



worldhighways.com

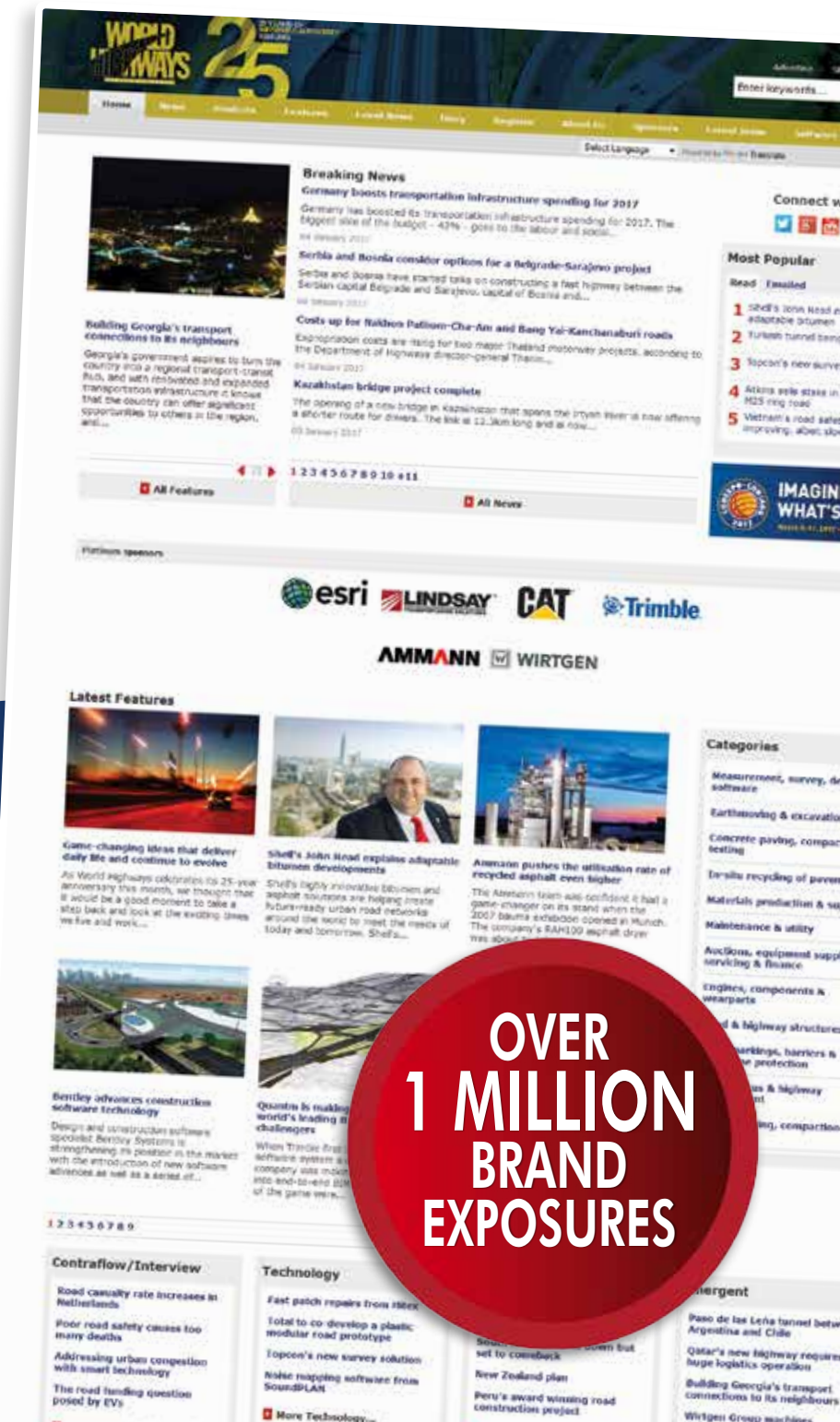
With an average of more than 26,000* unique users per month, a 20% increase on the previous year, www.worldhighways.com offers you the latest in website functionality, combined with the most comprehensive content archive in the sector. It's the perfect opportunity to get your message seen by relevant industry decision-makers every single day.

* 2016 Google Analytics data

Categories available for sponsorship include...

- Measurement, Survey, Design & Software
- Earthmoving & Excavation
- Asphalt Paving, Compaction & Testing
- Concrete Paving, Compaction & Testing
- In-Situ Recycling of Pavements
- Materials Production & Supply
- Engines, Components & Wearparts
- Auctions, Equipment Supply, Servicing & Finance
- Maintenance & Utility
- Road & Highways Structures
- Road Markings, Barriers & Workzone Protection
- Traffic Focus & Highway Management

Sponsorship packages to suit all budgets



OVER 1 MILLION BRAND EXPOSURES

More ways than ever to ensure your message reaches the global road construction sector

4 annual packages, designed to suit all budgets

1. Platinum package

The perfect combination of print and online brand exposures. By sponsoring a category you are guaranteed a minimum of 750,000 brand exposures per annum.

Choose your preferred category...

- Measurement, Survey, Design & Software
- Earthmoving & Excavation
- Asphalt Paving, Compaction & Testing
- Concrete Paving, Compaction & Testing
- In-Situ Recycling of Pavements
- Materials Production & Supply
- Engines, Components & Wearparts
- Auctions, Equipment Supply, Servicing & Finance
- Maintenance & Utility
- Road & Highways Structures
- Road Markings, Barriers & Workzone Protection
- Traffic Focus & Highway Management

.... and guarantee the following options for 12 months.

Logo on Home page

Platinum sponsors will have their logo displayed clearly on the home page.

Sponsors Profile page

Utilise your own microsite within www.worldhighways.com – use as much or little as you like. Your bespoke profile page can include:

- Inclusion of previously published news, products and features from *World Highways*
- Your web address with a link back to your corporate website
- Sponsorship banner
- RSS Feeds
- Facebook and Twitter newsfeed boxes
- Link to your LinkedIn page
- One free video
- Past and current advertisements



Logo on Category landing page

Having selected your category you are guaranteed the top right position on the Category landing page with a link back to your profile page.

Sponsorship Banner on Category landing page

Your banner will be placed as the top advertisement on the category landing page.

Company name in all linked articles

When your company name appears in any news story or feature, it will have a link back to your profile page making it easy for our readers to find out more about your company.

Logo on eNewsletter

Exclusive to Platinum sponsors. Your logo will be included on *World Highways*'s eNewsletter sent to over 24,900 industry professionals every 2 weeks. The eNewsletter is sent 21 times a year giving 522,900 brand exposures. The logo links directly back to your profile page.

Logo on all website promotions

Platinum sponsors are included on all ongoing website promotional activity, to include online and supporting print campaigns in 2016.

Logo on World Highways magazine delivery label

Inclusion of your company logo and website address on the delivery labels of all 17,500 copies of *World Highways*, 9x per annum. This guarantees over 157,000 brand exposures.



OVER 1 MILLION BRAND EXPOSURES

2. Gold package

If you would rather sponsor a Section than the Gold package is for you.

Choose your preferred Section...

- Technology
- World Reports
- EUROFILE
- EMERGENT
- Contraflow/Interviews
- IRF
- Key Projects
- Skidmarks
- Environment
- General

Logo on Home page

Your company logo will appear on the home page within your selected Section box.

Sponsors Profile page

Utilise your own bespoke microsite within www.worldhighways.com – use as much or little as you like. Your bespoke profile page can include:

- Inclusion of previously published news, products and features from *World Highways*
- Your web address with a link back to your corporate website
- Sponsorship banner
- RSS Feeds
- FaceBook and Twitter newsfeed boxes
- Link to your LinkedIn page
- One free video
- Past and current advertisements

Logo on Section landing page

Your company logo on the top right of the Section landing page with a link to your profile page.

Sponsorship Banner on Section landing page

Your banner advert will be placed at the top middle of the Section landing page.

Company name in all linked articles

When your company name appears in any news story or feature, it will have a live link back to your profile page making it easy for our readers to find out more about your company.



3. Silver package

A great option for those that want to build up their online presence. Once you have selected either a Category or a Section you will benefit from:

Sponsors Profile page

Utilise your own bespoke microsite within www.worldhighways.com – use as much or little as you like. Your profile page can include:

- Inclusion of previously published news, products and features from *World Highways*
- Your web address with a link back to your corporate website
- Sponsorship banner
- RSS Feeds
- FaceBook and Twitter newsfeed boxes
- Link to your LinkedIn page
- One free video
- Past and current advertisements

Company name in all linked articles

When your company name appears in a news story or feature, it will have a live link back to your profile page making it easy for our readers to find out more about your company.

Rotating Sponsorship Banner

A rotating advertisement in position 2 on the selected Category/Section landing page. (There will be a maximum of 3 banners sharing this position at any time).

4. Bronze package

Rotating Side Banner

A rotating advertisement in the side position on the selected Category/Section landing page. (There will be a maximum of 5 banners sharing this position at any time).



Individual Banner Offerings

There are a number of smaller, more specific, options available to clients that have projects with shorter deadlines or who have restricted online budgets but still wish to access our readership of road construction professionals.

Home page

Top sponsorship banner – above the News
(925 x 100 pixels, single position)

Middle sponsorship banner – above the Features
(925 x 100 pixels, single position)

News, Features & Products pages

Sponsorship banner packages on News or Products pages
(610 x 95 pixels, maximum 5 companies)

Side banner package on News, Features or Products pages
(295 x 110 pixels, maximum 5 companies)

Sponsorship banner on individual Feature page
(925 x 100 pixels, single position)



Add to your presence while you are planning your online strategy - don't forget that the World Highways eNewsletter is a great way to reach over 35,000 road construction professionals every 2 weeks. Contact our team today for more details.

Mechanical Data

Sponsorship Banners

- 925 pixels x 100 pixels dimension
- 610 pixels x 95 pixels dimension

Side Banners

- 295 pixels x 110 pixels dimension

Banner and Logo specifications

- Animated gif 72 dpi, jpeg 72 dpi or Flash



To book your presence on www.worldhighways.com call:

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