



# CONEXPO-CON/AGG

## COMMUNICATIONS PROGRAM FROM THE GLOBAL CONSTRUCTION MEDIA ALLIANCE

North American print Preview, US\$9,000 per page	Circulation: <b>130,000</b> print copies
International Preview, print + digital, US\$10,000 per page	Circulation: <b>20,000</b> print copies and <b>50,000+</b> digital copies worldwide
Preview Video approximately 7 minutes long incorporating 3 x 15-second video commercials @ US\$3,800 per commercial	Distribution: <b>210,000</b> worldwide. Also hosted on the Preview News website
3 x Preview eNewsletters, each incorporating up to 20 square banners 162 pixels x 162 pixels @ US\$2,800 per banner	Distribution: <b>210,000</b> worldwide. Includes Spanish and Chinese versions
Preview News website incorporating up to 20 rectangular banners 295 pixels x 110 pixels @ US\$4,400 per banner	Live from January 2014
Printed Showguide with distribution by hand from a minimum of eight points around the show @ US\$5,000 per two-page spread (includes one ad page plus an editorial profile)	<b>20,000</b> copies distributed by hand from EIGHT locations at the show
5 x Daily News eNewsletters incorporating up to 20 square banners 162 pixels x 162 pixels @ US\$2,200 each	Distribution: <b>210,000</b> worldwide. Includes Spanish and Chinese versions
5 x Daily News Video bulletins approximately 7 minutes long incorporating 3 x 15-second video commercials @ US\$3,800 per commercial	Distribution: <b>210,000</b> worldwide with eNewsletters Also hosted on the Daily News website
Daily News website incorporating up to 20 rectangular banners 295 pixels x 110 pixels @ US\$4,400 per banner	Live throughout the show
7 to 10 themed video segments covering specific topics, hosted on the Daily News website and referred to via the e-newsletters and in the main Daily News video bulletins. Each segment will be 3 to 4 minutes long with a single EXCLUSIVE sponsor which gets a 5-second pre-roll and 15-second post-roll @ US\$5,700 per video. Possible topics include:- Machine Control; Hybrid excavators; Tier 4 engine latest; attachments; etc	Distribution: <b>210,000</b> worldwide via eNewsletter AND linked to the Preview News and Daily News websites.
1x Wrap-up eNewsletter incorporating up to 20 square banners 162 pixels x 162 pixels @ US\$2,800 each	Distribution: <b>210,000</b> worldwide. Includes Spanish and Chinese versions.
1x Wrap-up Video show approximately 10 minutes long, incorporating 3 x 15 second video commercials @ US\$3,800 per commercial	Distribution: <b>210,000</b> worldwide. Also hosted on the Daily News website
Road Technology LIVE at CONEXPO-CON/AGG, print + digital, US\$10,000 per page	Circulation: <b>20,000</b> print copies and <b>50,000+</b> digital copies worldwide
Platinum, Gold, Silver, Bronze, and custom packages are available on request.	



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BEFORE THE SHOW...



# 4 WAYS TO MAXIMISE YOUR PRE-SHOW AWARENESS

## 1 Printed Show Preview Publications x2:

International Edition

Full Page US\$10,000

Half Page US\$6,500

Quarter Page US\$3,750

North American Edition

Full Page US\$9,000

Half Page US\$4,900

Quarter Page US\$2,000

TOTAL CIRCULATION:

**150,000** PRINT  
**+50,000** DIGITAL

## 2 Preview Video

- Preview Video approximately 7 minutes long incorporating 3 x 15-second video commercials @

**US\$3,800 per commercial**

WORLDWIDE DISTRIBUTION:

**210,000\***

Also hosted on the Preview News website. \*End of November

## 3 Preview News website

- Preview News website incorporating up to 20 rectangular banners 295 pixels x 110 pixels @

**US\$4,400 per banner**

**210,000** WORLDWIDE  
eNEWSLETTERS LINK TO THIS SITE

Live from January 2014

## 4 Preview eNewsletters x3

- 3 x Preview eNewsletters, each incorporating up to 20 square banners 162 pixels x 162 pixels @

**US\$2,800 per banner**

WORLDWIDE DISTRIBUTION:

**210,000**

Includes Spanish and Chinese versions



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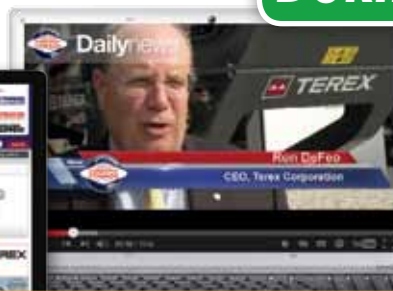


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**DURING THE SHOW...**



# 5 WAYS TO MAXIMISE YOUR ON-SITE VISITOR TRAFFIC AND YOUR OFF-SITE AWARENESS

## 1 Printed Showguide

- Includes one ad page plus one page editorial profile or one double page spread (DPS)

**US\$5,000 per DPS**

**DISTRIBUTION:**

**20,000 COPIES**

With distribution by hand from **8 POINTS** around the show

## 2 Daily News website

- Preview News website incorporating up to 20 rectangular banners 295 pixels x 110 pixels

**US\$4,400 per banner**

**210,000 WORLDWIDE  
eNEWSLETTERS LINK TO THIS SITE**

Live from 4th March 2014

## 3 Daily News Video bulletins x5

- 5 x Daily News Video bulletins approximately 7 minutes long incorporating 3 x 15-second video commercials

**US\$3,800 per commercial**

**WORLDWIDE DISTRIBUTION:**

**210,000**

With eNewsletters. Also hosted on the Daily News website

## 4 Daily News eNewsletters x5

- 5 x Daily News eNewsletters incorporating up to 20 square banners 162 pixels x 162 pixels

**US\$2,200 each**

**WORLDWIDE DISTRIBUTION:**

**210,000**

Includes Spanish and Chinese versions

## 5 Themed video segments

- Themed video segments covering specific topics

**US\$5,700 per video  
to be the exclusive sponsor**

**WORLDWIDE DISTRIBUTION:**

**210,000**

Via eNewsletter AND linked to the Preview News and Daily News websites



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**AFTER THE SHOW...**



## 3 WAYS TO CAPITALISE ON YOUR INVESTMENT IN THE SHOW

### 1 1x Wrap-up eNewsletter

- 1x Wrap-up eNewsletter incorporating up to 20 square banners 162 pixels x 162 pixels

**US\$2,800 each**

**WORLDWIDE DISTRIBUTION:**

**210,000**

*Includes Spanish and Chinese versions*

### 2 1x Wrap-up Video show

- 1x Wrap-up Video show approximately 10 minutes long, incorporating 3 x 15 second video commercials

**US\$3,800 per commercial**

**WORLDWIDE DISTRIBUTION:**

**210,000**

*Also hosted on the Daily News website*

**“WE WILL PUT YOUR COMPANY AND ITS PRODUCTS IN FRONT OF THE MOST EXTENSIVE GLOBAL AUDIENCE AVAILABLE”**

### 3 Road Technology LIVE at CONEXPO-CON/AGG 2014

**Full Page US\$10,000**  
**Half Page US\$6,500**  
**Quarter Page US\$3,750**

**WORLDWIDE DISTRIBUTION:**

**20,000 PRINT**  
**+50,000**  
**DIGITAL COPIES**



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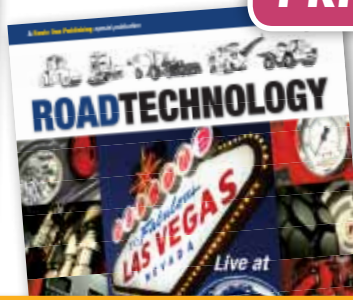


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PRINT PROGRAM



# A TRULY GLOBAL AUDIENCE

## BEFORE...

CONEXPO-CON/AGG organisers are expecting up to **25,000** visitors from overseas. Las Vegas is a popular venue for buyers throughout the emerging markets of Asia and Latin America.

Advertising in the International Show Preview is your number one way to reach this audience.

Full Page	US\$10,000
Half Page	US\$6,500
Quarter Page	US\$3,750



**20,000** PRINT  
**+50,000** DIGITAL

## DURING...

The only independent show guide aimed at international visitors, with the highest circulation, from the **biggest number of hand-distributed points**.

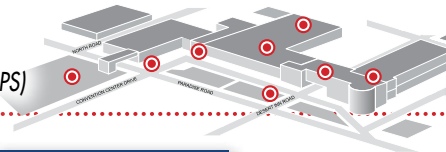
Advertising in the GCMA Showguide is the best way to reach international visitors at the show.

**FULL PAGE AD  
+ EXHIBIT PROFILE US\$5,000**

*Includes one ad page plus one page editorial profile or one double page spread (DPS)*

**20,000** PRINT

**DISTRIBUTED BY HAND FROM  
8 POINTS AT THE SHOW**

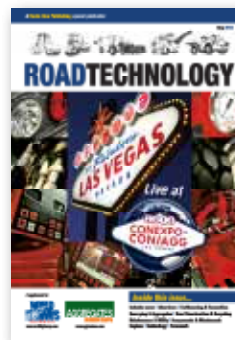


## AFTER...

The only publication to take the show highlights to a combined global audience of **70,000** industry professionals worldwide.

This is a must-read for equipment buyers whether they made the show or not.

Full Page	US\$10,000
Half Page	US\$6,500
Quarter Page	US\$3,750



**20,000** PRINT  
**+50,000** DIGITAL



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# OVER 2 MILLION GLOBAL OPPORTUNITIES TO BE SEEN!

**A TOTAL OF 10 eNEWSLETTERS, EACH TO A GLOBAL DATABASE OF 210,000 IN ENGLISH, SPANISH & CHINESE**

**BEFORE THE SHOW:**

**End of November 2013:**

CONEXPO-CON/AGG 2014 scene-setter, including the *Preview* video

**Jan/Feb 2014:**

3x *Preview* eNewsletters (31 January; 12 February; 27 February)

**DURING THE SHOW 2014:**

5x *Daily News* eNewsletters

**AFTER THE SHOW:**

CONEXPO-CON/AGG 2014 wrap-up eNewsletter, including show highlights video



Banners on individual eNewsletters @ US\$2,200 each

**Buy banners on all ten for over 2 MILLION GLOBAL reach at the special price of US\$16,500**



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VIDEO & WEBSITES



# AWARD WINNING TEAM

## NO-ONE DOES CONSTRUCTION SHOW NEWS VIDEO BETTER THAN THE *DAILY NEWS* VIDEO TEAM!



...winner of the 2013 American Construction Writers Association prestigious Robert F. Boger Award.

### WEBSITE

#### Preview News website

The *Preview News* website will host all of the equipment previews prepared by our global team of expert equipment writers, and it will also host the videos of exhibitors that want to take advantage of the **210,000 global audience** that will be regular visitors to the *Preview News* website in the weeks before the show.

#### Daily News website

The *Daily News* website goes live on 3rd March 2014, and will be the principal host of all the CONEXPO-CON/AGG news items posted by our team of expert equipment writers working from the *Daily News* Studio in the Grand Central Hall. Any of the **210,000 Global Audience** that reads a story on an eNewsletter will read it on the *Daily News* website, framed by sponsors' banners.

Banners on the *Preview News* website, or the *Daily News* website, are available at **US\$4,400** each, or **US\$6,600** for banners on both:

**This is probably the BEST BUY AT THE SHOW!**

### VIDEO

#### Daily News video

The **HIGHEST IMPACT medium at the whole show** is surely reserved for the *Daily News* video report which broadcasts to a **210,000 Global Audience** each evening as the show closes... taking news from the show into offices around the world. By sponsoring one or more of these news bulletins with your own 15-second commercial, you can have an impact way beyond the show.

In 2011, the CONEXPO-CON/AGG *Daily News* videos were seen by over 90,000 industry professionals worldwide. Single 15-second commercials are just **US\$3,800** each. A package of FIVE commercials running on all FIVE *Daily News* videos is just **US\$14,250**, for a **GLOBAL reach of over 1 MILLION** industry professionals.

Exhibitors can also have their own videos hosted on the CONEXPO-CON/AGG 2014 *Daily News* website at the special rate of just **US\$1,900** each.



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# CONEXPO-CON/AGG 2014 MARKETING BY NUMBERS:

# 'DO THE MATH'

**2,000,000**

The total number of industry professionals receiving our CONEXPO-CON/AGG 2014 eNewsletters

**210,000**

The total combined audience for our multi-channel news program at CONEXPO-CON/AGG 2014

**90,000**

The total number of times the *Daily News* CONEXPO-CON/AGG videos were viewed in 2011

**20,000**

The total number of printed Showguides containing STOP PRESS exhibitor information to be *hand-delivered* at the show

**1,500**

The number of separate stories posted by the *Daily News* team of expert equipment writers at bauma 2013

**20**

The number of expert equipment writers on the *Daily News* team for CONEXPO-CON/AGG 2014

**8**

The number of separate locations from which the *Daily News* Showguide will be offered to visitors by hand

**5**

The number of media channels available to reach the combined global audience during CONEXPO-CON/AGG 2014

**1**

The number of phone calls you need to make to discuss the best way to invest your CONEXPO-CON/AGG marketing budget



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