

Equipment Network Network (Buyer's Guide)

To research products, contractors turn to the Equipment Network on ForConstructionPros.com.

In fact, SEO searches for construction-related equipment make up nearly 38%* of the site's traffic. Place your advertising on these popular pages to get in front of decision makers across the industry.

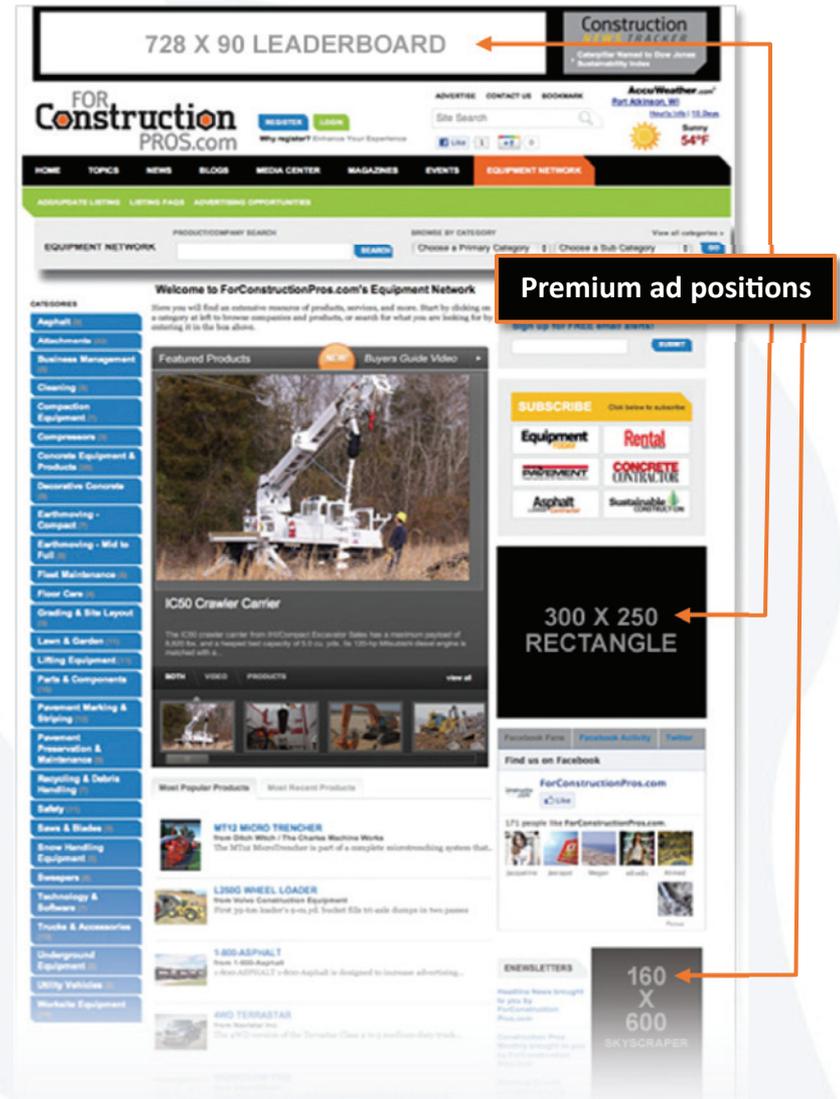
There are three sponsorship levels available – one for the main category and two for the subcategories. The site's top sponsorship position – Tier One – includes your ads on all company and product listings in a specified category and its subcategories. PLUS, you receive contextual placement on all relevant articles, video and media tagged with these category keywords. This means anyone searching for information using the product category terminology will see your information first.

Be visible online 24/7/365 where buyers go to learn about products, services, manufacturers and distributors.

*Publisher's Own Data – April 2012



Asphalt Contractor / Concrete Contractor / Equipment Today / OEM Off-Highway
Pavement / Rental / Sustainable Construction / National Pavement Expo / Pavement LIVE
ForConstructionPros.com / 800.547.7377



Equipment Network

> Tier One – Category/Subcategories Sponsor

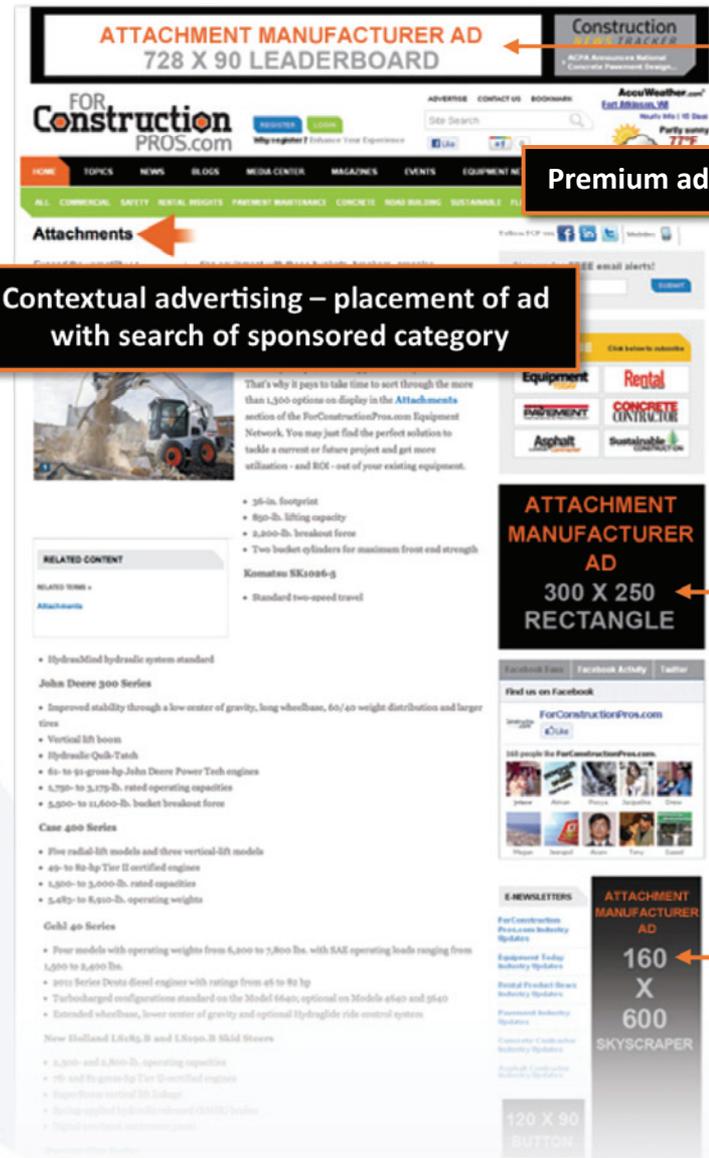
Investment: \$3,000/month; six-month minimum

Get exclusivity with a Tier One sponsorship! Only one Tier One sponsorship is available for each Equipment Network category.

When a visitor searches your sponsored equipment category and its subcategories, your banner ads appear on all pages of the search results. PLUS, your banner ads appear on webpages with articles, video and media tagged with that specific category and its subcategories.

As a Tier One sponsor, you receive:

- Three banner ads on every page of the category, including subcategory pages:
 - Leaderboard position
 - Medium rectangle position
 - Skyscraper position
- Contextual advertisement placements when visitors search your sponsored category or subcategory
- Featured product listing on your category page, as well as subcategory searches.



Premium ad positions

Contextual advertising – placement of ad with search of sponsored category



Asphalt Contractor / Concrete Contractor / Equipment Today / OEM Off-Highway
 Pavement / Rental / Sustainable Construction / National Pavement Expo / Pavement LIVE
 ForConstructionPros.com / 800.547.7377

Equipment Network

> Tier Two – Subcategory Sponsor

Investment: \$750/month; six-month minimum

Get prime visibility as the only Tier Two sponsor for a subcategory.

When a visitor searches your sponsored equipment subcategory, your ad appears on all pages of the search results. As a Tier Two sponsor, you receive:

- 468 x 60 banner ad positioned below the site masthead on the subcategory search page

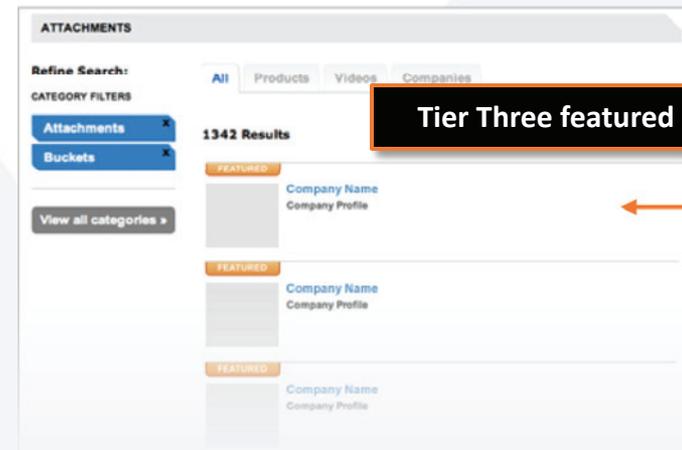
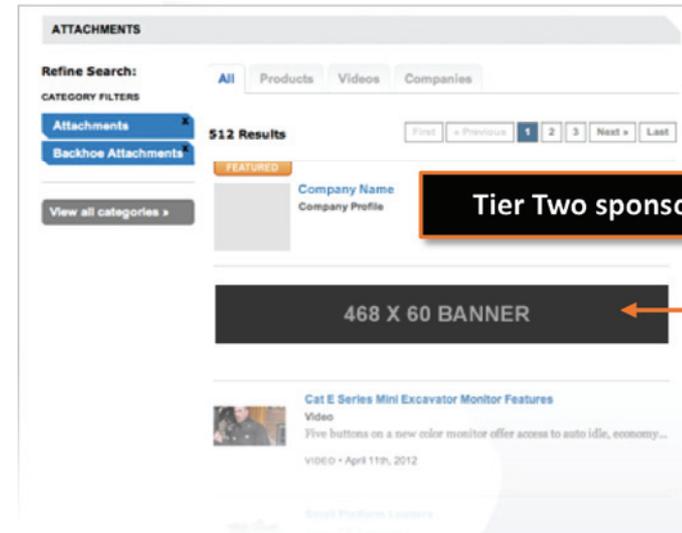
> Tier Three – Feature Listing

Investment: \$300/month; six-month minimum

Only five Tier Three sponsorships available per subcategory.

Showcase your company and product in a premium location for your specific subcategory. As a Tier Three sponsor, you receive:

- Your company logo, company name and short description in shaded “premium” box located above general listings, immediately below the Tier One sponsors.
- Your Feature Listing rotates positions evenly with Tier Three featured listing advertisers



Asphalt Contractor / Concrete Contractor / Equipment Today / OEM Off-Highway
Pavement / Rental / Sustainable Construction / National Pavement Expo / Pavement LIVE
ForConstructionPros.com / 800.547.7377

Equipment Network

> 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.

Where to send materials

Kathy Hahn, Media Production Rep

Kathy.Hahn@Cygnum.com
800-547-7377 ext. 1318

File Requirements

- Media Accepted: GIF, JPEG, Animated GIF, Flash, Rich Media
- Leaderboard (728 x 90) - Max file size: 40K; Rich media max file size: 60K (On load: 40K)
- Skyscraper (160 x 600) - Max file size: 40K; Rich media max file size: 60K (On load: 40K)
- Rectangle (300 x 250) - Max file size: 40K; Rich media max file size: 60K (On load: 40K)
- Button (120 x 90) - Max file size: 20K; Rich media max file size: 25K (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



Asphalt Contractor / Concrete Contractor / Equipment Today / OEM Off-Highway
Pavement / Rental / Sustainable Construction / National Pavement Expo / Pavement LIVE
ForConstructionPros.com / 800.547.7377