/Show Distribution	AED, WOC, NAPA, NPE, ARA	Work Truck Show, AGC, WOA	BAUMA						MINExpo			

Dates and topics are subject to change without notice.

2016 Display ad rates

	1X	4X	6X	8X	12X
Tabloid Spread	$34,535	$33,310	$32,420	$32,205	$31,310
Tabloid Page	$19,650	$18,725	$17,985	$17,615	$16,835
1/2 Tabloid	$13,325	$12,675	$12,170	$11,865	$11,290
Journal Spread	$22,245	$21,535	$20,910	$20,770	$20,020
Journal Page	$13,325	$12,675	$12,170	$11,865	$11,290
2/3 Page	$9,240	$8,850	$8,540	$8,440	$8,085
1/2 Page	$6,860	$6,650	$6,455	$6,410	$6,175
1/3 Page	$4,845	$4,760	$4,510	$4,455	$4,335
1/4 Page	$3,760	$3,550	$3,405	$3,315	$3,165

Back cover is an additional 25%; Inside front and back covers are an additional 20%
All other guaranteed positions will incur a 15% surcharge. Color rates: Four color process $2,500.

Ad Sizes & Specifications

CLICK HERE or visit our marketing resource center at **ForConstructionPros.com/Advertise**.

Sean Dunphy, Group Publisher

sdunphy@ACBusinessMedia.com
800.538.5544 ext. 1252

Reach decision-makers
in the rental industry

With *Rental*, you target the right rental businesses … those that supply equipment and tools to contractors, commercial businesses and do-it-yourselfers … no exclusive party houses or event planners. You reach decision-makers in the rental industry. Your marketing message and our insightful editorial coverage help rental industry professionals make informed decisions about equipment purchasing and asset management.

Rental's affiliation with the award-winning web portal ForConstructionPros.com, as well as our sister print and email brands, sets us apart in the industry. We can bundle your *Rental* advertising in a program that reaches deep into concrete, asphalt, pavement, general construction and OEM markets.

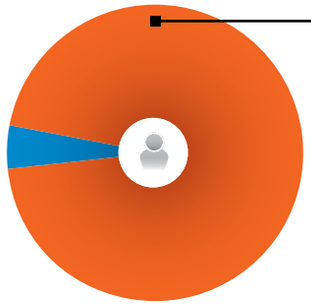
20,000* rental businesses **subscribe** to our print publication

28,006** subscribe to our weekly *RentalWatch* e-newsletter

40,157** receive our quarterly *IPAF Elevating Safety* e-newsletter

Greater reach to top-level management in the industry†

Audience Profile
By job title*



94.9% of *Rental* subscribers are owners, partners, presidents, managers, corporate officers

5.1% Supervisor or department head, department manager, foreman and chief/head mechanic

BPA WORLDWIDE

**BPA Brand Report December 2015 – Total Qualified Circulation 20,000*
***Publisher's own data*
†Compared with **Rental Equipment Register** *Top-Level Management Titles: Owner/President/Corporate Official, Vice President/Gen. Manager: 10,580; Total qualified: 21,235, BPA Brand Report Dec 2015 —* **Rental** *Top-Level Management Titles: Owner, Partner, General Manager and other Corporate officers: 12,347; Total qualified: 20,000*

2016 Editorial Calendar

Rental™
PRODUCT ▪ NEWS ▪ INSIGHT

	JANUARY/FEBRUARY	MARCH	APRIL/ MAY	JUNE/ JULY	AUGUST/ SEPTEMBER	OCTOBER/ NOVEMBER	DECEMBER
Ad close	1-5-2016	2-19-2016	3-22-2016	5-12-2016	7-12-2016	9-12-2016	11-1-2016
Materials due	1-8-2016	2-24-2016	3-25-2016	5-17-2016	7-15-2016	9-15-2016	11-4-2016
Feature Articles *Each issue tackles a topic or event vital to our readers' interests, including economic reports, business management advice and new product information*	**THE RENTAL SHOW ISSUE** Comprehensive showcase of new products introduced at the only national trade show dedicated to the rental market	**2016 STATE OF THE INDUSTRY REPORT** Based on news and insight gleaned from industry trade shows, we'll provide analysis of factors affecting the rental market and the contractors who rent	**AERIAL INDUSTRY REPORT** In-depth look at the dynamic forces within the aerial market with analysis as to how they impact the current business environment	**RENTER'S REVIEW** Our staff secret shops rental businesses and shares experiences and insights	**BUSINESS SURVIVAL GUIDE** Rental industry experts reveal the secrets to surviving and thriving in the current business climate	**2016 EDITORS' CHOICE AWARDS** The year's top products in the equipment rental industry	**2017 EQUIPMENT & TOOL SHOWCASE** Comprehensive pictorial guide featuring equipment, products and technology for rental and supply fleets
New Products	**Latest equipment introductions in every issue**						
Construction Support	**A look at the equipment contractors need to get their jobs done, including:** ▪ Skid steers ▪ Excavators ▪ Backhoe-loaders ▪ Trenchers ▪ Wheel loaders ▪ Attachments ▪ Aerial work platforms ▪ Concrete ▪ Compaction ▪ Compressors ▪ Generators ▪ Saws ▪ Blades ▪ Abrasives ▪ Other light equipment						
General Tool	**Each issue features DIY/light equipment, such as:** ▪ Lawn and grounds ▪ Floor and carpet care ▪ Hand tools ▪ Pressure washers ▪ Drain cleaners						
Special Reports	Engines	Software Pumps	Engines Trucks	Software Pumps	Engines	Software	
Supplements			POWER RENTAL		construction zone SAFETY; IPAF ELEVATING SAFETY		
Marketing Specials		Manufacturer Profile			Value Testimonials		Product Double Up
Bonus/Show Distribution	ARA/The Rental Show						World of Concrete

Dates and topics are subject to change without notice.

2016 Display ad rates

	1X	4X	6X	8X
Full page spread	$9,545	$9,105	$8,855	$8,610
Full Page	$5,410	$5,205	$5,055	$4,930
2/3 Page	$4,360	$4,190	$4,055	$3,955
1/2 Page	$3,500	$3,390	$3,290	$3,150
1/3 Page	$2,725	$2,600	$2,550	$2,465
1/4 Page	$2,290	$2,210	$2,145	$2,085

Back cover is an additional 25%
Inside front and back covers are an additional 20%
All other guaranteed positions will incur a 15% surcharge
Color rates: Four color process $1,275

Ad Sizes & Specifications

CLICK HERE or visit our marketing resource center at **ForConstructionPros.com/Advertise**.

Eric Servais, Publisher

eservais@ACBusinessMedia.com
800.538.5544 ext. 1244

Pavement contractors' how-to profitability resource

When you partner with *Pavement Maintenance & Reconstruction*, your message reaches contractors in the paving, sealcoating, pavement marking and sweeping industries. Paving and pavement maintenance contractors rely on *Pavement* for how-to information to run their businesses more effectively and profitably. We keep contractors abreast of industry trends, technological developments in materials and equipment, and on-the-job techniques that can improve productivity and add to their bottom line.

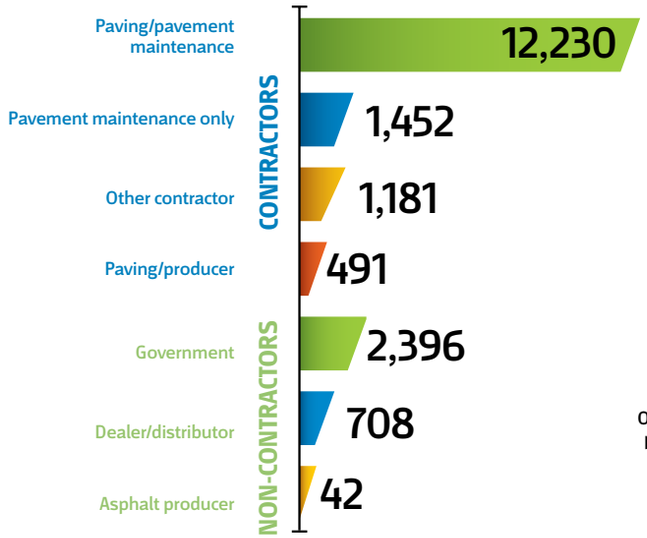
- **We're the only BPA-audited magazine covering this industry**, so you KNOW your message is delivered to the right audience.
- Our editorial coverage addresses the entire **life cycle of pavement**.
- With our sister publication, *Asphalt Contractor*, we sponsor the industry's foremost trade show, **National Pavement Expo**, giving you a premium opportunity to meet your clients and prospects face to face.

18,500* pavement professionals **subscribe** to our print publication

15,193** subscribe to *Blacktop Update*, our monthly e-newsletter

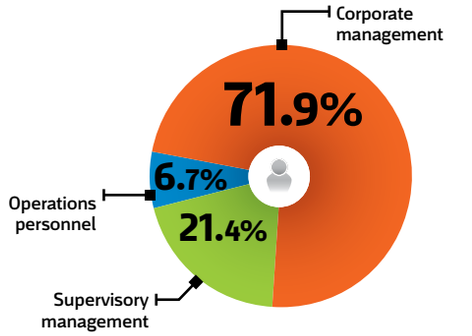
72.4% of subscribers are in **corporate management***

Audience Profile:
By business and industry*



By job title*

100% qualified circulation by individual name and title or function



BPA WORLDWIDE

*BPA Brand Report December 2015
Total Qualified Circulation 18,500
**Publisher's own data

2016 Editorial Calendar

PAVEMENT® MAINTENANCE & RECONSTRUCTION

CELEBRATING 30 YEARS of Paving & Pavement Maintenance

	JANUARY	FEBRUARY	MARCH/ APRIL	MAY	JUNE/ JULY	AUGUST/ SEPTEMBER	OCTOBER/ NOVEMBER	DECEMBER
Ad close	12-4-2015	1-6-2016	2-8-2016	4-8-2016	5-12-2016	7-11-2016	9-6-2016	10-28-2016
Materials due	12-9-2015	1-11-2016	2-11-2016	4-13-2016	5-17-2016	7-14-2016	9-9-2016	11-2-2016
Best Practices Focus	**MANAGING A PAVING & PAVEMENT MAINTENANCE BUSINESS** Industry trends How-to management tips Profiles of cutting-edge contractors Problem-solving case studies Articles by NPE speakers	**PAVEMENT AWARDS** Contractor of the Year Sweeper of the Year Hall of Fame Alan Curtis Industry Service Parking Lot Paving Paving Award (Non-Parking Lot) Sealcoating & Striping (Large Job) Sealcoating & Striping (Small Job) Good Neighbor PAVEMENT MAINTENANCE & RECONSTRUCTION 2016 AWARDS	**SEALCOATING** How-to technical article Profiles of cutting-edge contractors Problem-solving case studies	**STRIPING** How-to technical article Profiles of cutting-edge contractors Problem-solving case studies	**2016 TOP CONTRACTOR** Paving 100 Sealcoating 100 Striping 100 Sweeping 100 Pavement repair 100 2016 TOP CONTRACTOR PAVEMENT MAINTENANCE & RECONSTRUCTION	**PAVING & COMPACTION** How-to technical article Profiles of cutting-edge contractors Problem-solving case studies	**CONTRACT SWEEPING** How-to technical article Profiles of cutting-edge contractors Problem-solving case studies **30TH ANNIVERSARY ISSUE**	**ANNUAL PRODUCT SHOWCASE** Comprehensive pictorial guide featuring equipment, products and technology for paving and paving maintenance contractors
Special Reports		**PAVEMENT PRESERVATION 2016**	**NATIONAL PAVEMENT EXPO SHOW COVERAGE**	**ONLINE** Asphalt Contractor & PAVEMENT MAINTENANCE & RECONSTRUCTION INDUSTRY Directory	**STATE OF THE INDUSTRY UPDATE**		**SPECIAL FOCUS:** North American Power Sweeping Assoc. **SPECIAL FOCUS:** World Sweeping Assoc.	
Pavement Features: These topics covered regularly in our 2015 issues	▪ **PAVEMENT CONSTRUCTION:** Paving, milling, compaction, dirt work ▪ **PAVEMENT REPAIR:** Infrared, pothole repair, patching ▪ **PAVEMENT SWEEPING:** Construction, street, parking lots & special events ▪ **PAVEMENT MAINTENANCE:** Sealcoating, striping, cracksealing ▪ **PAVEMENT PRESERVATION:** Slurry seal, microsurfacing, chip seal, fog seal, cape seal							
In Every Issue:	▪ **HOT MIX**: News ▪ **YOUR BUSINESS MATTERS**: Management Tips ▪ **THIS JUST IN**: Select products and upgrades ▪ **TAILGATE TALK:** Insights ▪ **CONTRACTORS' CHOICE**: Equipment analysis ▪ PAVEMENT TECHNOLOGY UPDATES: News in technology							
Bonus/Show Distribution	NPE, WOC, NAPA Annual Meeting, ATSSA Traffic Expo	ARRA/AEMA/ISSA	WOA			APWA Show		
Marketing Specials				**Spring Special:** Place a full-page ad and receive a spotlight promotion for the equipment/products you displayed at NPE!	**Top Contractor Special:** Sponsor a Top Contractor and receive 50% off your ad rate!		**CASE STUDY**: Submit a full-page ad and receive the opposing page free to highlight a case study!	
Trade Shows & Supplements	NATIONAL PAVEMENT EXPO 2016							

Dates and topics are subject to change without notice.

2016 Display ad rates

	1X	4X	6X	8X
Full page spread	$8,720	$8,495	$8,255	$8,030
Full Page	$4,995	$4,860	$4,720	$4,595
2/3 Page	$4,025	$3,910	$3,790	$3,690
1/2 Page	$3,300	$3,200	$3,100	$2,995
1/3 Page	$2,520	$2,430	$2,380	$2,305
1/4 Page	$2,115	$2,065	$2,005	$1,945

Back cover is an additional 25%; inside front and back covers are an additional 20%
All other guaranteed positions will incur a 15% surcharge
Color rates: Four color process $1,275

Ad Sizes & Specifications

CLICK HERE or visit our marketing resource center at **ForConstructionPros.com/Advertise**.

Amy Schwandt, Group Publisher

aschwandt@ACBusinessMedia.com
800.538.5544 ext. 1243

Production, paving and preservation in every issue

CELEBRATING 30 Years

Asphalt Contractor is the only industry source providing cutting-edge information on the entire life cycle of asphalt pavements – from production to paving to preservation – in EVERY issue. With our sister publication, *Pavement Maintenance & Reconstruction*, we sponsor the industry's foremost trade show, **National Pavement Expo**, giving you a premium opportunity to meet your clients and prospects face to face.

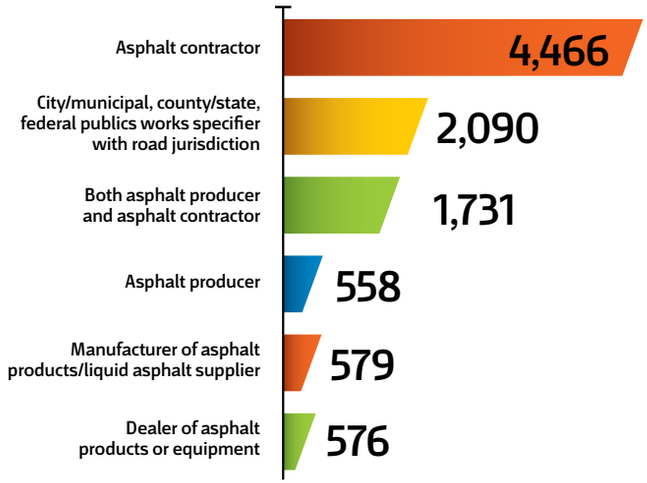
Choose *Asphalt Contractor* to reach decision-makers! As you plan your 2016 ad package, be sure to include our **Buyers Guide** and **Special Report** issues on technology, quality control, training, products and equipment, and industry forecast.

10,000* asphalt professionals **subscribe** to our print publication

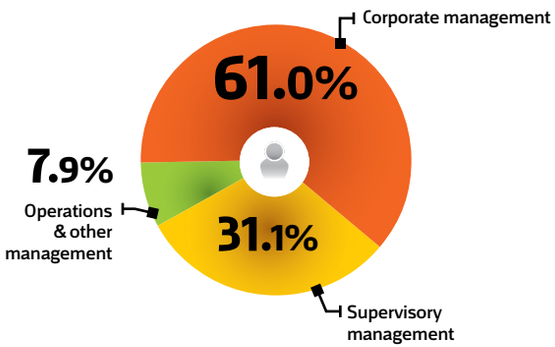
14,642** subscribe to *Road Building Update*, our monthly e-newsletter

88.1% of surveyed subscribers** report they have **authority** to recommend, purchase

Audience Profile:
By business and industry*



By job title*



BPA WORLDWIDE

*BPA Brand Report December 2015
Total Qualified Circulation 10,000
**Publisher's own data

2016 Editorial Calendar

Asphalt Contractor

CELEBRATING 30 Years

	JANUARY	FEBRUARY	MARCH/ APRIL	MAY	JUNE/ JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Ad close	12-3-2015	1-4-2016	2-10-2016	4-6-2016	5-11-2016	7-1-2016	8-3-2016	9-2-2016	10-5-2016	11-1-2016
Materials due	12-8-2015	1-7-2016	2-16-2016	4-11-2016	5-16-2016	7-7-2016	8-8-2016	9-8-2016	10-11-2016	11-4-2016
Special Reports			WORLD OF ASPHALT SHOW REPORT	TOP 30 EDITOR'S CHOICE AWARDS Chosen by the *Asphalt Contractor* editorial staff	TECHNOLOGY - GPS AND OTHER JOBSITE TOOLS THE LATEST TRENDS TO HELP IMPROVE PRODUCTIVITY ON JOBSITES 30TH ANNIVERSARY ISSUE	**SHOWCASE AND BUYERS' GUIDE:** Comprehensive pictorial guide featuring equipment, products and technology for asphalt contractors and producers	QUALITY CONTROL TECHNOLOGY GUIDE Improve the quality of asphalt you produce, lay and preserve	TRAINING REVIEW AND SCHEDULE: Leading suppliers' list of training opportunities	ASPHALT RECYCLING & CRUSHING PLANTS Insider's look at the latest trends and technologies	2016 INDUSTRY FORECAST: Industry experts predict the year ahead
Plant Matters	Innovative, how-to solutions to maximize production capabilities									
Paving Innovations	Project profiles address specification and logistical challenges									
Pavement Preservation	Meet the growing demand to maintain the country's aging infrastructure by focusing on techniques and equipment to extend the life cycle of good roads									
New Products	The latest equipment and technology unveiled to the asphalt industry									
Bonus/Show Distribution	NPE, WOC, NAPA Annual Meeting, AED Summit & CONDEX	ARRA/ AEMA/ ISSA	WOA		NAPA Midyear Meetings	APWA				
Trade Shows & Supplements	NATIONAL PAVEMENT EXPO 2016			Asphalt Contractor & Pavement Industry Directory			Sustainable Construction Fall 2016			
Marketing Specials		**World of Asphalt Preview Special:** Place an ad and receive a spotlight promo to highlight your WOA products!			**Preservation Spotlight:** Place an ad and receive equal space for your preservation product release!			**Training Special:** Submit a training schedule and purchase a full- page ad to get the facing page 50% off!		

Dates and topics are subject to change without notice.

2016 Display ad rates

	1X	3X	6X	8X	10X
Full page spread	$5,125	$4,815	$4,485	$4,245	$3,865
Full Page	$2,990	$2,825	$2,615	$2,495	$2,270
2/3 Page	$2,685	$2,530	$2,400	$2,245	$2,055
1/2 Page	$2,300	$2,150	$2,050	$1,925	$1,825
1/3 Page	$2,105	$1,985	$1,835	$1,735	$1,585
1/4 Page	$1,815	$1,705	$1,570	$1,465	$1,375

Back cover is an additional 25%
Inside front and back covers are an additional 20%
All other guaranteed positions will incur a 15% surcharge
Color rates: Four color process $1,275

Ad Sizes & Specifications

CLICK HERE or visit our marketing resource center at **ForConstructionPros.com/Advertise**.

Amy Schwandt, Group Publisher

aschwandt@ACBusinessMedia.com
800.538.5544 ext. 1243

27,003* magazine subscribers

43,703** subscribe to *In the Mix*, our weekly e-newsletter

30,683** subscribe to *Polishing Contractor Update*, our monthly e-newsletter

87.6%* of subscribers are in **management** so you reach decision-makers

BPA WORLDWIDE

*BPA Brand Report December 2015
Total Qualified Circulation 27,003
**Publisher's own data

Reach concrete & decorative concrete contractors

Readers choose *Concrete Contractor* because we deliver original content to help them build their projects and run their businesses more efficiently and profitably. Every issue covers decorative concrete, and quarterly we feature our *Polishing Contractor* section.

Contractors look to every issue — published in print and digital editions — to learn about best practices in flatwork/slabs, foundations and walls, decorative concrete, new product and technical information.

NEW! **DIGITAL & APP-BASED MAGAZINE EDITIONS:** Our digital, multi-media edition and iPad app edition, in addition to the print magazine, offer a universe of opportunities for your marketing message, including:

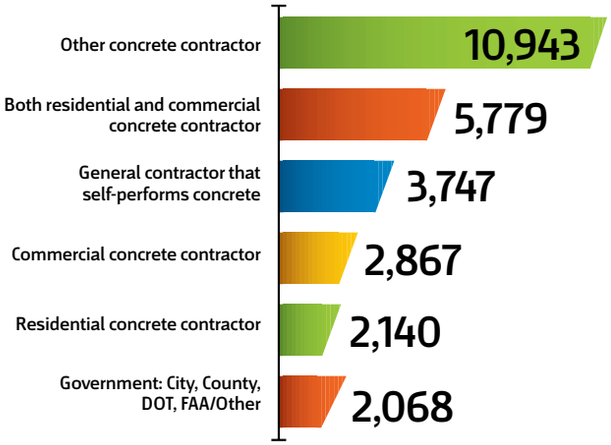
- Audio
- Video
- Animation
- URL link

OFFICIAL MEDIA SPONSOR: Concrete Foundations Association
Serving the concrete community including all members of:
American Concrete Institute, American Society of Concrete Contractors, Tilt-Up Concrete Association

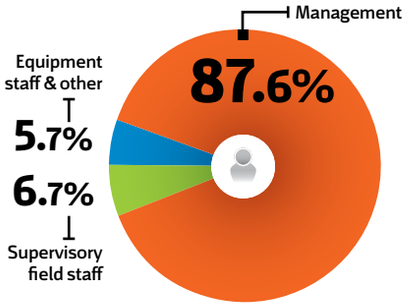
Download on the App Store

Digital edition Also Available online at forconstructionpros.com/magazine/conc/issue/

Audience Profile:
By business and industry*



By job title*



The polished side of concrete

Four times each year, *Concrete Contractor* focuses on the polished side of concrete with its Polishing Contractor feature section. We lead the market in polished concrete coverage with articles on surface prep, polishing, stains and dyes, overlays, stamps, sealers, densifiers, and protection and maintenance.

Share your product message with the growing number of contractors who are expanding into specialty uses for concrete, including polished concrete.

Digital edition

INTERNATIONAL CP&S® CONCRETE POLISHING & STAINING CONFERENCE AND EXPO

CPSconference.com

Date: October 20-22, 2016
Location: Wisconsin Center – Milwaukee, WI

Promote your products and solutions as an exhibitor at the Concrete Polishing & Staining (CP&S) conference, October 20-22, 2016 in Milwaukee, Wisconsin. Formerly known as ICPSC, the CP&S is the industry's annual conference where professionals from around the world join together to learn best techniques and business practices related to the polished concrete industry. CP&S offers something for all industry manufacturers and polishing professionals – including seminars, exhibits, product demonstrations, and ample networking opportunities.

Contact Vaughn Rockhold, vrockhold@ACBusinessMedia.com, 800-538-5544 ext. 1248

2016 Editorial Calendar

CONCRETE CONTRACTOR

	JANUARY	FEBRUARY/ MARCH	APRIL/ MAY	JUNE/ JULY	AUGUST/ SEPTEMBER	OCTOBER/ NOVEMBER	DECEMBER
Ad close	12-2-2015	2-5-2016	3-9-2016	5-23-2016	7-6-2016	9-6-2016	10-28-2016
Materials due	12-7-2015	2-16-2016	3-14-2016	5-27-2016	7-11-2016	9-9-2016	11-2-2016
Issue Focus	**Game changing stories from the field, innovative projects and people.**					**2016 PRODUCT GUIDE** Comprehensive pictorial guide featuring equipment, products and technology for concrete contractors	**2016 Spotlight on Decorative**
Cover Feature	**Profile of a leading concrete contractor, detailing the company's success and how they got there**						
Flatwork/Slabs	*Flatwork and floors are a central service of any concrete contractor, so each issue features coverage of this topic through articles on placing, finishing, joints, curing and paving.*						
Foundations & Walls	*Foundations and walls allow contractors to take their work vertical. Each issue features coverage on this topic through articles on formwork, ICFs, walls, foundations and footings.*						
Regular Columns	*Each issue features a New Products section, a job story profile and editorial from contributing writers including:* ■ Joe Nasvik ■ Kim Basham ■ Bruce Suprenant /Ward Malisch ■ Brad Humphrey ■ Dave Whitlock ■ Jim Baty						
Decorative Concrete	Stains and colors	Stamped concrete	Microtoppings / overlays	Coatings and sealants	Hardscapes		Countertops
Product Focus	Saws/blades	Concrete repair	Pumps and placement equipment	Grading and site layout equipment	Surface preparation		Concrete attachments
Equipment Specification Guides	Grinders	Power trowels	Screeds	Concrete saws	Vibrating equipment		Dust collection
POLISHING CONTRACTOR		Floor maintenance Abrasives Burnishers	Polishable overlays Dust collection Slurry management		Guards Dyes and stains Grinders		Equipment maintenance Densifiers Surface preparation equipment
Advertising Specials	*NEW!* WOC Idea File - FREE advertorial opportunity				AdPlus: Ad and Brand Survey *NEW!* CP&S Idea File - FREE advertorial opportunity		2015 Spotlight on Decorative Concrete
Bonus/Show Distribution	NATIONAL PAVEMENT EXPO 2016 World of Concrete The Rental Show	ACI Spring Convention		CFA Annual Convention	INTERNATIONAL CP&S CONCRETE POLISHING & STAINING CONFERENCE AND EXPO ASCC Conference, ACI Fall Convention, Concrete Décor Show		WOC 2017
Supplements					construction zone SAFETY Sustainable CONSTRUCTION		

Dates and topics are subject to change without notice.

2016 Display ad rates

	1X	4X	7X	12X
Full page spread	$7,555	$6,235	$5,190	$4,085
Full Page	$4,525	$3,740	$3,130	$2,920
2/3 Page	$3,620	$2,985	$2,495	$2,360
1/2 page	$3,400	$2,385	$2,125	$2,015
1/3 Page	$2,035	$1,675	$1,405	$1,320
1/4 Page	$1,560	$1,285	$1,080	$1,020

Back cover is an additional 25%; inside front and back covers are an additional 20%
All other guaranteed positions will incur a 15% surcharge
Color rates: Four color process $1,275

Ad Sizes & Specifications

CLICK HERE or visit our marketing resource center at **ForConstructionPros.com/Advertise**.

Vaughn Rockhold, Publisher

vrockhold@ACBusinessMedia.com
800.538.5544 ext. 1248

Sustainable CONSTRUCTION®

Pathway to profits

2014 FOLIO: EDDIE & OZZIE AWARDS

HONORABLE MENTIONS:
B-TO-B - STANDALONE
DIGITAL MAGAZINE

If **sustainability** plays a leading role in your corporate values, equipment features or service offerings, *Sustainable Construction* magazine can give you a voice in the construction industry.

Sustainable Construction publishes quarterly multi-media digital issues, with the Fall issue also produced in print and mailed to a broad construction audience. Together with its monthly *Constructing Green* e-newsletter, *Sustainable Construction* educates contractors about how they can improve productivity and efficiency, win sustainable projects, and ultimately drive profitability through sustainable best practices while decreasing their environmental footprint.

QUARTERLY DIGITAL ISSUES

109,777 subscribers in highway and heavy construction, general building construction, concrete construction, asphalt paving, and government employees with road jurisdiction.

MULTI-MEDIA DIGITAL ISSUES

Available online at ForConstructionPros.com, via iPad and Google Play, these quarterly, multi-media issues open a universe of opportunities for your marketing message, including: ▪ Audio ▪ Video ▪ Animation ▪ URL link

Available on the App Store

Google play

FALL PRINT ISSUE

100,985 subscribers *Publisher's own data*

FALL PRINT ISSUE

In addition to the multi-media digital issues, we print and mail the Fall issue with the following Construction Network magazines for a distribution of 100,985.

▪ *Equipment Today* ▪ *Concrete Contractor* ▪ *Asphalt Contractor*

2016 Print edition ad rates

Full Page	$12,675
2/3 Page	$8,850
1/2 page	$6,650
1/3 Page	$4,760
1/4 Page	$3,550

Other opportunities:

- Quarterly digital edition
- *Constructing Green* monthly e-newsletter 85,297 subscribers
- Sustainability Channel advertising on ForConstructionPros.com
- Custom programs

Packages available with other AC Business Media products

Editorial Calendar:

	MARCH	JUNE	SEPTEMBER	DECEMBER
Ad close	2-12-2016	5-6-2016	8-1-2016	11-9-2016
Materials due	2-17-2016	5-11-2016	8-4-2016	11-14-2016
Digital, iPad and Android app editions	X	X	X	X
Print edition Mails with *Concrete Contractor, Equipment Today, Asphalt Contractor*			X	
In Every Issue	▪ Sustainable products ▪ Sustainable project profile ▪ Technology update ▪ Fuel for Thought			
Educational Resources	▪ Green building ▪ Green accredited contractors ▪ Green regulations & standards ▪ Marketing for green contractors			
Sustainable Features	*These topics are covered regularly in our 2016 issues:* ▪ Demolition/recycling ▪ Water & energy efficiency ▪ Minimizing emissions ▪ Optimizing renewable resources ▪ Maximizing dealer relationships ▪ Safety & well-being			

Dates and topics are subject to change without notice.

Sean Dunphy, Group Publisher
sdunphy@ACBusinessMedia / 800.538.5544 ext. 1252

MAGAZINES – SUPPLEMENTS

Construction Zone Safety™

August/September 2016

As a sponsor for this annual safety supplement, you promote the safe and proper use of your products.

Print

Reach 124,000 in three markets:

- 77,005 commercial construction professionals via *Equipment Today**
- 20,003 concrete contractors via *Concrete Contractor***
- 20,000 equipment rental professionals via *Rental****

Digital

- Reach 42,000+ industry professionals with our safety-focused e-newsletter+
- Get year-long visibility with your content on ForConstructionPros.com.

Rates (4 color)

PREMIER SPONSOR (Full-Page Ad) CONTENT MARKETING Submit a safety feature article (with editorial approval) to appear adjacent to your ad	$8,600
HALF-PAGE AD	$5,600
QUARTER-PAGE AD	$3,600

IPAF Elevating Safety™

August/September 2016

Promote your lifting equipment and safety solutions. Capitalize on this opportunity to support the International Powered Access Federation (IPAF), the world's leading powered access safety organization, and help IPAF raise awareness of aerial safety in the North American market.

Print

Reach 97,000 in these markets:

- 77,005 via *Equipment Today**
- 20,000 via *Rental****

Digital

- Reach 30,000+ e-subscribers via the publications' digital editions+
- Get continued visibility with the quarterly *IPAF Elevating Safety* e-newsletter

Rates (4 color)

FULL-PAGE AD	$8,600
HALF-PAGE AD	$5,600
QUARTER-PAGE AD	$3,600

Power Rental™

April/May 2016

Spotlight your company and products by sponsoring *Power Rental*, our annual supplement focused on rental trends and usage for power generation equipment, providing readers with information on how to capitalize on the need for these products to grow their businesses.

Power Rental is mailed with *Rental* magazine, **reaching 20,000 subscribers**.*** Three levels of sponsorships are available, each offering additional reach to our digital subscribers.

Rates (4 color)

TIER ONE / PLATINUM	$9,400
TIER TWO / GOLD	$3,600
TIER THREE / SILVER	$2,300

**Equipment Today BPA Brand Report December 2015*
***Concrete Contractor BPA Brand Report December 2015*
****Rental BPA Brand Report December 2015*
+Publisher's own data

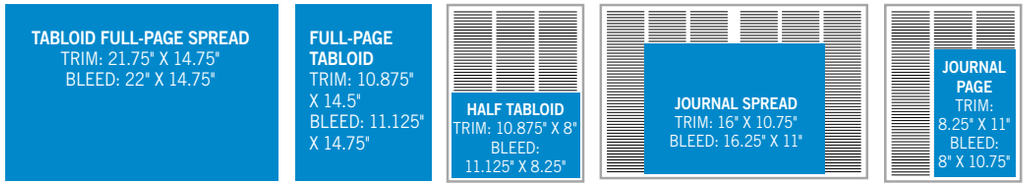
Ad Sizes & Specs

	BLEED	TRIM
Equipment Today		
Tabloid Spread*	22" x 14.75"	21.75" x 14.5"
Tabloid Page*	11.125" x 14.75"	10.875" x 14.5"
1/2 Tabloid*	11.125" x 8.25"	10.875" x 8"
Journal Spread*	16.25" x 11"	16" x 10.75"
Journal Page*	8.25" x 11"	8" x 10.75"
Asphalt Contractor, Concrete Contractor, Pavement Maintenance & Reconstruction, Rental & Sustainable Construction		
Full Page Spread*	16" x 11"	15.75" x 10.75"
Full Page*	8.125" x 11"	7.875" x 10.75"

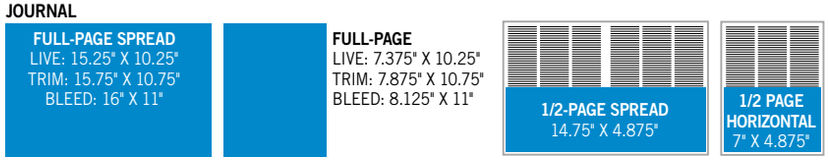
	TRIM
ALL publications	
2/3 Page	4.5625" x 10"
1/2 Page Standard	4.5625" x 7.375"
1/2 Page Horizontal	7" x 4.875"
1/2 Page Vertical	3.375" x 10"
1/3 Page Standard	4.5625" x 4.875"
1/3 Page Vertical	2.1875" x 10"
1/4 Page	3.375" x 4.875"

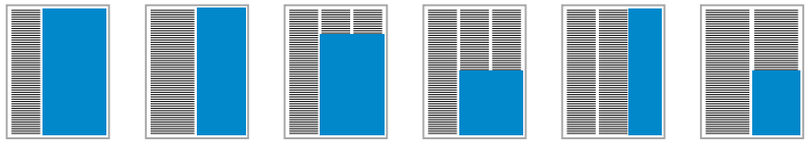
***LIVE AREA: All logos and type must be .25" (1/4") away from the trim**

TABLOID



JOURNAL





2/3 PAGE	1/2 PAGE VERTICAL	1/2 PAGE STANDARD	1/3 PAGE STANDARD	1/3 PAGE VERTICAL	1/4 PAGE
4.5625" X 10"	3.375" X 10"	4.5625" X 7.375"	4.5625" X 4.875"	2.1875" X 10"	3.375" X 4.875"

How to create your files: Preferred file format: PDF X/1a

Careful attention must be paid to the proper creation of PDF files to ensure that they will reproduce correctly. Choose "PDF X/1a" or "Press Quality" in your job options when creating high-resolution PDFs. The original files that you are making the PDF from should also be high resolution. Make sure images are CMYK and 300 dpi resolution and all fonts used are loaded and embedded.

Ads should be created to correct ad size dimensions, including bleed.

Where to send materials:

Email files to the assigned Ad Production Manager. For files larger than 10MB, follow these steps:

1. Go to www.hightail.com/u/acbm
2. Drag and drop file(s) to upload.
3. In the subject field, please include magazine or brand, issue date, other identifying information.
4. Click "Send."

Patti Brown, Ad Production Manager
201 N. Main Street
Fort Atkinson, WI 53538
800.538.5544 x1224
pbrown@ACBusinessMedia.com

Cindy Rusch, Ad Production Manager
201 N. Main Street
Fort Atkinson, WI 53538
800.538.5544 x1240
crusch@ACBusinessMedia.com

Terms and conditions:

Contract and copy conditions
Advertisements are accepted upon the representation that the advertiser and its agency have the right to publish the content. Advertisers and agencies agree to indemnify, defend and save harmless the publisher from any and all liability for content of published advertisements whether in print or in electronic format. Publisher reserves the right to refuse any advertisement.

Payment and commissions
Net 30 days. 15% of gross paid to recognized advertising agencies on space, color and position provided account is paid in full within 30 days of invoice date. Publisher reserves the right to hold the advertiser and/or its advertising agency jointly and separately responsible for such monies as are due and payable to the publisher. Publisher will not be bound by conditions, printed or otherwise, appearing in ad orders or copy instructions when such conditions conflict with Publisher's stated policies.

Protective clauses
Rates subject to change without notice. Advertiser and advertising agency assume liability for all content of advertisements printed and also assume responsibility for any claims made against the Publisher. The Publisher reserves the right to reject any advertising that it feels is not in keeping with publication standards, policies and practices.

Contract cancellation
Advertising canceled after closing date will be charged at earned rate to the advertiser with an additional fee of up to $500 for remake of the page. Advertisers that fail to achieve contracted number of insertions within the year will be short rated to the applicable frequency on rate card.

Leverage our awards program for added visibility

Each year, we recognize readers' preferred products, as well as leaders in the paving industry. These awards programs provide two marketing opportunities: 1) as a product winner, and 2) as an advertiser in these much-anticipated award issues. Here are a few tips to discuss with your sales associate:

- List your products, equipment and services on the Buyers Guide at ForConstructionPros.com. There is no charge.
- Become a Buyers Guide Brand Leader sponsor and get premium visibility in your product category.
- Send news and product releases to our editors.
- Boost visibility with web banner ads, eblasts, E-Product Showcases and other promotions.
- Advertise in the magazines' award issues, which garner exceptional readership.

Award winners are featured in our print magazines, online at ForConstructionsPros.com, via news releases and in other promotions.

Equipment Today Contractors' Top 50 New Products:

September issue

Award winners are selected based on Equipment Today reader inquiries, along with page views and inquiries over a 12-month period on ForConstructionPros.com.

Asphalt Contractor Top 30 Editor's Choice Awards:

May issue

The industry's preferred products are chosen by the editorial staff based on readers visits to the Buyers Guide at ForConstructionPros.com and editorial criteria such as longevity and consistency in the market, dependability, productivity and innovation.

Pavement Maintenance & Reconstruction Top Contractors:

June/July issue

Your ad in this issue reaches top paving contractors who eagerly anticipate the Top Contractor listings. Contractors are selected in five industry segments – paving, sealcoating, striping, sweeping, and pavement repair – based on criteria that include gross sales, breakdown of work that generated those sales and third-party verification of the sales total.

Pavement Awards:

June/July issue

Nominate a client for one of these industry awards recognizing individuals and companies who have enhanced the paving and pavement maintenance industry. Whether you place a congratulatory ad or a product ad, you'll get extra visibility across the industry.

Rental Editor's Choice Awards:

October/November issue

These awards represent the equipment rental industry's top products that garner the most interest from end-users and rental professionals alike. Selection is based on audience engagement online at ForConstructionPros.com/Rental over a 12-month period and criteria including innovation, longevity in the market, utility, versatility and productivity.

Leverage our lead generation products to fill your prospect funnel

Buyers Guide sponsorship

››› LEARN MORE: SEE PAGE 5

Commissioned special report

CONTENT MARKETING

Drive brand awareness and lead generation with a single-sponsored report delivered to your selected audience in our magazine editions or via email. Our editorial team will develop the content to pair with your marketing message.

Custom: Content, newsletter, publication, e-book

CONTENT MARKETING

Need custom content and design? How about distribution to the right audience? Partner with our editorial team, design staff and database experts.

Custom lead gen programs

Ask about our customized TRACKtion Leads program that combines direct marketing with social media and primary research components. Generate highly qualified leads that convert to sales.

Emails

››› LEARN MORE: SEE PAGE 6

E-Product and E-Video Showcase

››› LEARN MORE: SEE PAGE 6

Video channel sponsorship

Feature your video in its own sponsored content block on ForConstructionPros.com. Sponsorship includes 300x50 banner ad in the content block and two or four videos of your choice, which may rotate monthly. 3-month minimum commitment.

Video production

Our professional team will videotape your booth, equipment and speaker during a trade show or event and create a feature video for sales calls, presentations, your corporate website, training and other uses. Need an on-air personality? Bring in one of our talented editors to pull it all together.

Webinars

CONTENT MARKETING

Generate qualified leads for your company by sponsoring a live or on-demand educational presentation via the Internet. You get the entire lead list, as well as extensive promotion before, during and after the webinar.

White papers

CONTENT MARKETING

Educate current and potential customers about your capabilities and technology. Housed in our online White Paper Library, the documents are available for download, generating contact information that's sent directly to you. Includes a promotional program to drive traffic.

TRADE SHOW/EVENT MARKETING

Leverage your trade show or event presence with promotions that drive traffic to your booth and engage a broader audience. With your staff and equipment already on-site, this is the perfect opportunity to create a custom video. Our team can deliver:

- Pre-, during- and post-show promotions in print, email and online
- Booth or demonstration videos
- iPad app
- Show e-newsletter
- Advertisements on the website event page and event product showcase

SPECIAL PACKAGES AVAILABLE for major construction events

NATIONAL PAVEMENT EXPO 2016

INTERNATIONAL CP&S CONCRETE POLISHING & STAINING CONFERENCE AND EXPO

WORLD OF CONCRETE

World of Asphalt 2016 SHOW & CONFERENCE

EXHIBIT AT NPE 2017

Join us as an exhibitor on Feb. 1-4, 2017, for National Pavement Expo, the largest event specifically dedicated to paving and pavement maintenance professionals. For 2017, we're returning to our roots … Nashville, Tennessee, the birthplace of NPE.

Meet face-to-face with contractors who make their living from asphalt and concrete paving, sealcoating, striping, sweeping, cracksealing, pavement repair and snow removal.

NPE is equal parts education, networking and buying. Our goal? To help you and attendees maximize profits and success!

Contact Amy Schwandt, NPE Show Manager, for exhibiting information: 800-538-5544, ext. 1243 or aschwandt@ACBusinessMedia.com.

ATTENDEE PURCHASING POWER

82% of attendees purchased at the show or plan to purchase within 12 months

SHOW FLOOR SELLING FAST

71% of 2017 show floor sold as of February 2016

ATTENDEES FROM EVERY STATE AND 15 COUNTRIES IN 2016

94% of 2016 attendees plan to attend in 2017

State-of-the-art reporting tools

With the Construction Network brands you know how your advertising performs and what changes might **boost results.**

Engagement Report

The only tool of its kind, the Engagement Report helps you assess the effectiveness of your communication strategies by measuring the exposure and consumption of your messaging – including news articles, press releases, blogs, videos, product listings, webinars, white papers – on our digital platform. AND, you'll learn how you stack up against your competitors.

Total Audience Profile

This unique report details our audience demographics for print, website, email, e-newsletter and social media.

Email Reports

Third-party email reports display the number of emails delivered, opened and clicked, as well as other deployment details. Study a heat map's pictorial representation of the links readers clicked to fine-tune your design and messaging.

Google Analytics

Receive website user statistics and demographics.

Lead Report — Print, Digital, Online

While you receive leads immediately via email, we can provide a summary lead report for the Buyers Guide, webinars you sponsor, white papers, and other programs that require registration.

Web Ad Report

The number of impressions and clicks your ad received. Remember, you pay only when your ad is in-view.

Ad & Brand Surveys

Learn how our subscribers rate your ad and brand based on your advertising in any of our industry-renowned magazines. This custom research report, offered periodically as an advertiser benefit, reveals your ad's interest ratings, message comprehension, and brand perception data.

Custom Reports

We can create custom reports based on your advertising program.

Report: Deployment Delivery — AC BUSINESS MEDIA

Deployment Delivery for:

Track ID	Brand	Deployment Name	Deploy Date\Time (CDT)	Spam	Recipients
RCL140630007			07/08/2014 09:00 AM	1.21	8,201

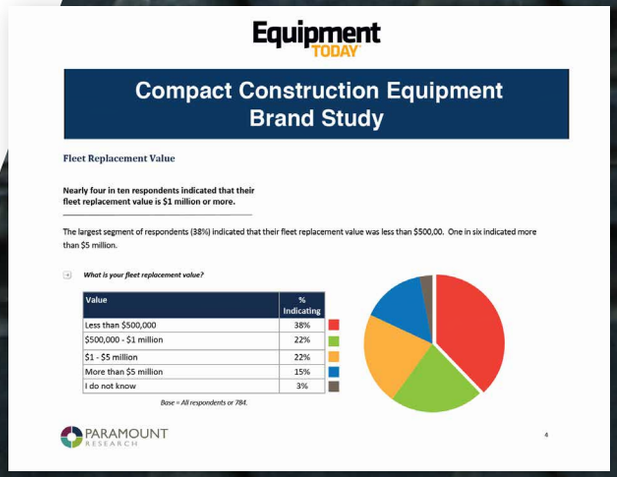
View Deployment Details | View Deployment Content | View Additional Reports | View Heat Map
View Throughput and Response Stats By Deployment/Split | View All By Deployment/Split
View Open Click Analysis | View Preference Page Report

Delivery Throughput and Response Statistics

Delivery Categories	Recipients	%
Original List Quantity	10,778	-
Filtered (prior to send)	1,610	14.94%
Suppressed	56	0.52%
Deduped	896	8.31%
Invalid E-mail Address	0	0.00%
External File Hard Bounce	15	0.14%
Final List Quantity	8,201	-
Domains Not Allowed	0	0.00%
Delivered Quantity	8,164	99.55%
Received	8,164	99.55%
Requires Challenge Response	0	0.00%
Bounced Quantity	37	0.45%
Host or Domain Mail Exchanger Does Not Exist	0	0.00%

Response Categories	Unique	% Deliv	% Open	Gross
Opens	1,802	22.07%	-	2,185
Clicks	74	0.91%	4.11%	80
Unsubscribes	23	0.28%	1.28%	-
Complaints	2	0.02%	0.11%	-
Preference Page	0	0.00%	0.00%	-
Forward to Friend	1	0.01%	0.06%	1
Other Response Categories				
Delivered, Not Opened	6,362	77.93%	-	-
Opened, Not Clicked	1,728	21.17%	95.89%	-
Share to Social Total	**0**	**0.00%**	**0.00%**	**0**
Facebook.com	0	0.00%	0.00%	0
Twitter.com	0	0.00%	0.00%	0
Linkedin.com	0	0.00%	0.00%	0
Digg.com	0	0.00%	0.00%	0

Email Deployment Report for third-party blast


Equipment TODAY

Compact Construction Equipment Brand Study

Fleet Replacement Value

Nearly four in ten respondents indicated that their fleet replacement value is $1 million or more.

The largest segment of respondents (38%) indicated that their fleet replacement value was less than $500,00. One in six indicated more than $5 million.

What is your fleet replacement value?

Value	% Indicating
Less than $500,000	38%
$500,000 - $1 million	22%
$1 - $5 million	22%
More than $5 million	15%
I do not know	3%

Base = All respondents or 784.

PARAMOUNT RESEARCH

Ad & brand research study report

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