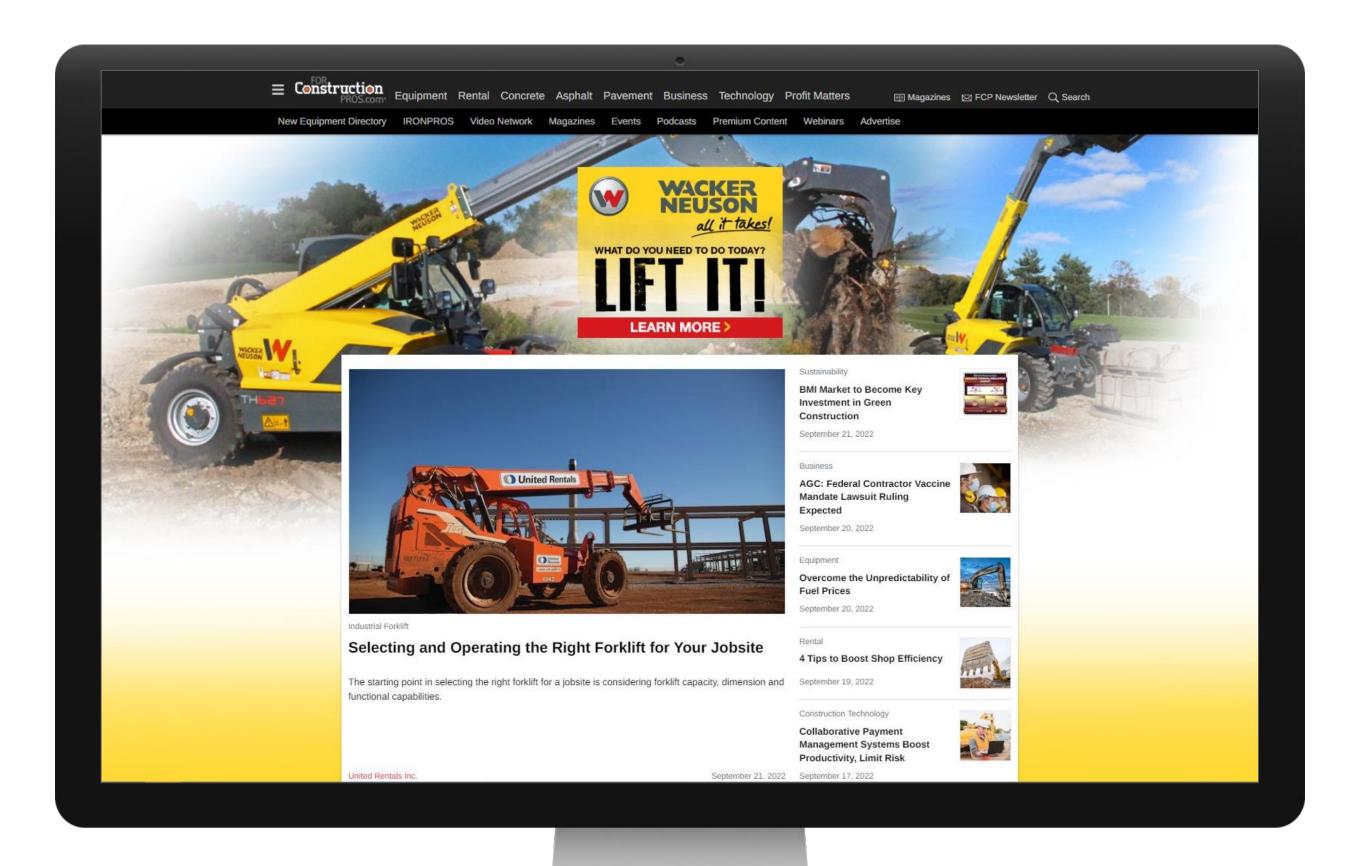


THE LARGEST MEDIA RESOURCE FOR CONSTRUCTION PROFESSIONALS

AC Business Media's construction portfolio has been delivering key information to construction professionals for more than 50 years. Our print and digital products are the market leaders in the construction equipment, asphalt, concrete, pavement maintenance and equipment rental verticals.

Over the last five decades of serving this industry, we have continued to invest in both our print and digital offerings to ensure that we are the most reliable resource for readers and the most effective partner for our advertisers. Our strength is connecting those construction buyers and sellers through targeted campaigns that can be tailored to accommodate a range of marketing objectives.







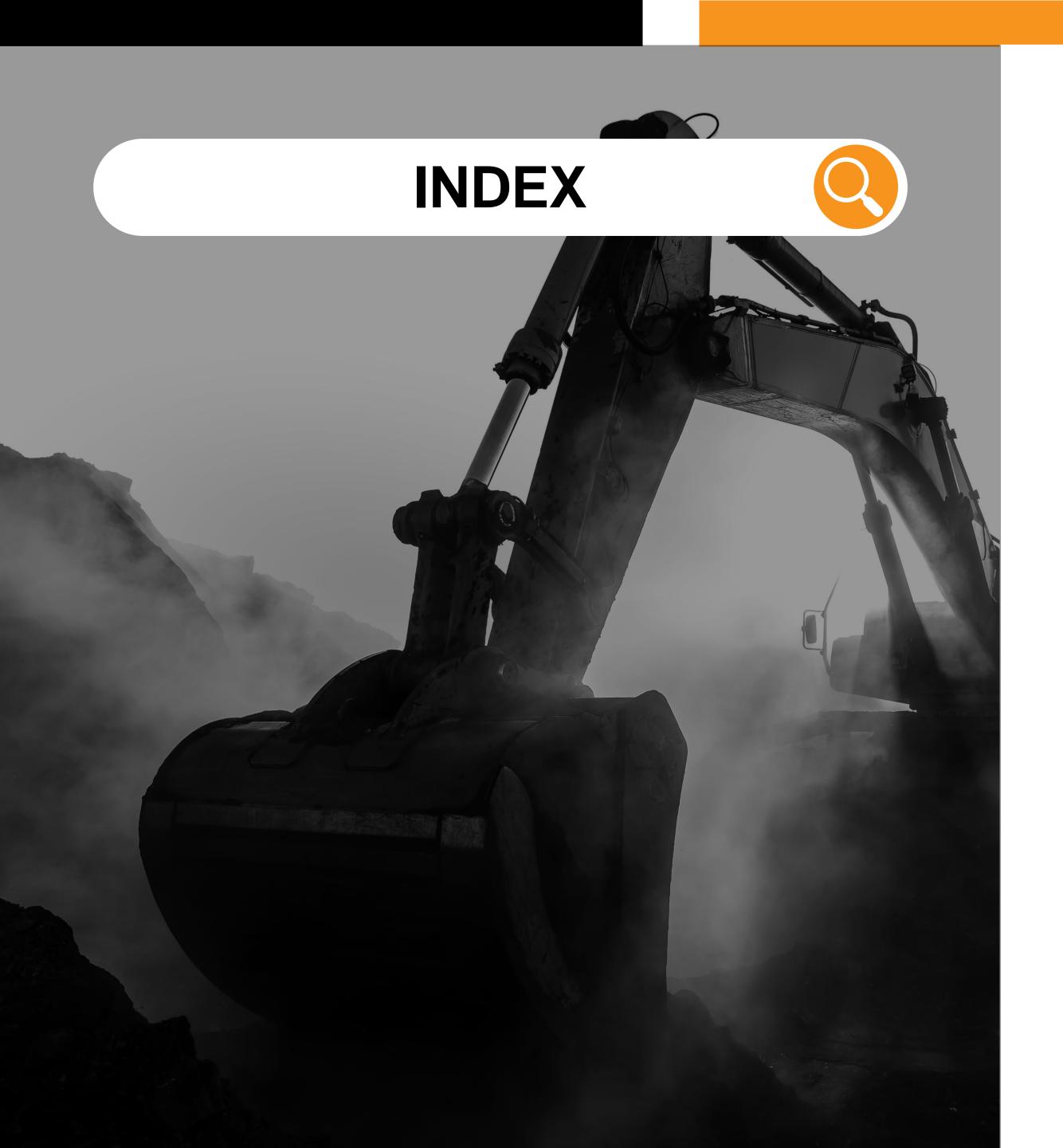














P.4: First-Party Audience Database

CLICK HERE >>



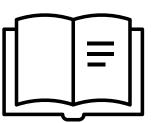
P.11: Construction Network Overview

CLICK HERE >>



P.17: Interactive Equipment Showroom

CLICK HERE >>



P.22: Custom Print Opportunities

CLICK HERE >>



P.24: Industry Leading Digital

CLICK HERE >>



P.63: Custom Content Marketing Services

CLICK HERE >>



P.68: Powerful Lead Generation Platform

CLICK HERE >>



P.83: A Premier Educational Conference

CLICK HERE >>



ENTENTION

• • • Data Insights • • • •

ENTENTION Data Insights is an integrated first-party audience database with unparalleled segmentation capabilities. Clients benefit from comprehensive segmentation using single data points or any combination of behavioral data, contextual data, and conventional B2B demographics, firmographics, and contact data to pinpoint engaged targeted audiences.



ENTENTION DATA INSIGHTS

Drive Demand and Market Growth Faster Than Ever Before....

ENTENTION DATA INSIGHTS – Segments audiences in real-time based on media channel, behavior, topic interest, and conventional B2B demographic, firmographic, and contact information — making lead retrieval and retention effortless.

With **ENTENTION**, we can help you:

- Understand the size and scope of your potential target markets
- Create new pathways to potential customers with customized products
- Direct your marketing messages to a highly targeted audience
- Drive qualified website traffic
- Conduct proprietary research for product development involving highly engaged audiences
- Focus your sales efforts on high quality leads



5,029,936

TOTAL AUDIENCE*

316,773 Social Fans with 401,152 Total Engagements





260,500

MAGAZINE SUBSCRIBERS (8 MAGAZINES)



1,266,625

NEWSLETTER SUBSCRIPTIONS***

ENTENTION • • • • Data Insights • • • • •

509,663

DIRECT ENTENT EMAIL RECIPIENTS***





543,971

MONTHLY WEBSITE VISITORS **ACROSS ALL BRANDS**

11 BRANDS

ForConstructionPros.com | Ironpros **Equipment Today Concrete Contractor Asphalt Contractor** Pavement Maintenance & Reconstruction Rental

OEM Off-highway **Green Industry Pros Food Logistics** Supply & Demand Chain Executive 2,855,450

PROFILED CONTACTS**

- First Name

- Business/Industry
- Last Name
- Title/Function

Company

- Annual Sales Revenue
- Title (Open Text Field) Employee Size
- Address

Product And/Or Services

Phone

- Offered
- Mobile Phone
- Products/Services Purchase
- Email Address
- Company Spend
- Email Engagement Behavior
- Website Topic Data

SEGMENT AUDIENCES IN **REAL TIME BASED ON:**

- Media Channel
- Web Behavior
- Topic Interest
- Cohort/Affinity Groups
- B2B Demographic & Contact Information
- & More!

^{*} Total Audience: Known + Anonymous/Cookied Web Visitors

^{**} Profiled Contacts: Includes Any Combination Of Contact, Demographic, Digital Behavior And/Or Contextual Data

^{***} Email Recipients & Newsletter Subscriptions: Total Audience Of Subscribers Who Are Engaged Across All AC Business Media Brands

^{****} Media Platforms: Magazines, Newsletters, Direct ENTENT Email Campaigns, Webinars, Websites, Videos, Podcasts, Events (DHI, WISC Forum, IGNITE), High Value Assets (Whitepapers, Reports, infographics)

MARKETING RELIEF



 R_each

Meet your customers where they are — in print, online, through e-newsletters, or webinars. Take advantage of every opportunity to communicate by leveraging the channels professionals are using to get their information.



Engage

Not all touch points are created equal. Our print opportunity offers more face time with the reader. Our social media channels offer high engagement. Online, you get the best opportunity to target your message. But, with a cross-platform package, you maximize every option.



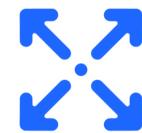
Leverage

Take advantage of every opportunity to integrate your marketing message seamlessly into the channels where professionals are getting everything they need.



mpact

AC business media's portfolio of products offers an integrated media environment for your message, built by the brands that industry experts trust and consult with most often.



Extend

Professionals seek out content from our renowned brands across multiple media platforms and devices. We can customize your message to extend your reach across all mediums.



Frequency

Research shows that in today's crowded information world, individuals need to hear a message several times to remember and act. When you add together the power of multiple channels and touch points, you get to critical mass on messaging faster — while accelerating your sales.

CONSTRUCTION AUDIENCE SNAPSHOT

Our construction network spans across five key verticals and offers the largest reach available into the Construction industry as a whole. We offer industry-leading brands that target decision makers using a combination of trusted print publications and daily online content. **Our properties** are known as the largest, and most impactful construction publications in the industry.

WE REACH CONTRACTORS in heavy construction, asphalt, concrete, paving and rental looking to gain industry knowledge in their field and make business planning decisions.

WE PROVIDE CONTRACTORS with fresh, relevant content delivered through industry-leading digital properties, magazines, newsletters, dedicated emails (Direct ENTENT), videos, webinars, podcasts, whitepapers, social media sites and more.

TOP SUBSCRIBER JOB FUNCTIONS:

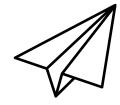
- 1) C-Level and Other Corporate Leadership
- 2) Operations Management
- 3) Project Management
- 4) Equipment Management
- 5) Purchasing

FCP NETWORK AUDIENCE



153,500+ MAGAZINE SUBSCRIBERS*

*COMPILED PUBLISHER'S DATA



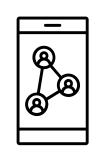
150,100+NEWSLETTER SUBSCRIBERS*

*COMPILED PUBLISHER'S DATA



275,500+ AVERAGE WEBSITE USERS/MONTH**

**JULY - DECEMBER 2022 DATA PROVIDED BY GOOGLE ANALYTICS



218,300+ SOCIAL FOLLOWERS/FANS

ACROSS ALL BRANDS







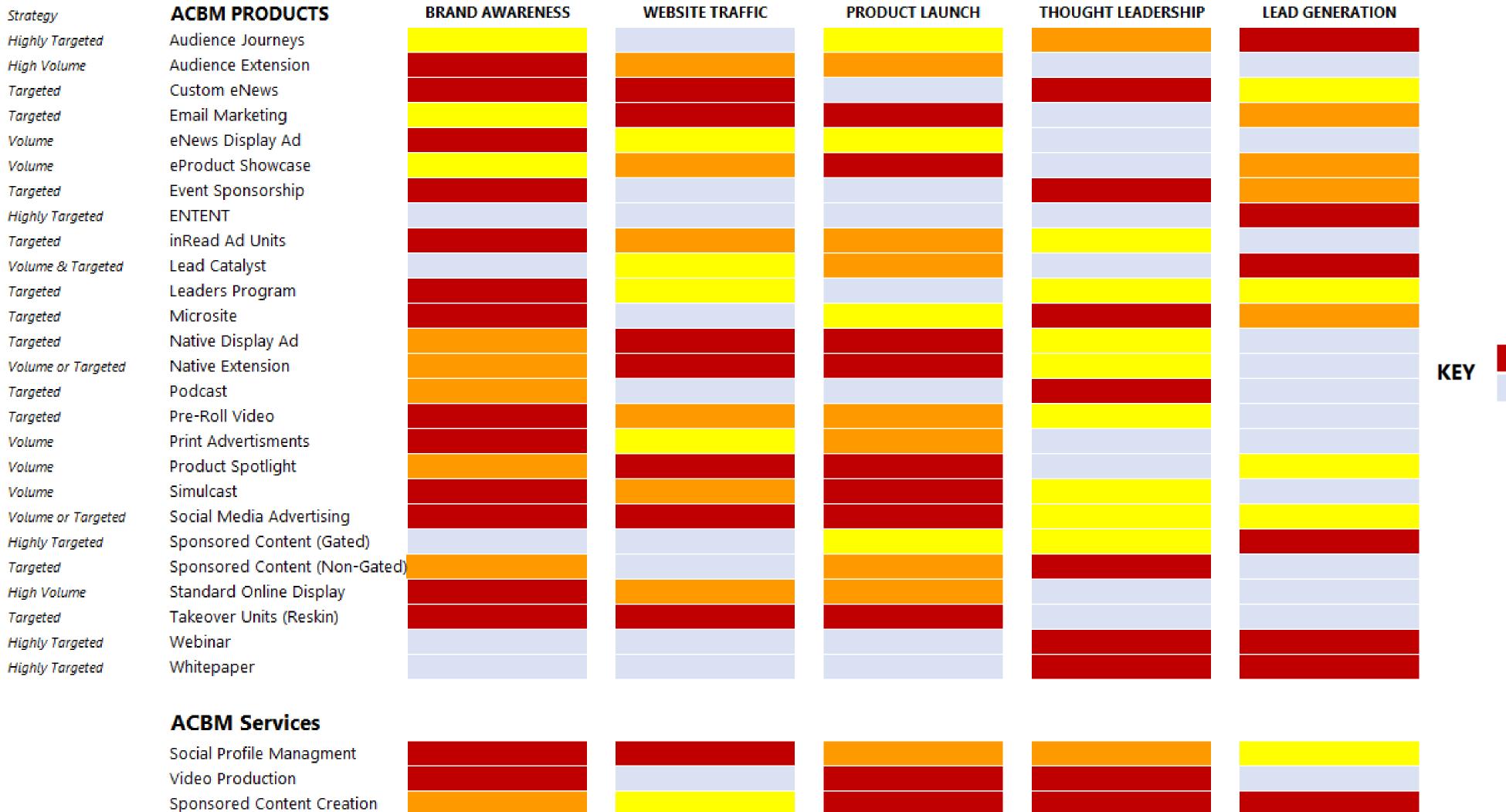








PRODUCTS VS. OBJECTIVES HEAT MAP



Not Recommended



RECOMMENDED PRODUCT STACKS

PRODUCT LAUNCH THOUGHT LEADERSHIP **BRAND AWARENESS** WEBSITE TRAFFIC LEAD GENERATION Sponsored Content (Gated) **Email Marketing Custom eNews** eProduct Showcase Microsite eNews Display Ad Sponsored Content (Non-Gated) **Product Spotlight Audience Journeys** Simulcast Native Display Ad **Event Sponsorship Email Marketing** Webinar Custom eNews inRead Ad Units Native Extension **Product Spotlight** Whitepaper Podcast Microsite **Custom eNews** Native Display Ad **Event Sponsorship** Lead Catalyst Microsite Social Media Advertising Pre-Roll Video Native Extension Webinar Social Media Advertising **Event Sponsorship Print Advertisments** Takeover Units (Reskin) Whitepaper Simulcast Standard Online Display Takeover Units (Reskin) eProduct Showcase Audience Journeys Social Media Advertising Sponsored Content (Gated) **Email Marketing Audience Extension** Standard Online Display Social Media Advertising Standard Online Display eProduct Showcase **Audience Extension** inRead Ad Units inRead Ad Units Pre-Roll Video **Custom eNews Print Advertisments Audience Extension** Pre-Roll Video Lead Catalyst Simulcast Product Spotlight **Leaders Program** Takeover Units (Reskin) inRead Ad Units Native Display Ad Simulcost **Product Spotlight** eNews Display Ad Pre-Roll Video Native Extension Native Display Ad Sponsored Content (Non-Gated) Social Media Advertising Print Advertisments Lead Catalyst eNews Display Ad Native Extension Podcast **Audience Journeys** Microsite Sponsored Content (Non-Gated) **Audience Journeys** Sponsored Content (Gated) **Email Marketing** eProduct Showcase







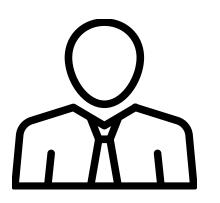
THE ONLY INDUSTRY SOURCE

providing cutting edge information on the entire lifecycle of asphalt pavements - from production to paving to preservation - in every issue



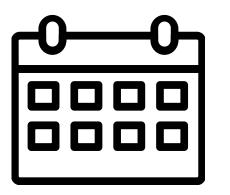
10 ISSUES PER YEAR

10,005 MAGAZINE SUBSCRIBERS*



WHO WE REACH:

asphalt contractors, HMA/WMA producers, and public works specifiers with road jurisdiction in three major sectors: paving, preservation and plants



EDITORIAL CALENDER >>>







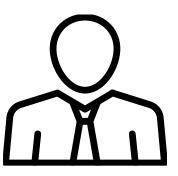
THE LEADING TRADE MAGAZINE IN THE CONCRETE INDUSTRY

We deliver original content to help contractors build their projects and run their businesses more efficiently and profitably. We are the number one source for new product information.



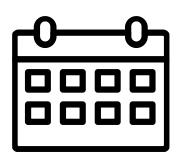
6 ISSUES PER YEAR

28,013 MAGAZINE SUBSCRIBERS*



WHO WE REACH:

contractors engaged in residential and commercial concrete construction, general contractors that self-perform concrete, and other concrete contractors, including decorative and polished concrete contractors, government (city, county, dot, FAA) and others allied to the field



EDITORIAL CALENDAR >>>







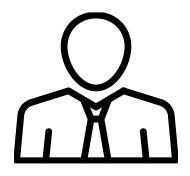
OUR FLAGSHIP PUBLICATION IN A TABLOID SUPERSIZE

Equipment Today provides independent, insightful content about equipment best practices - including selection, application and maintenance - and options to acquire and manage assets.



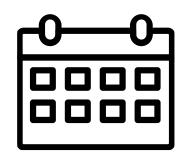
12 ISSUES PER YEAR

77,011 MAGAZINE SUBSCRIBERS*



WHO WE REACH:

highway/heavy construction and general building construction professionals interested in optimizing their ROI on construction equipment. more specifically, contractors in commercial and residential projects; contractors in electrical, demolition, mechanical and masonry/stonework; construction material producers and utility/power co-ops; and distributors and dealers of construction equipment, materials, and supplies.



EDITORIAL CALENDER >>>



SPECIAL EDITIONS:

IPAF ELEVATING SAFETY:
Delivered with the September issue
TOTAL CIRCULATION*: 97,021







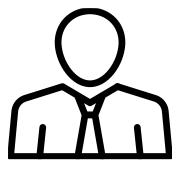
THE OFFICIAL MAGAZINE OF PAVE/X: THE PAVEMENT EXPERIENCE

Targets contractors who make a living from paving and pavement maintenance. We provide "how-to" information to help contractors run their businesses more profitably and stay up-to-date on industry trends, technological developments in materials and equipment, and on-the-job techniques that can improve productivity and add to their bottom line.



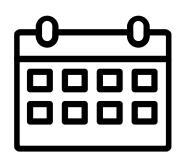
8 ISSUES PER YEAR

18,505 MAGAZINE SUBSCRIBERS*



WHO WE REACH:

contractors in the paving, sealcoating, pavement marking, sweeping, crack repair and pavement repair industries, as well as equipment manufacturers, material producers, government officials (federal, state, county, local); dealers/distributors, and HMA producers



EDITORIAL CALENDER >>>







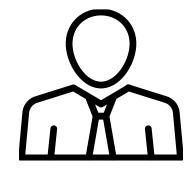
TARGETED REACH TO THE MOST DECISION MAKERS

We provide equipment rental owners and managers the information they need to effectively run a profitable enterprise. In addition to discussing how to effectively manage assets, rental provides subscribers with important economic forecasts, customer-centric insight, and back-office issues surrounding personnel and finance.



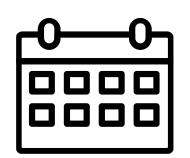
8 ISSUES PER YEAR

20,010 MAGAZINE SUBSCRIBERS*



WHO WE REACH:

rental businesses that supply tools and equipment to the construction, industrial, and DIY markets.



EDITORIAL CALENDER >>>



SPECIAL EDITIONS:

IPAF ELEVATING SAFETY: delivered with the August/September issue

TOTAL CIRCULATION*: 97,021







THE COMPLEXITY OF EQUIPMENT ACQUISITION...

- Buying processes have dramatically changed and increased in complexity.
- Supply chain stresses have had significant impact on product availability, and brand loyalty.
- Potential buyers are in need of more data around product, long term value, and efficiency as they work through procurement processes.
- Product and insight information is disparate, segmented, hard-to-find, or non-existent...

IMPACT FACTORS AROUND HEAVY EQUIPMENT PURCHASING

- Project Needs
- Lifecycle Cost
- Length Of Use
- Transportation
- Availability & Sourcing
- Purchasing Options
- Maintenance & Parts

- Technology
- Brand & Quality
- Power Needs
- Productivity
- Training & Safety
- DataManagement
- Profitability



ENTER A NEW SOLUTION...

- IRONPROS is a destination site for expertgrade, buyer's journey intelligence, specifically offering:
 - Insights
 - Research
 - Comparison
- IRONPROS focuses content, marketplace directories, data, and intel around the three largest and most impactful procurement areas for construction firms:
 - Heavy equipment
 - Construction technology
 - Consumable product & workwear





IRONPROS





THE BUYER'S EXPERIENCE

New Product Showrooms

We've curated the best and latest new equipment, technologies and workwear into a single experience where users can browse features, compare specs and reach out to manufacturers directly.

Deep Insights, Specs, AND Content

Original content and insight from the ForConstructionPros team is seamlessly interwoven into the product marketplace, where buyers can research and compare product & equipment while connecting directly with manufacturers and sellers.

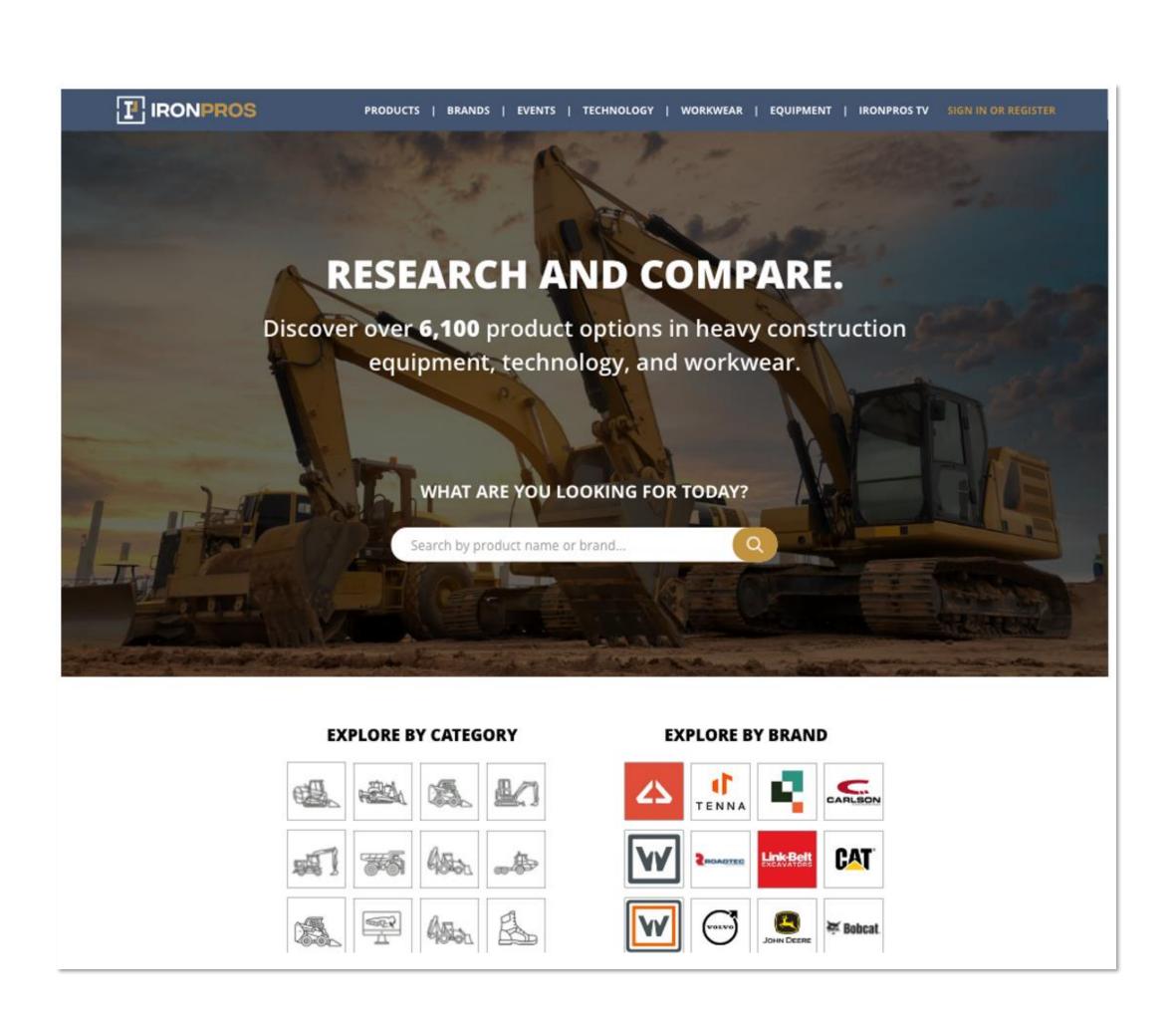
Live and On-Demand Virtual Events

Registered contractors / buyers will have access to IronProsTV, and the webinar/seminar library along with a regular hosting of live programming. Users can attend educational sessions, take quizzes, receive certifications, watch on-demand resources and attend virtual events.

Exclusive Contractor Community

 Connect with other contractors and industry experts to discuss products, tips, and ask for recommendations







The Manufacturer's Experience

IRONPROS is a "contextual commerce" platform that blends deep-dive product information, buyer's insight content, comparison tools, and data.

Premium Manufacturer / Seller Profiles & Product Walkthroughs

TITANIUM partners have access to our premium, white-glove concierge support team to maintain product walkthroughs, build full marketing profiles, nurture leads, update specifications, produce premium video, and showcase editorial content for their profile.

Integrate With Content

Premium partners also receive preferential placement across the platform – including content integration in select areas, product features, preferential brand identification, and press-release distribution monthly.

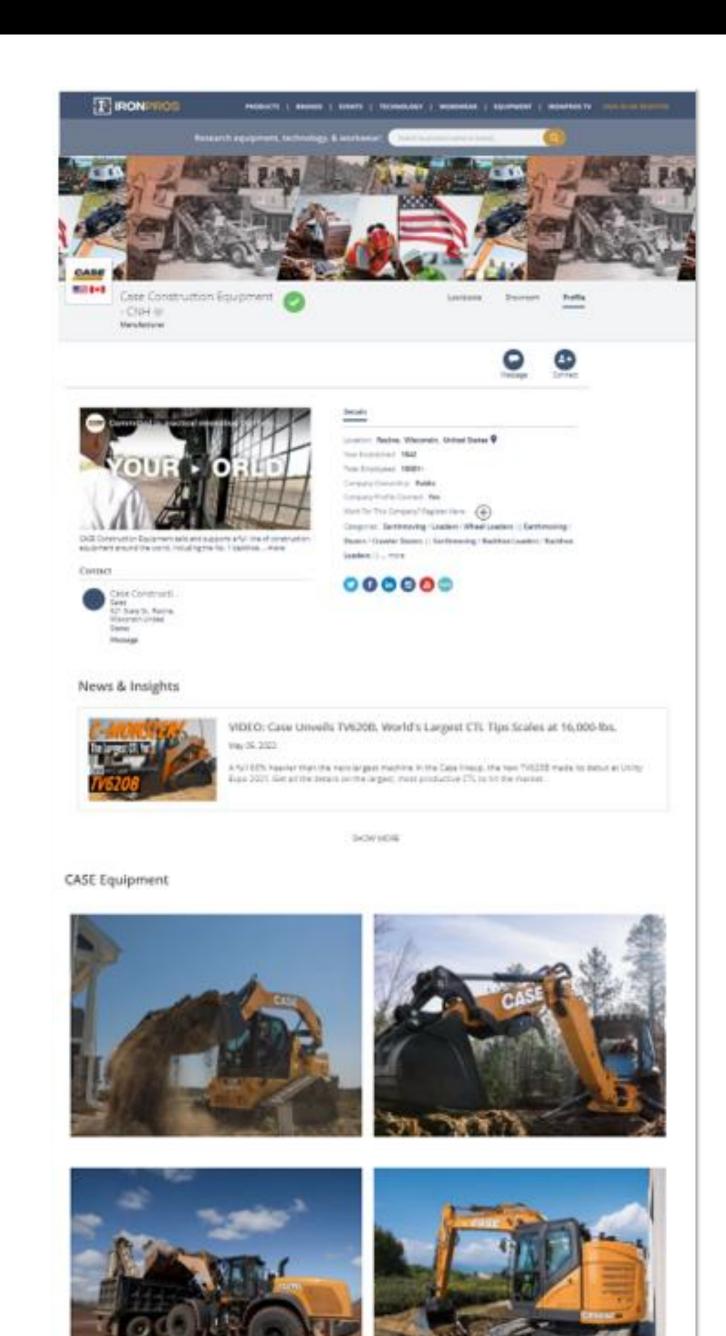
Lead Generation

Premium partners gain access to contact details for buyers engaging with their products and can connect one-to-one with bottom of the funnel buyers who show purchase intent.

Premium Backend Features

 Partners will have access to premium company dashboards and high-powered hubs for sellers to visualize audience engagements, see product traffic stats, identify & connect with buyers, purchase product promotion packages, and manage premium subscription plans.







CUSTOM PRINT OFFERINGS



Calendars

A useful tool for your customers while providing yearlong exposure for your brand



Inserts

Large format space, printed on heavier paper stock making it quickly found within the issue and easily removable to save for future reference.



Outserts

By polybagging with print, your marketing material is being delivered to a qualified audience in a high impact format. In addition to postage savings, your materials are the first readers see, even before opening the magazine.



Cover Positions

Stand out using the magazine's best inventory – the front cover. With great retention rate, these highly effective ad units are offered in several varieties including False Covers, Belly Bands, Wraps, Bookmarks and more.



Tradeshow Promotions

ACBM offers turnkey trade show sponsorships which are enjoyable to the attendee all while enhancing your brand and driving traffic to your booth.



Sponsored Content Insert

Work with editorial to develop a topic that is of high interest to our readers and is presented as an insert with sponsorship recognition and branding. Take it to the next level and turn this insert into an interactive microsite with enhanced graphics, content and tools to enhance the user experience.





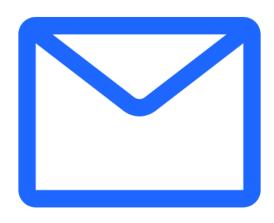


program that includes consultative services, detailed analytics, and a white glove treatment approach, is designed to help clients interact with their target audience by driving targeted marketing messages directly to a client's inbox.

The fuel for all content syndication, lead generation, brand awareness, and thought leadership initiatives

PRODUCT OFFERINGS

DEDICATED EMAIL



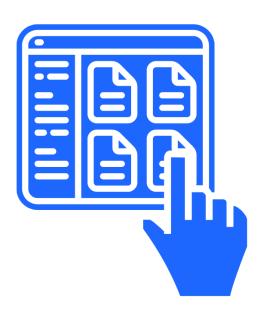
Leverage our database, by reaching your target audience with a one-time dedicated email that sends the right people, the right message at the right time.

THE PROSPECT JOURNEY



Using our ENTENTION database, grow your lead funnel by selecting the perfect audience and nurturing those pre-qualified prospects.

THE LEAD JOURNEY



Nurture your established leads that were a result of an ACBM lead generation campaign, by sending a 3x email journey to promote engagement.

Price: Brand Dependent Price: Custom Pricing Available Price: Lead Gen Fee + \$2,000

EACH DEDICATED EMAIL WILL INCLUDE:

- Pre-designed, HTML email message with all included images/copy/links
- 2. Subject Line
- 3. Pre-Header
- 4. ACBM team will oversee testing, Q/A, send and full reporting for each mailing



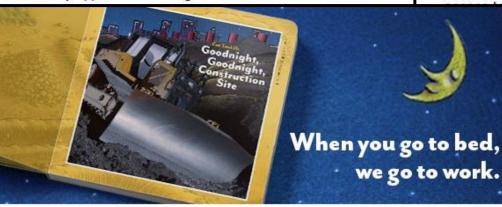


Experience the Crafco Difference

When you step into a Crafco Supply Center you'll find an extensive variety of products from exclusive brands for preserving roads, highways, parking lots, bridges, airports, and athletic surfaces. Crafco has everything you'll need for your project, from materials and equipment to blowers and safety apparel. Partnering with manufacturers that share

similar quality and

Our friendly and ki



Cat Trial 13: Goodnight, Goodnight, Construction Site brings the story to life of five machines hard at work on a construction site and what happens when the machines "go to bed" for the night. This latest Cat Trial video is a celebration of the great work you do every single day and the commitment Cat® dealers have to helping contractors maximize productivity and become more profitable.

Watch Cat Trial 13: Goodnight, Goodnight, Construction Site to see how "when you go to bed, we go to work".

Watch Us Make it Happen »





REBUILD SUCCESS

With Equipment That Doesn't Quit



Want to continue building your business? Ensure contractors in your area have eliable equipment to provide better customer service while lifting

their loads.

uipter's multifunctional construction equipment to your fleet helps your customers...

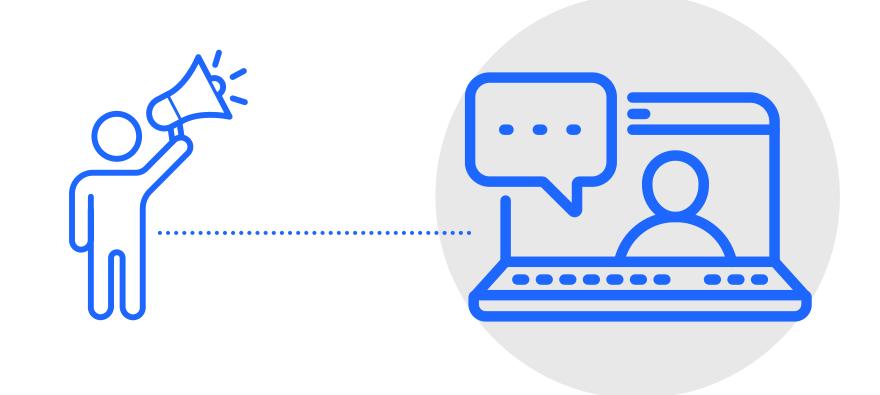
Access Tight Areas Move & Dump Tons Of Debris Lift Materials, Furniture, & Appliances

Your customers' success is your success.

ok at Equipter's wide array of roofing, restoration, and general construction equipment by clicking the button below.

VIEW EQUIPMENT »





TIPS FOR A SUCCESSFUL ENTENT PROGRAM

- Multiple Entry Email Messaging. Include several distinct types of "call to actions" in your messaging, you never know what your audience's current needs are, give them options — drive web traffic and engagement.
- Stay Away from One-and-Done Email Deployments. Even for brand awareness, you should always use a 3x frequency for the best results. Use different subject lines and re-deploy to the non-opens. Use a different subject line and switch up the creative for everyone who opened but did not click the "call to action."
- Promote the Benefits of Your Product. Try and connect your product to an industry problem, what solution/benefit does your product bring to the table.

- Keep the Email Interesting and to the Point. People skim through emails, unless it is from family or friends. They like to scan to let the email tell them a quick story before they click further.
- Refresh All Your Used (Overused) Emails, even if they have worked for you in the past and you absolutely love them. If you have been recycling an old email, chances are there will be people within ENTENTION that have already seen that message and design. Note: our team can help you refresh your message and design!
- A/B Champion Test Your Emails. It is not the old A/B split test, this is different. You can gleam vital information from using smaller panel testing — wait a couple of hours and deploy the winning subject line or design to the full target audience.

CUSTOMER JOURNEYS

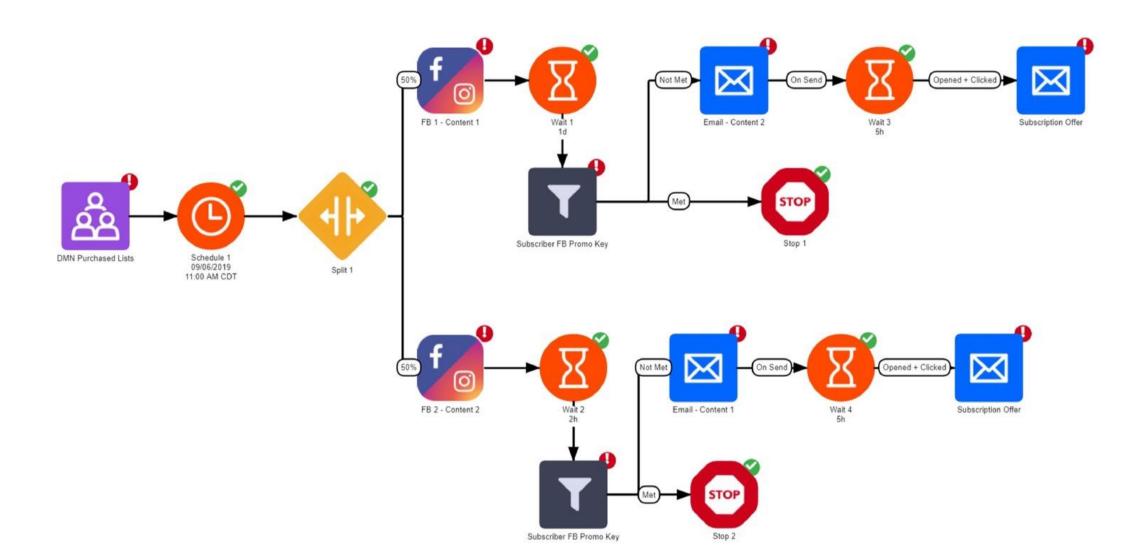
We have the ability to build you a custom audience segment with our ACBM database that is most relevant to your marketing goals. This audience can be determined by dimensions such as geography, job title, organization type and personal interests identified by their behavior on our websites.

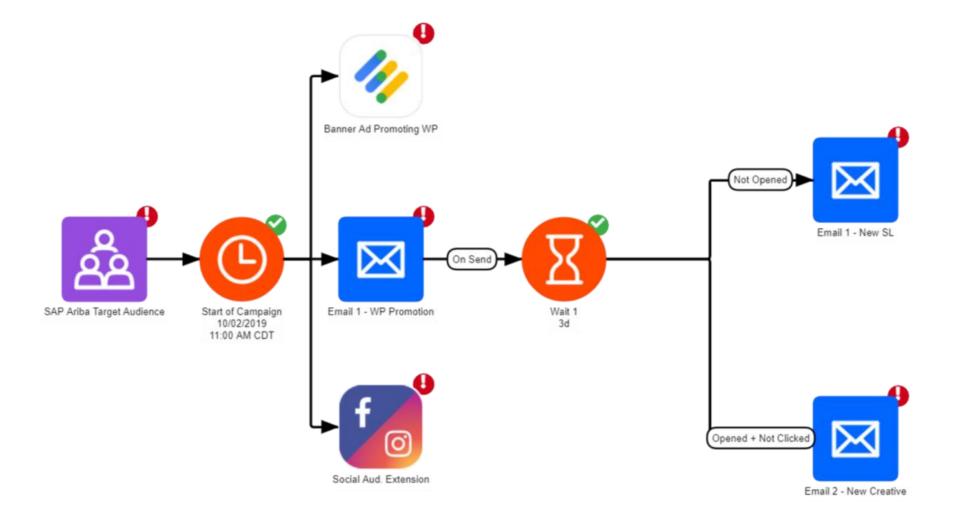
Using that unique audience segment we will execute a "Customer Journey" campaign for your brand, that takes engaged users along a predetermined path of marketing materials based on how they interact at each stage. As you can see in the visuals to the right, the included promotion within each journey is served to the user based upon if they open / click / view certain elements along the way - identifying their interest in the offer or assets being promoted. Customer Journeys utilize our most sophisticated marketing technology, leverage our proprietary 1st party data and are crafted for your specific program

CUSTOMER JOURNEYS CAN UTILIZE A COMBINATION OF:

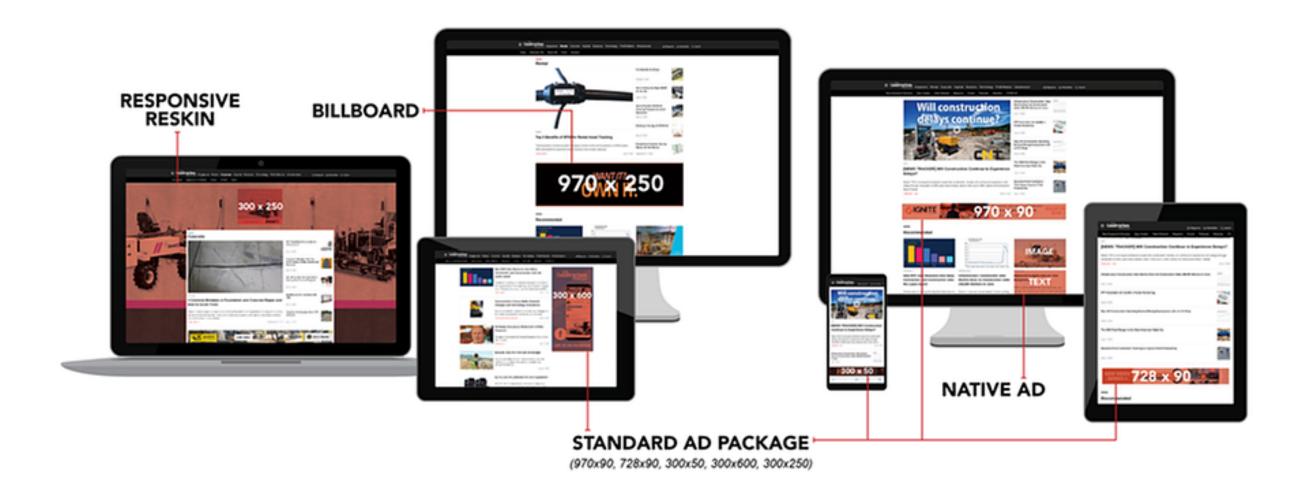
- 1. Dedicated emails & triggered emails
- 2. Sponsored social posts across multiple platforms (Facebook, Instagram)
- 3. Off-Site retargeted native and display units
- 4. On-site display placements
- 5. Custom Onsite Pop-Outs with CTA







ENHANCED ONLINE DISPLAY



Targeting options: Run of Site, Channel or Product Category





Our audiences behave like everyone else; they visit dozens of websites every day and consume content that interests them. That is why it is important to reach them as often as possible to ensure your brand's message sticks. Our new and improved online display program targets our audiences onsite using Google Active View impressions and offsite with Google DV360 seamlessly. This approach elevates your brand's recall and ad Click-Through-Rate.

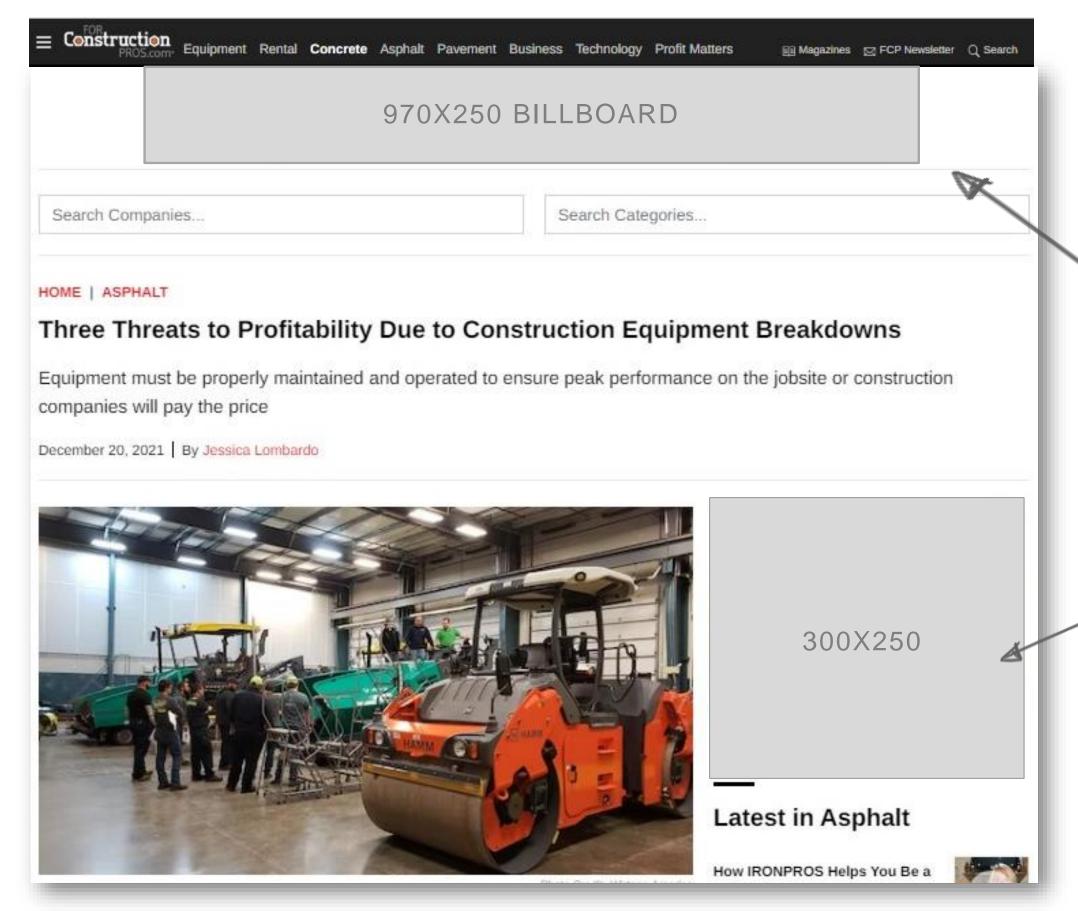
ENHANCED ONLINE DISPLAY UNITS:

- 1. 970x250 Billboard
- 2. Leaderboard Package (970x90, 728x90, 300x50)
- 3. Rectangle Package (300x250, 300x600)
- 4. Native Ad (1600x1050, 300x250)

HIGH IMPACT DISPLAY OPTIONS:

- 1. 1658x1058 / 300x250 Responsive Site Skin
- 2. Homepage or section takeovers based on availability
- 3. High Impact campaigns are served onsite only

WEBSITE BANNER ADVERTISING



We offer a variety of display banner opportunities across our core websites, with the ability to target specific sections and users depending on the goal of your campaign. These units are best used for high volume awareness campaigns and to keep your brand top-of-mind with our readers.

STANDARD BANNER UNITS INCLUDE:

- 1. 970x250 Billboard
- 2. 970x90 Super Leaderboard viewable on computer
- 3. 728x90 Super Leaderboard viewable on tablet
- 4. 300x50 Super Leaderboard viewable on phone
- 5. 300x600 Side Rail
- 6. 300x250 Side Rail

AUDIENCE EXTENSION RETARGETING

Using 1st party and behavioral user data we also can re-target our audience offsite and further extend your banner campaign.



NATIVE CONTENT UNITS

Seamlessly place your message within our on-site editorial content using our native ad platform. These native ad placements are designed to match the look, feel and function of our site's most valuable content, without looking like a traditional ad.

Native ad units rotate within our editorial content in two different ad sizes and locations.

- The larger native ad will always appear on the right-hand side as the page loads
- The smaller native ad will appear under the "related" column on an article's landing page

BENEFITS

- We target your ad based on channel category
- The ad will also appear anywhere that targeted channel content does across the website
- Addresses inherent limitations with traditional ads such as ad block and ad fraud
- Ad click-through links to your website or to designated Sponsored Content assets
- Research shows these types of advertisements receive on average, 8,000-10,000 impressions per month
- We supply a real-time reporting link to keep track of the success of your campaign
- New dashboard allows you to have full control over your creative throughout the entire campaign



CONCRETE Concrete



Add 'Concrete Fundamentals' To Your Onboarding Program

Fundamentals is an effective, affordable training tool for employees new to the industry

September 13, 2022

September 18, 2007

September 15, 2022

Announcing the Winners of the 2022 Contractors' Top New Products Awards!



Corcovic Equipment & Products

Behind the Engineering of Bosch's Construction Tools

GRS-IBS Saves the Day For Concrete Bridge Replacement



Controlle Pungs

Put Concrete Where You Need It With The E-Z Placer Concrete Line Pump Placer

September 15, 2022

Constrain Equipment & Products

A 4th Generation Mason's 'Top 10' Tool List for Your Next Concrete Job



Amendan Corscelle Imbbiller (ACI)

September 19, 2022 November 1, 2023



All within an Interactive Showroom >

Recommended



Concrete Experiment & Production

A 4th Generation Mason's 'Top 10' Tool List for Your Next Concrete

The wide variety of concrete tools available for the concrete contractor can make even the most - the concern for structural integrity of concrete

November 1, 7021 Corpore Foundations Association



Concrete Equipment & Products

Standing Water in Prepared Footings: A Problem or a Precaution?

The Concrete Foundations Association address

NATIVE DISPLAY AD



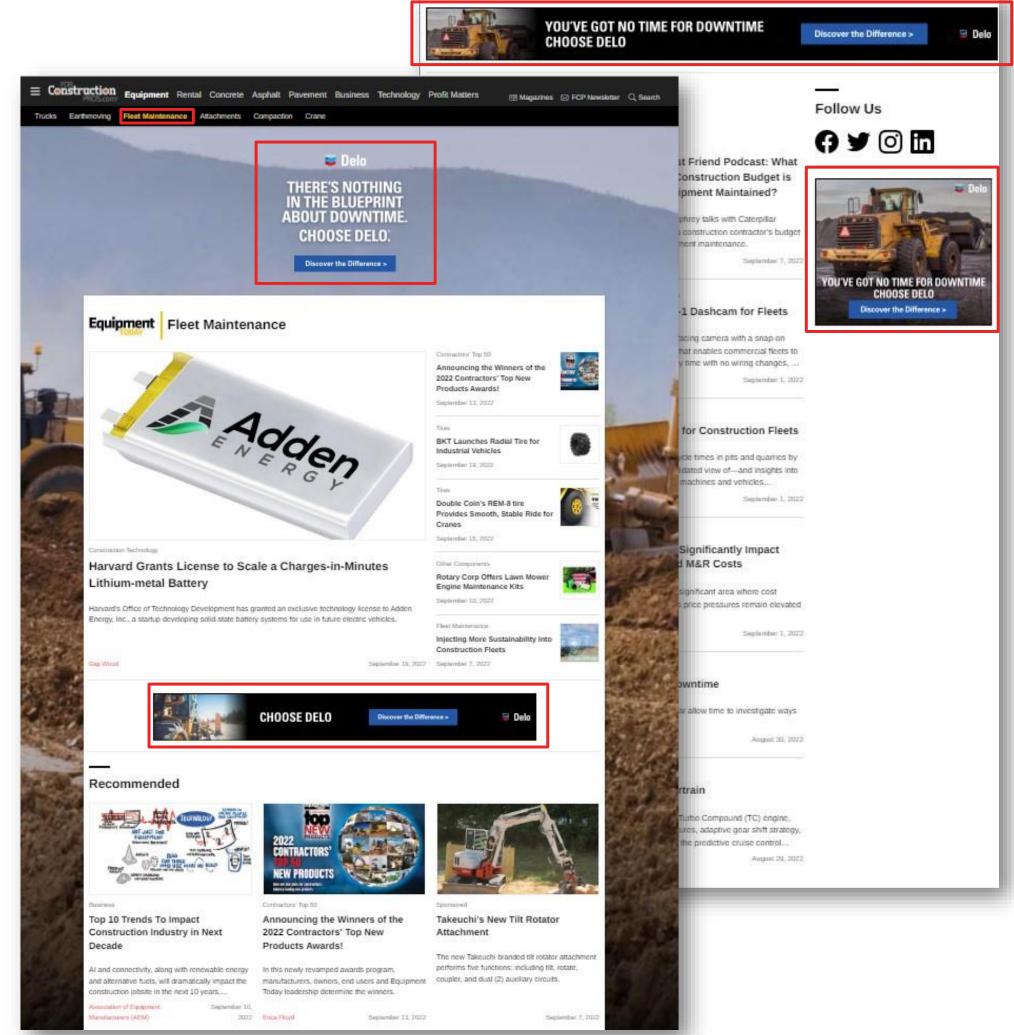
Industry Leading Training for Construction Professionals

The Wirtgen America Center for Training & Technology features the education and training the construction industry needs.

August 51, 71122

HIGH-IMPACT ONLINE DISPLAY ADVERTISING



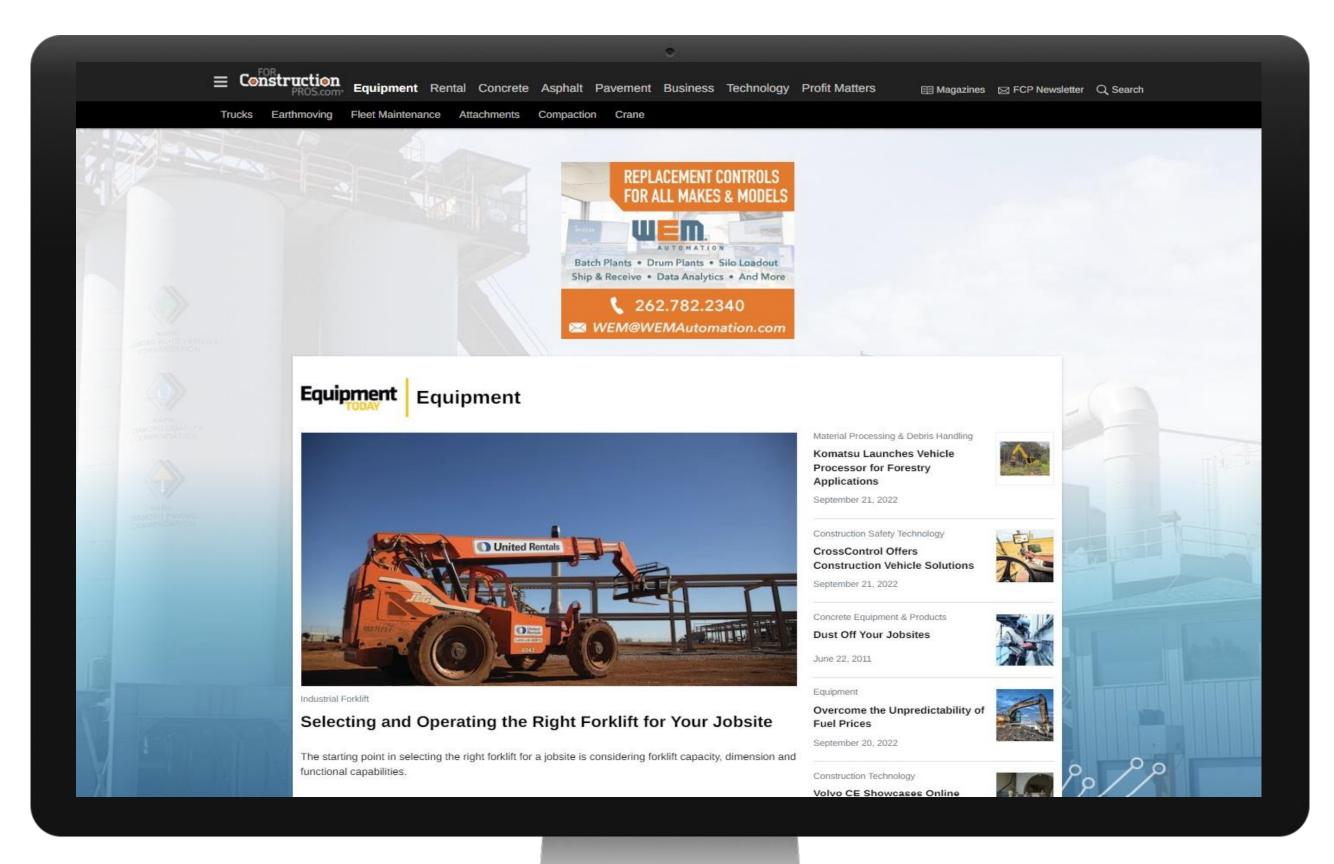


HOMEPAGE OR CHANNEL TAKEOVERS

- Your branding will completely takeover either the homepage or a website channel for a specified time frame, receiving 100% SOV. All ad sizes and site skin are included in this package
- Showcase your company as the foremost expert around one or more of these industry topics:
 - Asphalt Contractor Channels: Additives, Plants, Recycling, Pavers, MTV's
 - Concrete Contractor Channels: Decorative, Equipment & Products, Pumps, Trowels, Repair
 - Equipment Today Channels: Trucks, Earthmoving, Fleet Maintenance, Attachments, Compaction, Crane
 - Pavement Maintenance Channels: Sweepers, Marking & Striping, Preservation
 - Rental Channels: Constructions, General Tool, Lifting Equipment, Power Rental, Rental Business
 - Business Channels: Services, Safety, Training & Education, Labor
 - Technology Channels: Apps, Theft Prevention, Personnel Management, Equipment Monitoring, Machine Grade Control GPS, Laser & Other
- Options available to incorporate guaranteed lead generation to create a multifaceted campaign



HIGH-IMPACT ONLINE DISPLAY ADVERTISING



High-impact display ads are an effective way to deliver your relevant message on a large scale. Your advertising will be inescapable as visitors browse the ForConstructionPros.com website consuming content that interests them.

RESPONSIVE SITE SKIN (EXAMPLE)

 The responsive site skin places your branded image as a wallpaper in the background of our website. The 300x250 image/message will appear at the top of the page, as well as when there's a break in the content

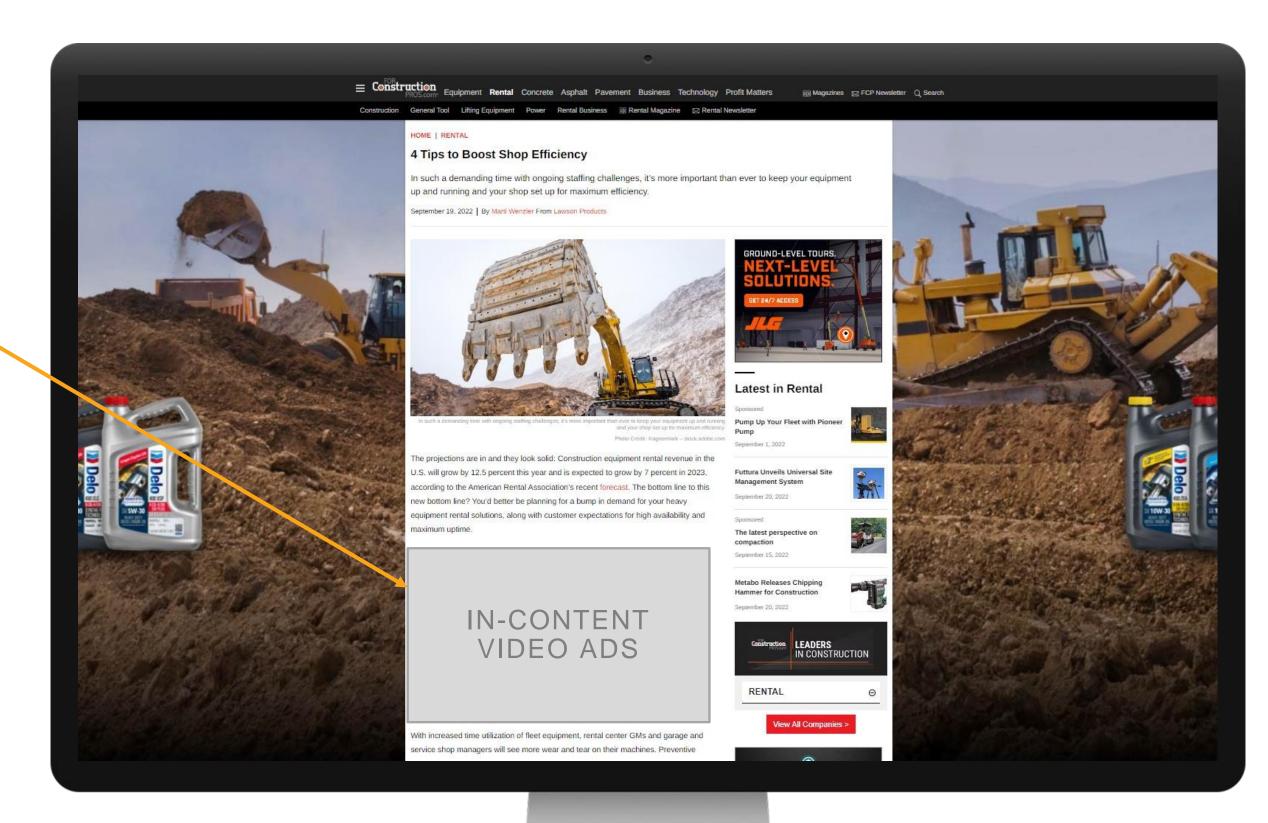


VIDEO PROMOTION

Harness this opportunity to align your video with relevant industry content...

Your customers are watching more videos than ever before! Whether it's a short video ad or a teaser for a longer segment, you can amplify the value of your video assets by targeting segments of our audience.

- Pre-Roll Video: Feature your promo video prior to our content videos. Pre-roll assets are featured on our websites and targets our audience on social media and the digital ad network.
- > In-Content Video Ads: Place your video within our content pages. Target your video ad run-of-site or run-of-channel.
- Featured Video: Host and promote your company video on our industry leading sites for increased exposure and SEO value.
- Connected TV: Broadcast your commercial to those who are accessing content through their SmartTV and streaming apps.
 Connecting with our first-party data, we will serve your ad to those in your target audience.





VIDEO UNITS

We have two primary opportunities to amplify the value of your video assets to targeted segments of the ACMB community. These placements give you an opportunity to align your video with relevant content, whether it is a short video ad or a teaser for a longer segment.

PRE-ROLL

- Runs before video content on our sites as well as to targeted audiences across social platforms and retargeted offsite impressions
- Can run as pre-, mid- or post -roll
- Minimum 50K impressions per campaign
- :06, :15 or :30 second video assets are accepted (skippable after 6 seconds)

INREAD

- In-content ads display within the content well throughout the site
- This is a standalone ad unit within content that displays your message and your message only.
- This placement supports video, live stream, flow, carousel, parallax & cinemagraph ad units.
- See examples <u>here</u>



HOME | EQUIPMENT

Overcome the Unpredictability of Fuel Prices

To help excavator owners and operators lower their fuel usage, manufacturers are offering a variety of innovative features.

September 20, 2022 By Chris Lewis



To help exposure current and operating loses then had usage, reproductives are offering a versey of encounter best the

Without question, fuel is one of excavator owners' and operators' most considerable operating expenses—an expense that's become even more significant in recent months.

For example, as recently as April, the average retail price for a gallon of ultra-low-sulfur diesel was \$5.12, a 63% increase when compared to April 2021's average. And on Aug. 1, on-highway diesel fuel cost as much as \$6.26 per gallon in California, on average, which is the highest aggregate in the U.S. As evidence of the steady rise in prices, this average is nearly \$2 higher per gallon than the total recorded a year ago, according to the U.S. Energy Information Administration.

Although diesel fuel prices are beginning to decline throughout the country, the expense is still influencing excavator owners' bottom lines substantially, leading them to consider new methods for enhancing their excavators' fuel efficiency. By implementing the following advice, provided by industry experts from Caterpillar, Hitachi Construction Machinery Americas Inc. (HCMA) and Volvo Construction Equipment, excavator owners can overcome the challenges of fuel cost instability and, in turn, receive a higher ROI for their equipment short and long term.





Latest in Equipment

Spermout

Takeuchi's New Tilt Rotator Attachment

Seniorabur 7: 207

September 7, 2072

Komatsu Launches Vehicle Processor for Forestry Applications

normonaud

How to transform your business with the Constructible Process

mant 22, 2022

Dust Off Your Jobsites





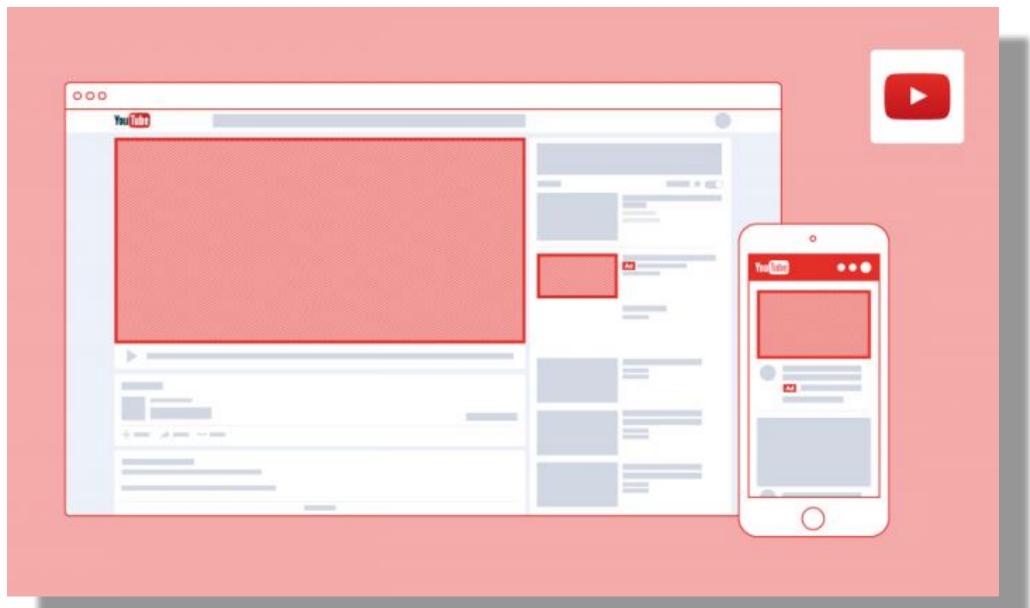
QUIT IN ENT

View All Companies >



YOUTUBE EXTENSION

YouTube is the #1 place to share video content and is the second-largest search engine after Google. With almost 5 billion videos being viewed daily, running ads on YouTube is an exceptional way to reach your target audience. Using our proprietary 1st party subscriber data and behavioral data from our websites, we'll advertise to your targeted audience as they watch videos on YouTube and across websites and apps running on Google video partners



AC BUSINESS MEDIA Construction Network

VIDEO AD TYPES

Discovery ads appear when performing a YouTube search

- Will be visible on YouTube homepage, on the sidebar as related video, or on the search results page
- Features a designated thumbnail from video, headline and descriptive copy
- Benefit of no limit to video length since user opts to click on video best option for a lengthier video

In-Stream ads are placed before, during or after video content

- Skippable ads must be at least 12 seconds and are recommended to be under 3 minutes. After 5 seconds, viewer has option to skip ad
- Non-skippable ads are limited to 15 seconds best for a wide lift in brand awareness and with relevant creative that viewers wouldn't want to skip

Bumper ads are placed before, during or after video content

- Shortest ad format, lasting only 6 seconds or less
- Ads are non-skippable
- Benefit of a broad reach with short, memorable message

FAST FACTS

- Viewers say they're 2x more likely to purchase something they saw on YouTube
- Video has seen a quick rise in content marketing with 90% of customers saying video helps them make buying decisions
- Viewers are 4x more likely to use YouTube versus other platforms to find information about a brand, product or service

CONNECT TV

Reach your audience where <u>THEY</u> view video. Fragmented video viewership across screens is a major challenge that most advertisers face – on the flip side, it's also part of the beauty of video, since the number of opportunities to reach target audiences is still on the rise. An increase in free content providers has opened a supply of ad placements.

BENEFITS

- Connected TV is an additional device to reach your audience on
- Allows 100% full-screen viewability with limited skipping options
- Has the most premium and engaging inventory available in-market
- Reach 1st & 3rd party data segments

CONNECTED TV DEVICE TYPES











Streaming Players

OVER 85% OF US HOUSEHOLDS HAVE AT LEAST 1 CONNECTED TV

AD FORMATS

Ad placements on Connected TV are bought and sold like digital video, just on a TV screen.

- In-Stream Video Ad Placements
- Interactive Pre-Roll
- Home Screen Placements
- Mid-Roll Placements

APPS & NETWORKS















PREMIUM DISTRIBUTORS









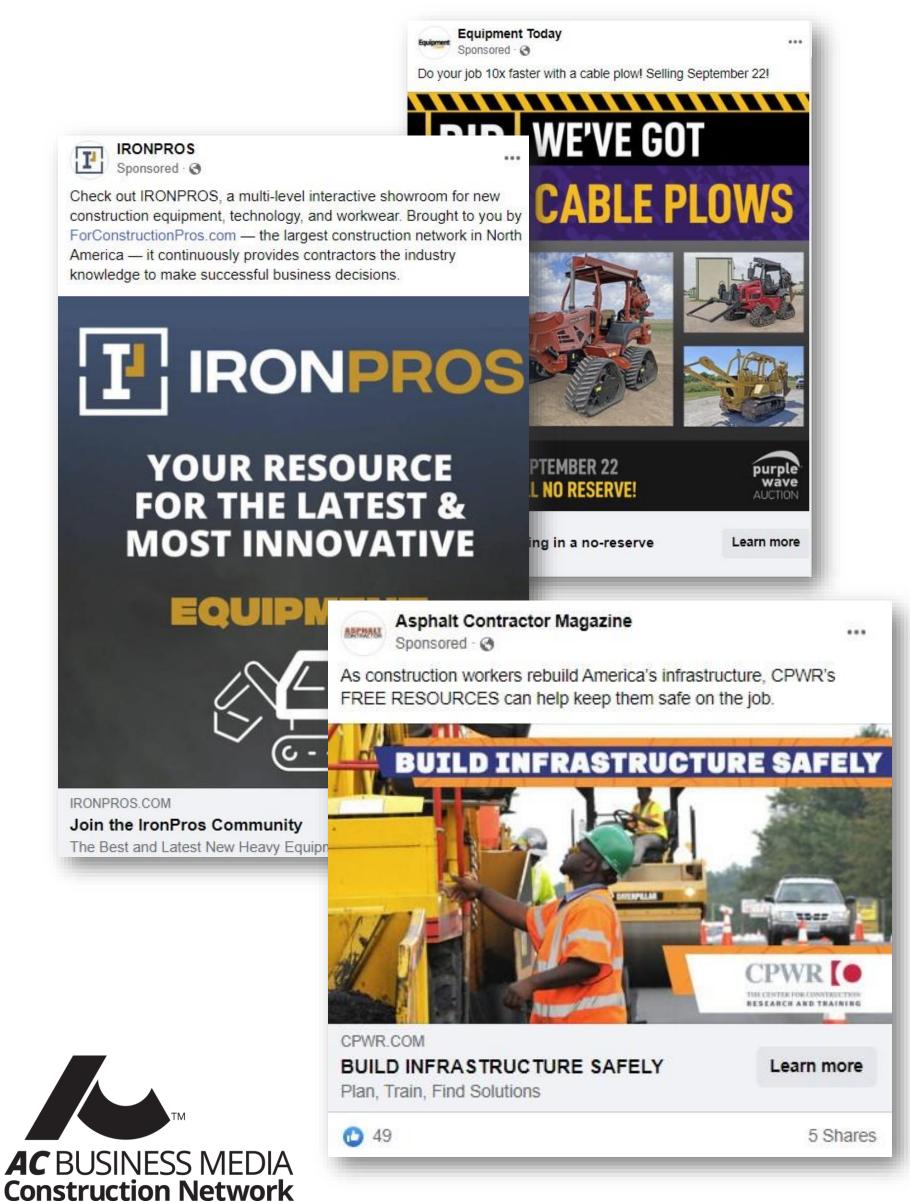
CTV SSP



SPOTX



SOCIAL MEDIA – AUDIENCE EXTENSION



Extend your reach beyond advertising on our core websites with targeted advertising across social platforms such as Facebook, Instagram and LinkedIn. Using our proprietary 1st party subscriber data and behavioral data from our websites, we can target those same users with sponsored posts as they browse their feeds.

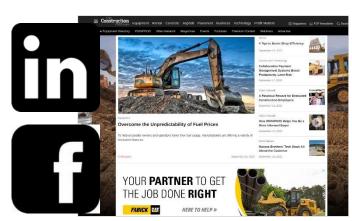
BENEFITS

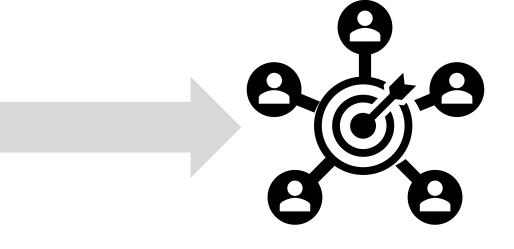
- Sponsored posts are data-targeted to the segment most relevant to your campaign
- One size fits all posts that can be repurposed on multiple platforms
- Ads display for users within main user feeds, right rail and within mobile apps
- Detailed performance metrics are available for all social campaigns

FAST FACTS

- We offer a variety of social ad unit sizes and types that reach users infeed, side-bar and within stories.
- On average, social extension ad campaigns receive higher click-through rates than on-site banner ads.
- About 75% of Facebook users and 60% of Instagram users visit those social platforms at least once a day.







ACBM 1st party data for our subscribers

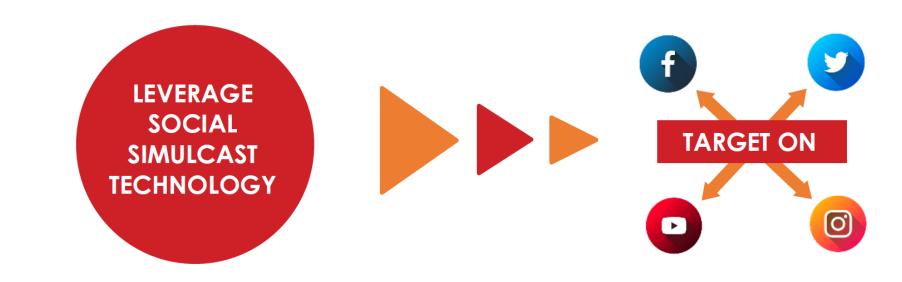
Used to promote your content or other assets on social platforms

To the exact segment you wish to target

SOCIAL SIMULCAST

(Live Stream)

FACT: Your customers are watching more video. More than 92% of B2B prospects consume online video and more than 4 billion videos are watched on YouTube every day.



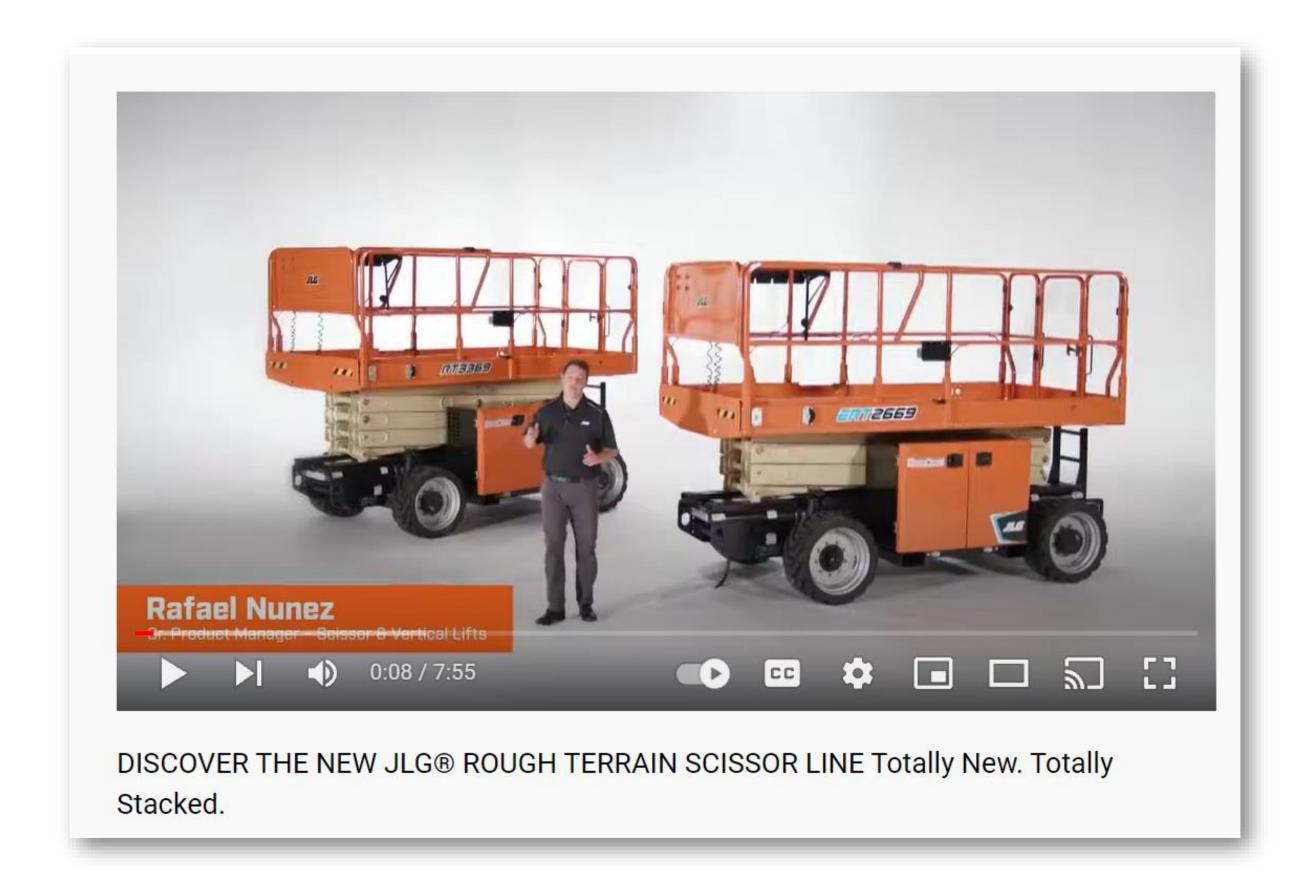
THE PERFECT SOLUTION FOR:

- Product Launches
- Events
- PR news or announcements
- Product Walk Arounds
- Or any video communication you want to promote

TURNKEY PROMOTIONS:

- Paid and Organic Social Posts
- Native & Native Retargeting
- Online Display
- Dedicated email
- Behavioral email
- Pre-event calendar, email and social notifications
- Sponsored Content position in corresponding newsletter





MICROSITE

Our team has the ability to build you a custom microsite in a variety of different shapes and sizes, depending on your marketing objectives. The goal of launching every microsite is to provide you an online destination where custom content can be showcased around a specific topic that is relevant to both your brand and your target customers.

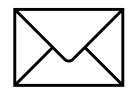
These sites can function as a simple content archive or a multi-media experience that includes different items such as: video, infographics, custom content, animations, database tools or other custom assets.

As your partner, we are uniquely positioned to not only create these microsites but also produce content to populate them and execute marketing programs to promote them!





CONSTRUCTION NEWSLETTERS



150,100+ TOTAL NEWSLETTER SUBSCRIBERS

We publish 18 tailored newsletters for the Construction community, that are sent out at different frequencies – from daily to monthly. Each newsletter has a targeted subscriber list based on the subject matter, curated from the most relevant content on our core websites and within our print publications.

NEWSLETTERS SPECS

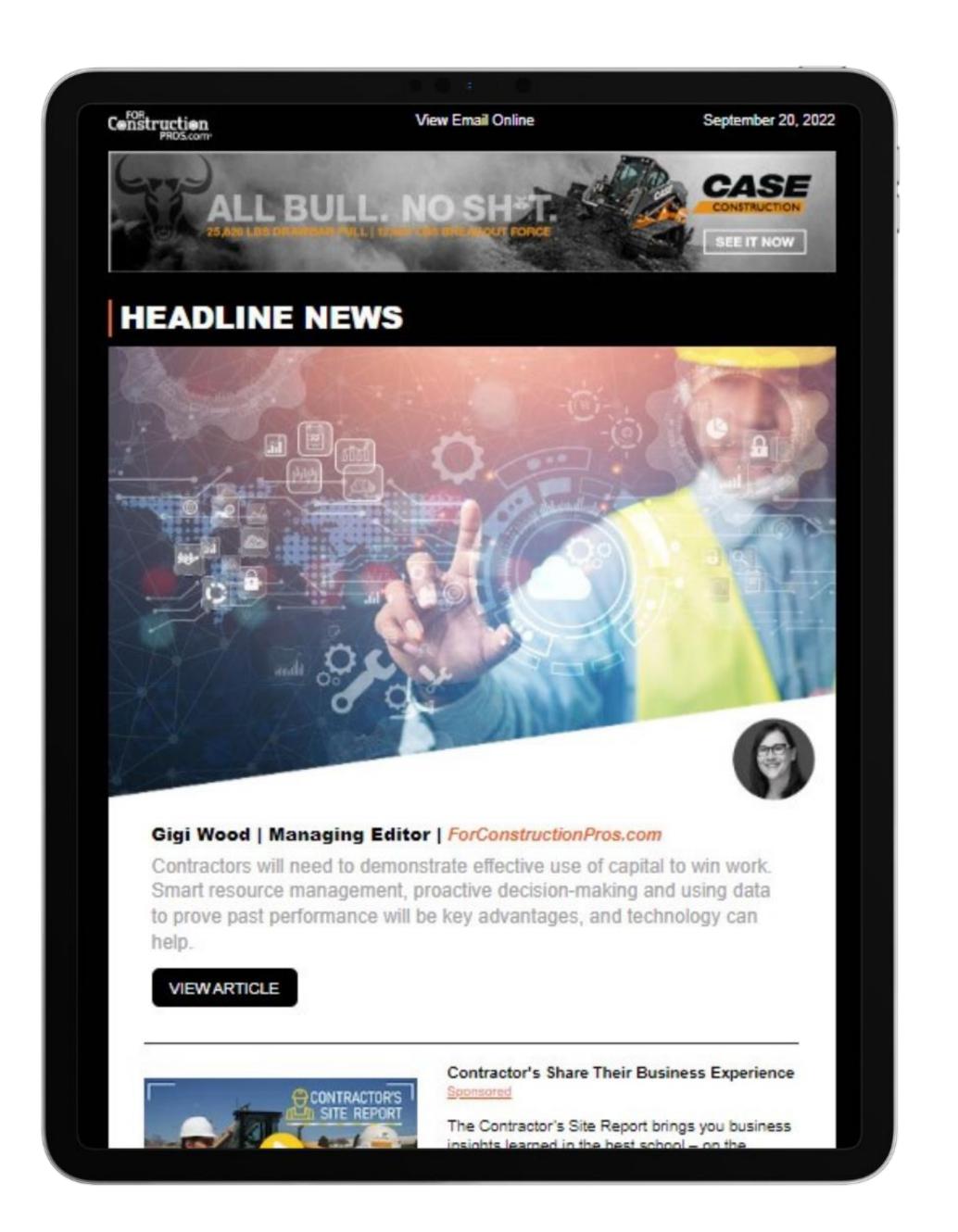
LEADERBOARD

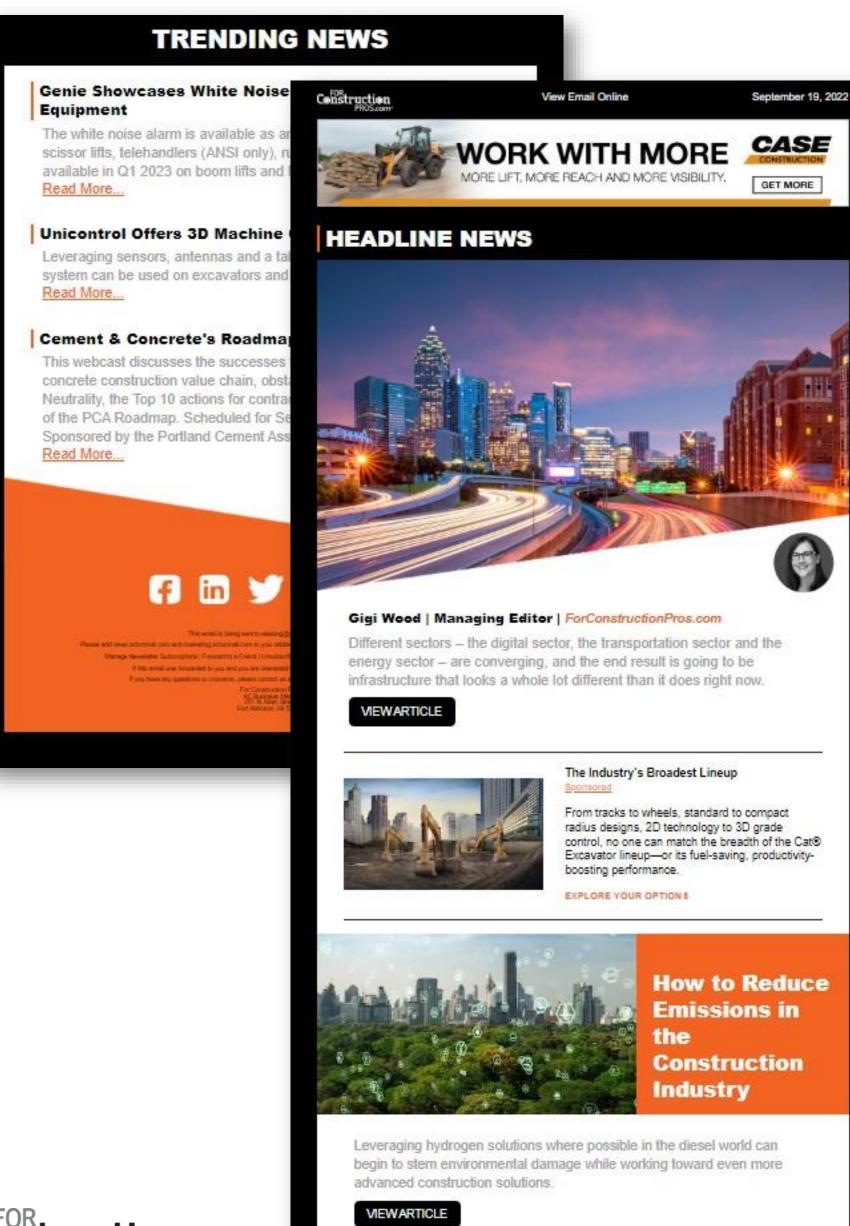
600x100 static JPG, GIF, or PNG is required (static or animated)

SPONSORED PLACEMENT

320x180 image, 5-7 Word Headline, and 300 Character Description









HEADLINE NEWS NEWSLETTER

Our Construction Network editors scan the day's news Monday through Friday for insights with the greatest impact on the construction industry for both commercial and residential.

WHO WE REACH: Corporate, operation, project, equipment maintenance, and purchasing management titles from highway/heavy, commercial, residential, equipment dealers and rental businesses

DEPLOYMENT: Daily

SUBSCRIBERS*: 58,700+

VIEW EXAMPLE

INFRASTRUCTURE IMPACT NEWSLETTER

Brought to you by the experienced editors of ForConstructionPros.com, infrastructure impact provides readers with weekly updates on infrastructure funding and the biggest construction projects affecting the industry.

WHO WE REACH:

Corporate, operation and supervisory management titles, and construction business owners from various fields of construction that touch the infrastructure industry.

DEPLOYMENT: Weekly

SUBSCRIBERS*: 23,300+



CONSTRUCTION TECHNOLOGY TRENDS NEWSLETTER

Giving small-medium sized construction contractors in the early stages of technology exploration and adoption information on how such tools may impact their project productivity as well as new ideas and opportunities to consider implementing in their own business.

WHO WE REACH: Corporate, operation, project, equipment maintenance, purchasing management titles from highway/heavy, commercial, residential, equipment dealers and rental businesses

DEPLOYMENT: Monthly

SUBSCRIBERS*: 25,800+

VIEW EXAMPLE

MODERN FLEET MANAGEMENT NEWSLETTER

Covers best practices, strategy, and news to improve control and cost efficiency of operating construction equipment fleets.

WHO WE REACH: Operation and equipment management professionals that work in corporate management, operating with a sales volume of \$5 million or more

DEPLOYMENT: Monthly

SUBSCRIBERS*: 11,900+

VIEW EXAMPLE

THE CONTRACTOR'S BEST FRIEND NEWSLETTER

Written by Brad Humphrey, a veteran construction-industry consultant, this newsletter offers down-to-earth, how-to advice to help contractors of any size -- in any industry -- improve the management and operation of their businesses.

WHO WE REACH: Corporate, operation, project, equipment maintenance, purchasing management titles from highway/heavy; commercial concrete; asphalt producers, contractors, dealers and manufacturers, and government public works; pavement maintenance and reconstruction; equipment dealers; and rental businesses

DEPLOYMENT: Monthly

SUBSCRIBERS*: 84,300+

VIEW EXAMPLE

THE TRUCK REPORT NEWSLETTER

Features the news, insights, product evaluations, and innovations important to running construction trucks effectively.

WHO WE REACH: Corporate, operation, project, equipment maintenance, purchasing management titles from highway/heavy, commercial, residential, equipment dealers, and rental businesses

DEPLOYMENT: Monthly

SUBSCRIBERS*: 58,600+



Available as a 6- or 12-month sponsorship and includes 600x100, Sponsored Content Banner ad and Sponsorship Logo within the Newsletter plus Standard Banners with banners at 10,000 monthly impressions linking to the Newsletter Content.

CRANE CONNECTION NEWSLETTER

Crane-focused newsletter, centered around "the inside scoop on the crane market", featuring news, products, job stories and more.

WHO WE REACH:

Corporate, operation, project managers in the construction industry, as well as owners, partners, presidents, and general managers in the rental industry.

SUBSCRIBERS*: 22,000+

FLEET MAINTENANCE REPORT NEWSLETTER

The Fleet Maintenance
Report provides tips and
information to help fleet
managers and technicians
operate more efficiently and
stay current with the latest
practices and technologies.

WHO WE REACH: Fleet and equipment maintenance personnel

SUBSCRIBERS*: 37,500+

VIEW EXAMPLE

LUBE REPORT NEWSLETTER

Provides construction contractors with news, insights, products, and how-to articles about the best use of oils, lubricants, and grease for their equipment fleets.

NEW MACHINE SOLUTIONS NEWSLETTER

Showcases the newest products and equipment for construction contractors.

WHO WE REACH:

Corporate, operation, project, equipment maintenance, purchasing management titles from highway/heavy, commercial, residential, equipment dealers and rental businesses

SUBSCRIBERS*: 38,300+

VIEW EXAMPLE

WHO WE REACH:

Corporate, operation, project, equipment maintenance, purchasing management titles from highway/heavy, commercial, residential, equipment dealers and rental businesses

SUBSCRIBERS*: 48,600+



NAPA's Net-Zero Initiative Expands Again, A Construction

The Road Forward, NAPA's plan for net-zero emissions b continues to gain critical support from major industry figur impact of these endorsements indicate a broader buy-in t goals and climate action?

Read More

How Will The Build America, Buy America A **Construction Projects?**

Industry associations fear that expansion of the provision to even higher project costs as contractors incorporate ris with their newfound unilateral responsibilities for Buy Ame compliance into the pricing of their bids

Read More...



The Training Our Industry I

The Wirtgen America Center Technology represents the fu education for the constructio over 3,000 equipment operat come to experience hands-on education from our industry-le

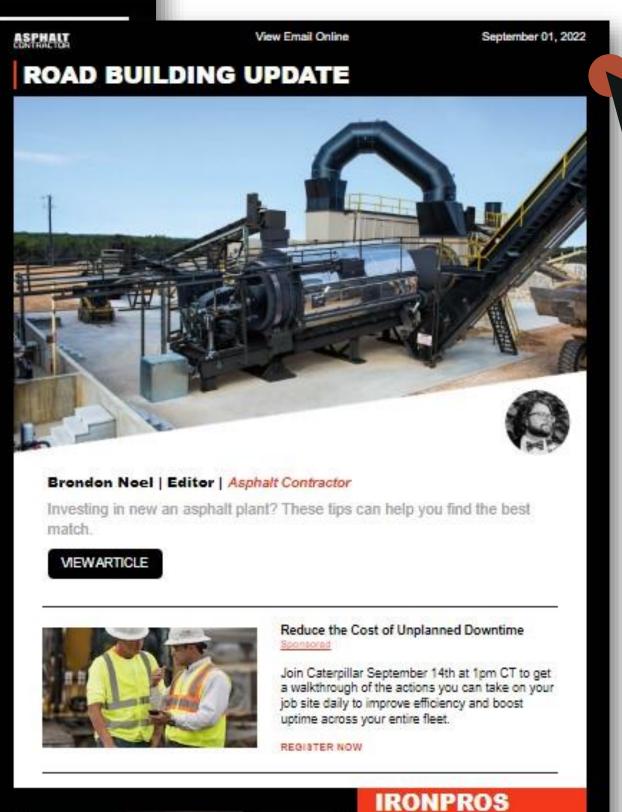
FIND ALL COURSES HERE

Why You Should Care About the Drought in C

The Inflation Reduction Act sets aside \$369 billion for sur innovation and infrastructure. As we witness major climat place around the world, and here in the United States, h industry be ahead of the coming changes?

Read More ...







specialists to research almost the entire market of new heavy construction equipment, construction technology solutions and consumable products.

Construction

VIEWARTICLE



ASPHALT CONTRACTOR

ROAD BUILDING UPDATE NEWSLETTER

Provides the latest insight into news and events for the asphalt highway construction community.

WHO WE REACH: corporate, operations, project and fleet management titles as asphalt producers and contractors, dealers & manufacturers of asphalt products/equipment

DEPLOYMENT: Monthly

SUBSCRIBERS*: 20,300+

TRENDING NEWS

LIGCHINE Makes Line Pumping Easy, Acquires E-Z

Allowing concrete contractors to place mate it, the E-Z Placer is self-propelled and remol be a line dragger in a single, easy-to-transpiplacement reach through a 4-in, delivery line through one of the biggest names in laser-g Read More...

Smarter Infrastructure Design and Requires Collaboration

Different sectors – the digital sector, the transenergy sector – are converging, and the eninfrastructure that looks a whole lot different Read More...



IRONPROS:

IRONPROS, brand: ForCo interactive sh equipment, to showroom ex product spec comparisons

RECEIVE THE

Consistency Is Key for U.K. Concr

The U.K. has been replacing steel barriers v
With road safety paramount, it is imperative
to make sure every meter of concrete can p
transit concrete management technology an
play a significant role in getting the job done
Read More







How you used GRS-IBS in a project? In the first-ever use of the innovative GRS-IBS technology in Vermont, it and Anchor Diamond Pro Pin System prove critical for the Hartland Bridge (I-91) Replacement Project - cutting the installation from two years to six months.

VIEWARTICLE



QUIKRETE® Q-Max Pro

Sponsored

QUIKRETE® Q-Max Pro is a fiber reinforced, rapid hardening concrete formulated to provide a 1-hour working time, a walk-on time of 3 hours and achieve a compressive strength of 6500 PSI in 28 days. It provides superior workability and finishing characteristics and resists drying shrinkage cracks.

LEARN MORE



Connecting Modular Construction to Housing Shortages

This Digging Deeper Podcast episode discusses how modular construction can address housing shortages featuring Chris Anderson, CEO of Vantem.

LISTEN





CONSISTENT STARTS, MOST RELIABLE POURS

CONCRETE CONTRACTOR®

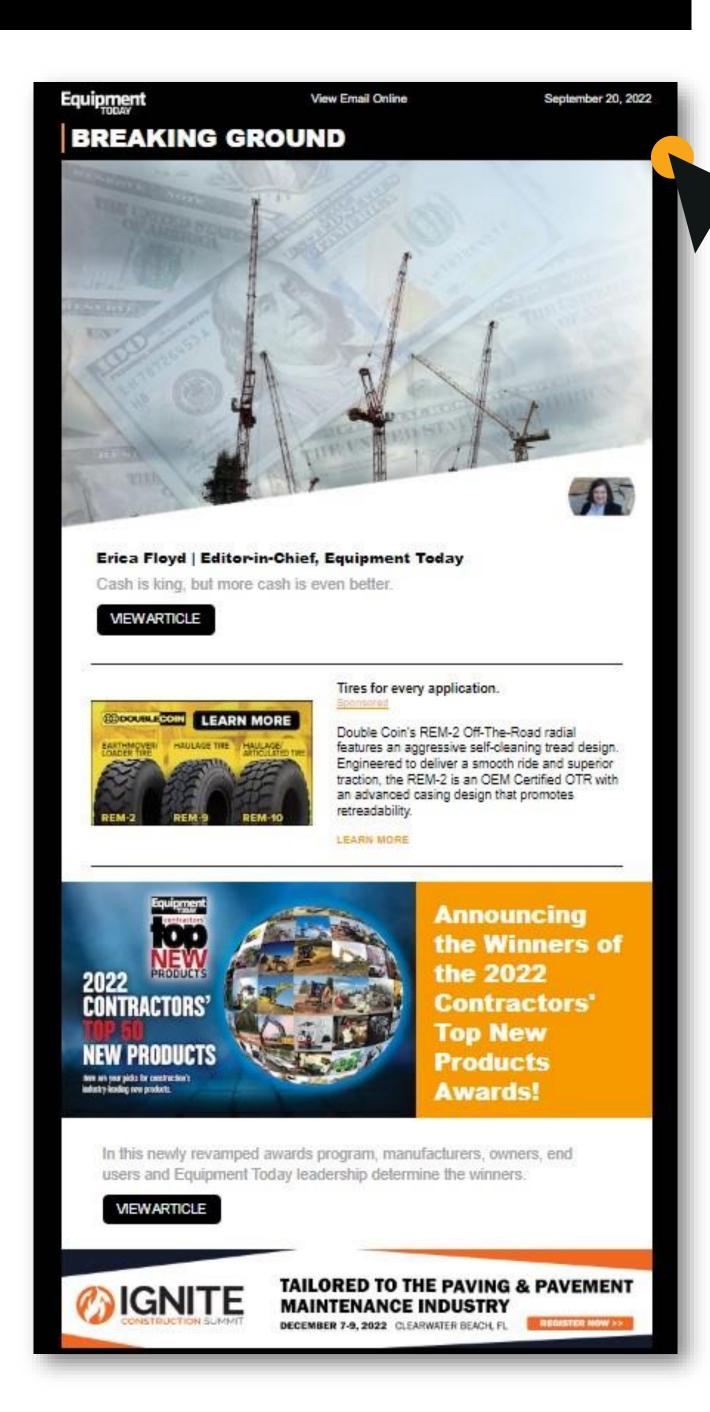
IN THE MIX NEWSLETTER

Brought to you by concrete contractor magazine, this newsletter appeals to the broad interests of the cast-in-place concrete business owner, covering concrete industry topics such as news, new products, job site articles and business management.

WHO WE REACH: management, supervisory field & equipment staff of contractors engaged in residential and commercial concrete construction, and general concrete contractors

DEPLOYMENT: Weekly

SUBSCRIBERS*: 31,200+



Equipment

BREAKING GROUND NEWSLETTER

Information on the latest equipment, as well as business and fleet management tips that can help commercial construction contractors improve efficiency, productivity, and profitability on their job site, as well as recent news and events impacting the construction marketplace.

WHO WE REACH: corporate and operations management for grading & excavating, commercial, residential & tract, and others allied to the field

DEPLOYMENT: Weekly

SUBSCRIBERS*: 58,900+

VIEW EXAMPLE

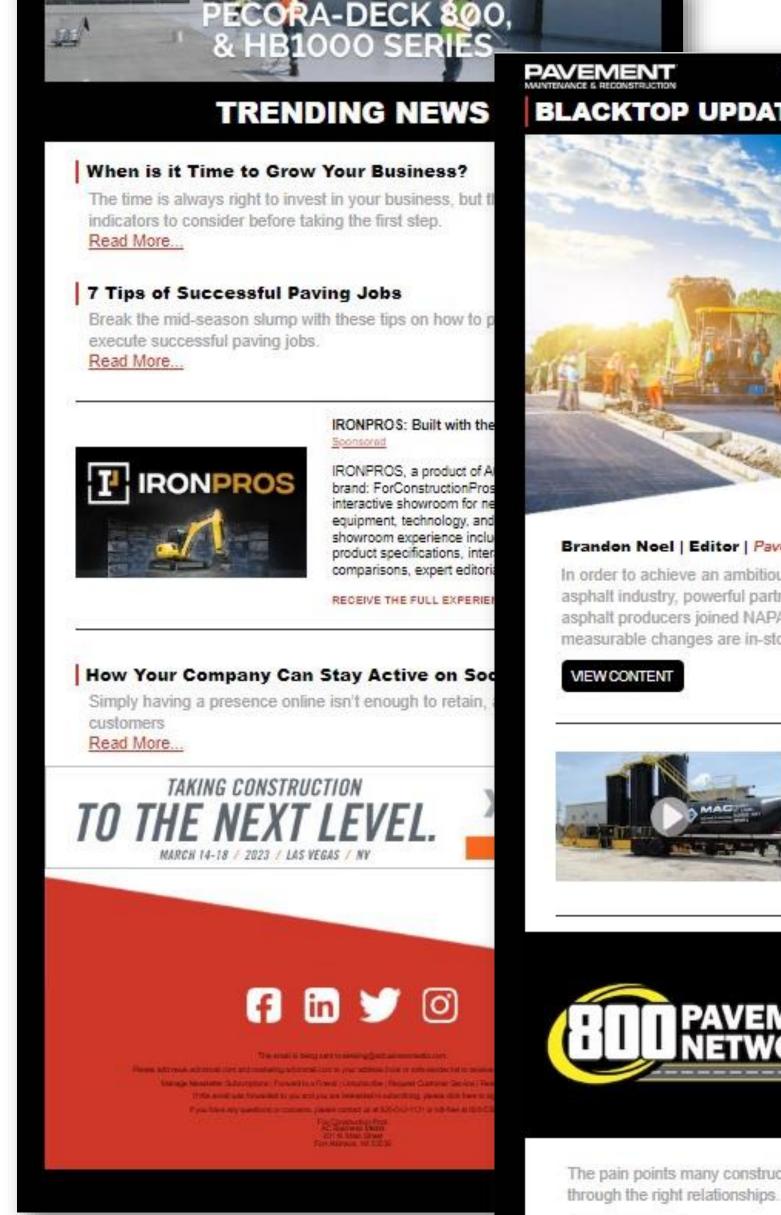
CONSTRUCTION ZONE SAFETY NEWSLETTER

Important safety information for construction professionals.

WHO WE REACH: corporate, operation, project, equipment maintenance, and purchasing management titles

DEPLOYMENT: Monthly

SUBSCRIBERS*: 55,200+



View Email Online

BLACKTOP UPDATE



Brandon Noel | Editor | Pavement

In order to achieve an ambitious 2050 net-zero emissions goal across the asphalt industry, powerful partnerships are needed. Recently, 2 massive asphalt producers joined NAPA's initiative, but the question remains: What measurable changes are in-store for companies nationwide?



Expand Your Service Offerings Into Production

The STAR Technology Licensing Program has empowered contractors across the U.S. to produce STAR's high-quality crack fillers, sealers and additives. Learn how your business can benefit today.

CLICK HERE TO LEARN MORE.



How the Right Partnership Can Accelerate Your Growth

The pain points many construction business owners face can be eased

VIEW CONTENT

PAVENENT®

MAINTENANCE & RECONSTRUCTION

BLACKTOP UPDATE NEWSLETTER

"How-to" tips, contractor profiles, job stories, new products, management insights, and the latest news about paving, sweeping, striping, and repairing pavements.

WHO WE REACH: corporate and supervisory management, and operations personnel in the paving, sealcoating, pavement marking, and sweeping industries

DEPLOYMENT: Monthly

SUBSCRIBERS*: 16,500+



POWER RENTAL NEWSLETTER

Rental trends and usage for power generation equipment, providing readers with information about how to capitalize on the need for these products to grow their businesses.

RENTAL MARKET WATCH NEWSLETTER

The latest regional outlook, hot products, and rental industry news.

WHO WE REACH:

Construction and rental markets

DEPLOYMENT: Monthly

SUBSCRIBERS*: 49,500+

VIEW EXAMPLE

WHO WE REACH: Corporate, sales and general management, supervisor/foreman at general rental centers primarily engaged in the business of renting

DEPLOYMENT: Weekly

SUBSCRIBERS*: 19,900+

VIEW EXAMPLE

RENTALWATCH NEWSLETTER

Provides the latest news on the equipment rental industry, as well as economic insight into the construction and equipment markets that affect it. Weekly highlights include new products and link to unique features, videos and interactive elements rental professionals are looking for.

WHO WE REACH: Corporate, sales and general management, supervisor/foreman at general rental centers primarily engaged in the business of renting

DEPLOYMENT: Weekly

SUBSCRIBERS*: 19,900+

VIEW EXAMPLE

IPAF ELEVATING SAFETY NEWSLETTER

Elevating Safety provides general guidelines for safety and best practices in the use of powered access equipment.

WHO WE REACH: Commercial construction professionals and equipment rental business owners

DEPLOYMENT: Sponsored

SUBSCRIBERS*: 50,100+

CUSTOM NEWSLETTERS

We can produce a fully customized Newsletter for you, including content that is either written by our editorial team, provided by your team or both. These custom Newsletter mailings are intended to focus on key industry topics and subject matter that are important to the audience and align well with your brand. You will be the exclusive sponsor of each distribution.

The exact target segment for a Custom Newsletter is determined by our audience development team, based on your direction, and will influence pricing.

PROMOTION INCLUDED IN EACH CUSTOM NEWSLETTER

- Client provided content: 2-3 articles with one photo per article
- Header Image: 600x200 (static JPG, GIF, PNG)
- Optional ads to include: 600x100, 300x250 or Sponsored Placement (static JPG, GIF or PNG)



View this email online

HEADER IMAGE

TOP STORY

COVER STORY IMAGE - TBD

HEADLINE

SUBHEAD

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

READ MORE X

CONTENT PIECE TITLE

IMAGE - TBD

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

READ MORE »

CONTENT PIECE TITL

MAGE - TBD

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

READ MORE »

SPONSORED

TEXT AD IMAGE

TEXT AD TITLE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehendent in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim. READ MORE »

FOOTER OPTIONS:

soox100 image - OR - soud color background w/logo k optional social media icons

PRODUCT SHOWCASE VIDEO PRODUCT SHOWCASE

Showcase your product or video in a shared deployment monthly to the full opt-in subscriber list. Each advertiser receives a product image, company logo and product description.

EACH PRODUCT SHOWCASE WILL INCLUDE:

- 1. Product / Video Name
- 2. Company Name
- Product / Video Image
- 4. Maximum Of 500 Characters Of Copy
- 5. Click Thru URL For The Product Image, Video, Logo & Button



Equipment **PRODUCT SHOWCASE**







for one single purpose; to help you get more done More hours, more grip, more load. Even in the worst of conditions. That's why knowing your job makes us better at ours. And that's why you can Iways count on Nokian Tyres for getting the job

Noklan Heavy Tyres

nokian'





The New Loffness Battle Ax

The Battle Ax mulching head features an all-new rotor with a unique depth gauge design. It optimizes the material feed rate for top efficiency without hindering your performance like ompetitive mulching heads. The Battle Ax also includes the Loftness exclusive 2-stage cutting chamber for superior material processing. Models are available for many sizes of skid steers. cavators and prime movers.

LOFTNESS Click here to learn more.



lough on Dirt. Easy on Fuel

project on time and within budget. Our excavators have a long history of saving you money without limiting power or productivity. Go the distance and

LEARN MORE



OH metters more than you may think. chains, operator shortages or the price of fuel, but you can help control damaging deposits and DPFclogging ash in your engine. Keeping your fleet on the job starts with the right oil.

Discover the Delo Difference



Unrivaled look, unrivaled performance

Tools to Extend the Season

Learn More

Carbon Neutralit...

Register Now

Adding a hot box recycler and infrared unit to your

fleet expands your service offerings and allows you

to be profitable for more months of the year.

What's Ahead: Cement's Roadmap to

Join Portland Cement Association September 22nd for a webinar where they highlight the successes

the industry has achieved throughout the year as well as discuss the state of play on sticky issues

that remain obstacles to even greater progress.

A rare combination of functionality, performance, and unrivaled usability, HP Concrete Cold Patch is the first and only gray color repair blend to match concrete and oxidized asphalt. Polymer modified for enhanced performance, HP Concrete Cold Patch installs quick and easy in the coldest temperatures. Fill potholes, wide cracks, and other voids with DOT-approved HP Concrete Cold Patch

Year-round quality repair



The Training Our Industry Needs

The Wirtgen America Center for Training & Technology represents the future of professional over 3,000 equipment operators and technicians come to experience hands-on learning and education from our industry-leading experts.

See all educational opportunities

W WIRTGEN GROUP

Story brought to life in Cat Trial 13

Cal Trial 13: Goodnight, Goodnight, Construction Site brings the story to life of hard-working construction equipment and what happens when the machines "go to bed" for the night. See how Cattl dealers prevent downtime with the motto of when you go to bed, we go to work".

Watch Us Make It Happen



The March Towards Autonomy

Join us in a two-part series where we look at the and options and also lobsite intelligence and data and how they are elevating efficiency and productivity.

Register Now

A JOHN DEERE

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CONCRETE

PRODUCT SHOWCASE

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PRODUCT SPOTLIGHT

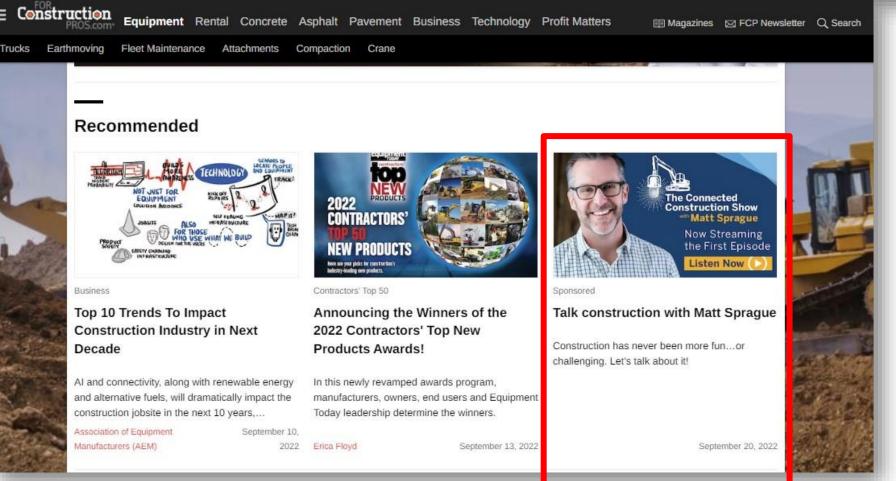
Showcase your product with multiple touch points.

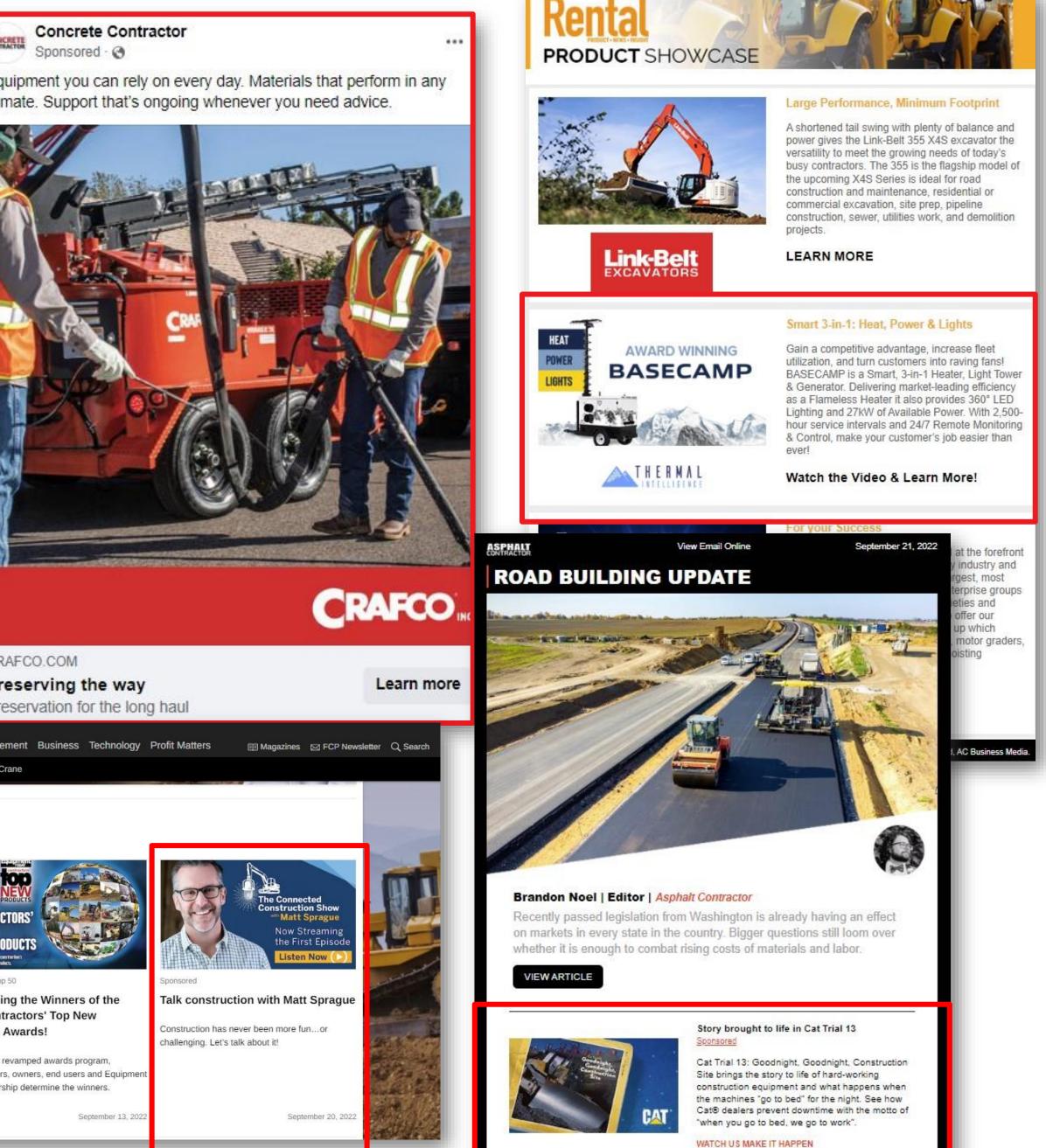
Product Showcase features your product offering to our online subscribers in several ways.

EACH PRODUCT SPOTLIGHT INCLUDES:

- 1x Placement in a Monthly Product Showcase Email
- 1x Placement in a select Newsletter Sponsored Product
- 1x Native Placement on ForConstructionPros.com
- 10,000 Native Extension Impressions featuring your product
- 15,000 Social Extension Impressions featuring your product









PODCASTS

HOME | PODCASTS | TENNATALK

Contractors Share Success with Multi-tier Approach to Construction Technology

Episode 5: Contractors Share Success with ...

Buy-in Across The Organization Contributes to Construction Technology Adoption Success

lenna A

Learn how buy-in across the organization can impact your team's success with

a path to succeed with technology by getting everyone on board

construction technology. Mike Rascona, technology director, and Eli Greiner, fleet

Podcast for Contractors

September 28, 2021 By Curt Bennink





Tenna







Latest in TennaTALK

Improve Every Facet of Your Business with Equipment Management Integrated into yo.

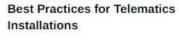


July 27, 2021





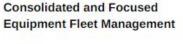
May 25, 2021







manager with E-J Electric and Mark Faccianci with Tenna reveal how companies can find



January 26, 2021





Podcasts offer a unique experience to provide valuable, in-depth information and create a deeper relationship with our subscribers. With smartphones being the primary source of engagement, it's easy for people to listen on morning commutes, during exercise and even while on the jobsite! We offer a few ways you can connect with your target audience via on-demand podcasts:

1. PODCAST COMMERCIAL SPOT

- 30-second pre-roll commercial
- 30-second mid-roll commercial
- 30-second post-roll commercial

2. INDIVIDUAL SPONSORED PODCAST

- Create an educational, thought leadership and non-commercial podcasted hosted in partnership with an ACBM editor
- Podcast will be recorded as a discussion with your SME providing talking points to our editor for reference
- 30-second ad at the end of the podcast
- Edited by our team and submitted for your approval prior to publishing
- Promoted via E-Newsletter, Native ad or Sponsored Social Media ad

3. SPONSORED PODCAST SERIES

- A 6-part series of educational, thought leadership and non-commercial podcast hosted in partnership with an ACBM editor
- Published every other week for three months
- · Podcasts will be recorded as a discussion with your SME providing talking points to our editor for reference
- 30-second ad at the end of the podcast
- Edited by our team and submitted for your approval prior to publishing
- Each podcast is promoted via E-Newsletter, Native ad or Sponsored Social Media ad and two E-Blasts 30,000 subscribers of your choice
- Edited podcasts are up to 30 minutes in length



Construction PROS.com PODCASTS Pro During or After an FCP 5

Include your (up to) 30 second commercial Pre, During or After an FCP Podcast. Commercials can be supplied or recorded for you.



BACKBONE OF AMERICA

This podcast series highlights the innovative equipment, technology, companies, and individuals that are breaking new ground in the construction industry.



GROUNDBREAKERS

This podcast series highlights the innovative equipment, technology, companies, and individuals that are breaking new ground in the construction industry.



RENTAL'S THE BOTTOM LINE

This Rental-focused podcast series features conversations and interviews with subjects from around the industry that pertain to the challenges, questions, goals, and business tips that business owners want to know about and have answered.



THE FORCAST

ForConstructionPros' Editor-in-Chief Wayne Grayson sits down with the best editors in the business to break down their coverage of construction equipment, technology, infrastructure, materials and the stories impacting the industry.



DIGGING DEEPER

This series delves deeper into larger issues and trends influencing the construction industry, as well as best practices and tools that can help improve job site efficiency, productivity, profits and safety.







Create an educational, thought leadership and non-commercial podcast hosted in partnership with an ACBM editor. Podcast to be recorded as a discussion with your Subject Matter Expert (SME) providing talking points to use for reference.



TENNA TALK

Tenna talks with ForConstructionPros and special industry and contractor guests in the TennaTalk podcast mini-series to inform the construction industry about business systems and tech trends built for construction companies owning and operation an equipment fleet. Listen in to learn how contractors can choose and use the right tools for success.



DIRECT ACCESS

The Direct Access Podcast from JLG Industries, and hosted by ForConstructionPros, takes a deep dive into the company's cuttingedge access equipment and explores everything from the inspiration behind the machines to how they are engineered to take out some job site pain points.



THE CONTRACTOR'S BEST FRIEND

Caterpillar has a lot to say about various topics in the industry, so we have helped them record a podcast series that we edit, promote, and house on our site. They bring their team of experts and we take care of the rest! The series, now in their fourth season, moderated by starring author and coach, Brad Humphrey, reaching thousands of listeners and covering topics from drones to millennials.



ASPHALTCONTRACTOR PODCASTS



BACKBONE OF AMERICA

This series introduces you to the hardworking men and women who are out there building the roads, bridges, and parking lots we rely on every day in our country.



DIGGING DEEPER

This series delves deeper into larger issues and trends influencing the construction industry, as well as best practices and tools that can help improve job site efficiency, productivity, profits and safety.



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ECONCRETECONTRACTOR PODCASTS



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Equipment PODCASTS



GROUNDBREAKERS

This podcast series highlights the innovative equipment, technology, companies, and individuals that are breaking new ground in the construction industry.



DIGGING DEEPER

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THE FORCAST

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Equipment SPONSORED PODCASTS



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Caterpillar has a lot to say about various topics in the industry, so we have helped them record a podcast series that we edit, promote, and house on our site. They bring their team of experts and we take care of the rest! The series, now in their fourth season, moderated by starring author and coach, Brad Humphrey, reaching thousands of listeners and covering topics from drones to millennials.



PAVENIENT PODCASTS MAINTENANCE & RECONSTRUCTION PODCASTS



BACKBONE OF AMERICA

This series introduces you to the hardworking men and women who are out there building the roads, bridges, and parking lots we rely on every day in our country.



DIGGING DEEPER

This series delves deeper into larger issues and trends influencing the construction industry, as well as best practices and tools that can help improve job site efficiency, productivity, profits and safety.



THE FORCAST

For Construction Pros' Editor-in-Chief Wayne Grayson sits down with the best editors in the business to break down their coverage of construction equipment, technology, infrastructure, materials and the stories impacting the industry.



GROUNDBREAKERS

This podcast series highlights the innovative equipment, technology, companies, and individuals that are breaking new ground in the construction industry.



Rental Podcasts



RENTAL'S THE BOTTOM LINE

This rental-focused podcast series features conversations and interviews with subjects from around the industry that pertain to the challenges, questions, goals, and business tips that business owners want to know about and have answered.



THE FORCAST

For Construction Pros' Editor-in-Chief Wayne Grayson sits down with the best editors in the business to break down their coverage of construction equipment, technology, infrastructure, materials and the stories impacting the industry.



SPONSORED PODCASTS



DIRECT ACCESS

The Direct Access Podcast from JLG Industries, and hosted by ForConstructionPros, takes a deep dive into the company's cutting-edge access equipment and explores everything from the inspiration behind the machines to how they are engineered to take out some job site pain points.



TENNA TALK

Tenna talks with ForConstructionPros and special industry and contractor guests in the TennaTALK podcast mini-series to inform the construction industry about business systems and tech trends built for construction companies owning and operation an equipment fleet. Listen in to learn how contractors can choose and use the right tools for success.





CONTENT MARKETING

Extend your budget, team, audience and success rate...

Position yourself as an industry expert while educating a target audience about an industry topic. Our team of writers, editors, and designers have years of experience in your industry. Fill your blog with SEO-friendly content, produce memorable custom publications or arm your sales team with the case studies they need to go to market.

EFFECTIVE CONTENT MARKETING CAN:

- Provide Direct Value to Clients and Prospects
- Offer Content, Data and Insights in Exchange for Engagement
- > Attract Quick Interest with Variable Media Types
 - Case Study
 - Presentation
 - Webinar
 - Newsletter
 - Industry Research

- Comparison Guide
- Large Infographic
- Checklist
- Whitepaper
- E-book







- Spec Guide
- Long Format Video
 - Online Courses
 - Tutorials



VIDEO PRODUCTION SERVICES

Your customers are watching more videos than ever before...

Wield the power of AC Business Media's Content Marketing Services team and produce a high-quality video that can be distributed to your target audience.

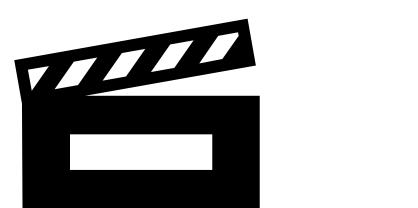
AND

VIDEO PRODUCTION:

No video, no problem! By partnering with our multimedia experts, our videos can be used to grow your social media following, amp up your website, draw crowds to your tradeshow booth and power crossplatform commercials.

WE HANDLE:

- Story Boarding
- Script Production
- Video Direction
- On-Site Crew
- Post-Production
- Video Editing



Note: We can do it full service or a-la-carte to meet your unique needs!

TRADESHOW VIDEO PRODUCTION:

Bring our crew to your booth for a product walkaround with your subject matter expert or engage in an interview with a member of our editorial team.

WE CAN:

- Create a video to showcase what you are currently exhibiting
- Produce a video that can be used for years to come
- & MORE!

Note: Only applicable to tradeshows that ACBM is attending



PODCASTS

AC BUSINESS MEDIA

Construction Network

Podcasts offer a unique experience to provide valuable, in-depth information...



With smartphones being the primary source of engagement, it's easy for people to listen on morning commutes, during exercise or whenever is most convenient!

1. Individual Sponsored Podcast

- > An educational, thought leadership and non-commercial podcast hosted in partnership with an ACBM editor
- Recorded as a discussion with your subject matter expert (SME)
- Placement of a 30-second ad at the end of the podcast
- Edited by our team and submitted for your approval prior to publishing
- Cross-promoted via Social Media, Newsletters and Websites
- Posted in LINK podcast library

2. Sponsored Podcast Series

- A 6-part educational podcast series hosted in partnership with an ACBM editor positioning your company as a thought leader
- Published every other week for three months
- Recorded as a discussion with your SME
- > Placement of a 30-second ad at the end of the podcast
- Edited by our team and submitted for your approval prior to publishing
- Each podcast is promoted via Social Media, Newsletters, Websites and two Emails to 30,000 subscribers of your choice
- > Edited podcasts are up to 30 minutes in length

SOCIAL MEDIA MANAGEMENT

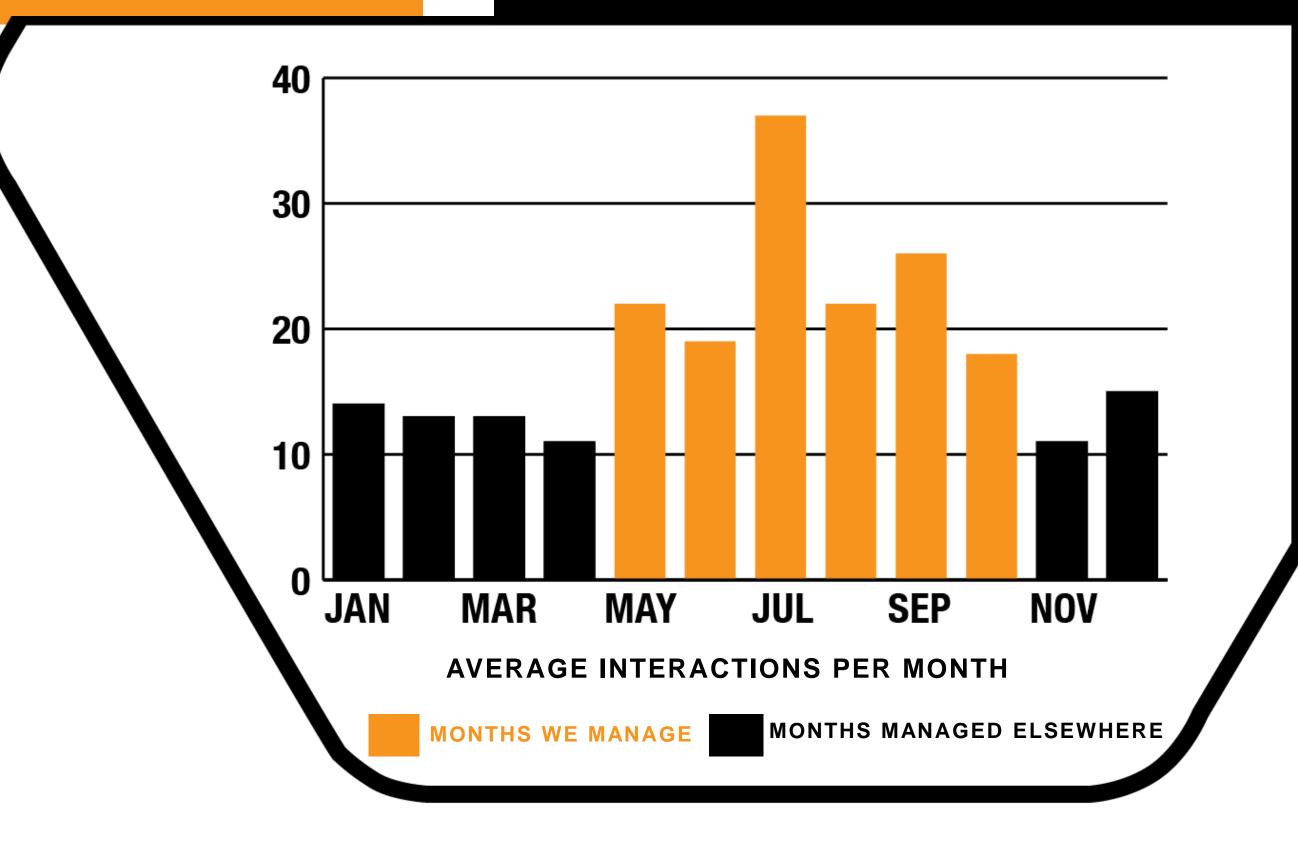
Maximize your return of investment (ROI) with low cost, high impact marketing, and create a community, build authority and project authenticity for your brand ALL IN ONE PLACE.

Our team of proven experts in social media management know how to speak directly to your target customers because they are the same people who read our publications.

WE CAN HELP YOU:

- Devise a Strategy
- Create Impressive Content
- Publish Content

- Boost Posts
- Engage
- Analyze













OFFERED LEAD GENERATION SERVICES Catalyst **Content Marketing** Webinars & Seminars **MQL Video** Turnkey, incentive-based MQL Leverage high value content assets to Promote corporate webinar content or Turn existing video and webinar program designed around a giveaway drive MQLs & SQLs with defined lead content into high volume, MQL lead sponsor editorial driven seminars to or contest to drive lead engagement targeted audiences goals machines



CATALYST



Drive volume engagement through a turnkey, permission-based contest environment.

CATALYST is a full-service, incentive-based lead program that drives engagement through contest and sweepstakes offers that direct audiences towards action.



CATALYST

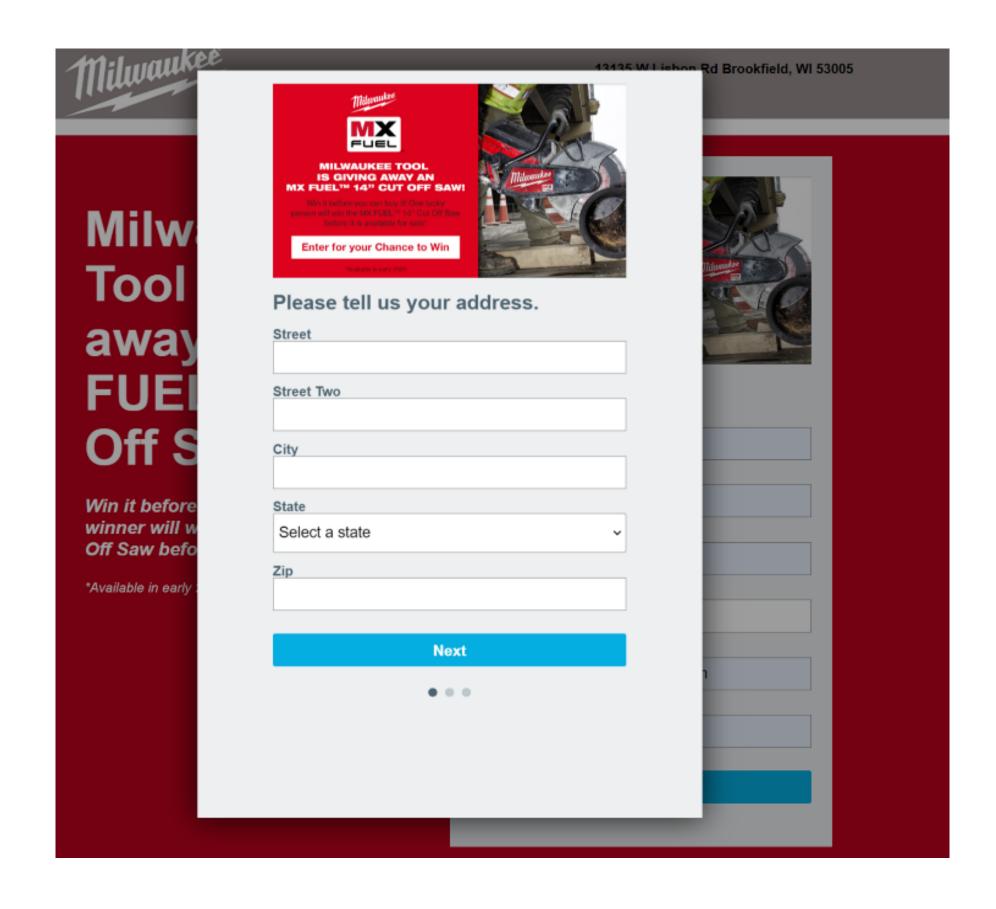
The power of incentive-based marketing...

Everyone enjoys a chance to win – and contest enabled marketing campaigns still do an outstanding job of driving participation and contact permission.

The challenge? Sweepstakes and contests can be hard to implement, wrapped with legality, and inefficient if not targeting ideal prospects that translate to sales.

CATALYST provides a solution for industry focused giveaways. Your participation benefits from a turnkey environment – one where we handle all contest, legal, and structural arrangements for a sweepstakes or offering. An ideal solution to:

- Launch new products
- Drive fast-paced demand and product interest
- Increase direct sales
- Communicate differentiation
- Build your internal marketing database
- Conduct market research
- Setup demonstrations by appointment
- Remember participants can easily share offers to industry colleagues, creating peer-to-peer viral marketing by email & social channels





PROCESS & EXECUTION

CATALYST



Using your ideal prospect's demographic criteria we select the perfect audience from our database to optimize our campaign and targeting



We use a combination of tried-and-true promotional products to attract prospects to your industry incentive.

Email, Online Display, Social, Native



Prospects that engage with our campaign promotions are driven to a landing page where demographic and poll data is collected



Upon the close of the campaign, winner or winners are randomly selected on your behalf.

Winner is contacted and affidavit provided/collected



Winner(s) and all participating prospect demographic information is provided for continued marketing benefit



Audienc

Target,

PRICING & STRUCTURE

CATALYST

As a partner, you will benefit from the following promotional impact:

Contest Development:

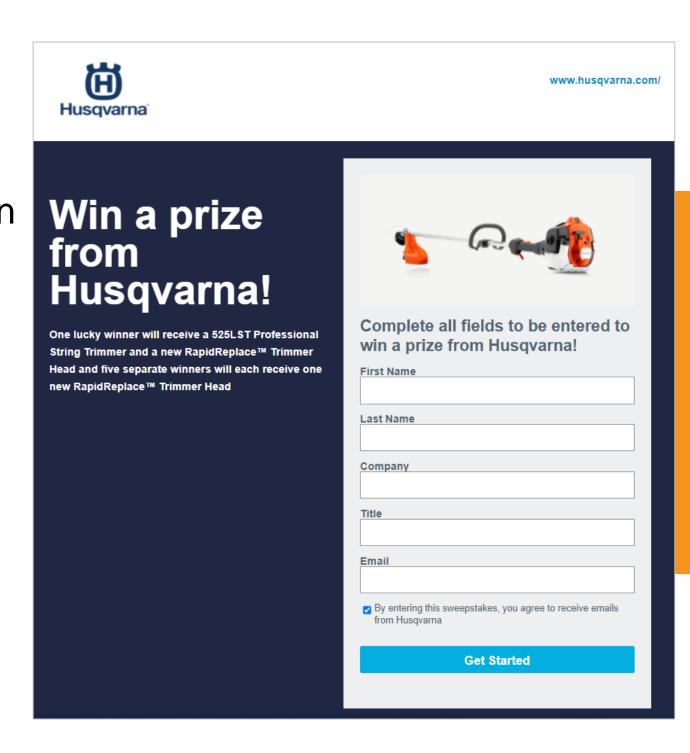
- Landing & Registration Pages
- Full Program Promotional Strategy
- Program Analytics
- All Captured Lead Data
- National Rules And Regulations Documentation

CATALYST ENTRY Promotional Package:

- Email Marketing To 20,000 Subscribers
- 20,000 Social Impressions
- 50,000 Run Of Site Impressions

CATALYST ENHANCED Promotional Package:

- Email Marketing To 30,000 Subscribers
- 50,000 Social Impressions
- 100,000 Run Of Site Impressions
- 100,000 Audience Extension Impressions



Catalyst Program Options:

Entry: \$7,500/Net Enhanced: \$10,500/Net



CONTENT MARKETING



CONTENT MARKETING

High quality content that opens the door to permission-based relationships...

CONTENT MARKETING – Either through established assets or those we help you create – is an extremely effective tool to drive relationship and engagement, while nurturing clients through all of the stages of their buyer's journey around your product. Effective content marketing can...

- Provide direct value to clients and prospects
- Offer content, data, and insights in exchange for access
- Attract quick interest with variable media types:
 - Blog Posts
 - Short Video
 - Articles
 - How-To's
 - Simple Infographics
- Convert prospects with high value assets:
 - Case Study
 - Presentation
 - Webinar
 - Newsletter
 - Industry Research

- Comparison Guide
- Large Infographic
- Checklist
- Whitepaper
- E-book







- Long Format Video
 - Online Courses
 - Tutorials



WEBINARS & SEMINARS

Webinars & Seminars allow content creators the ability to host live and on-demand online education to targeted audiences that drive response.

Position your brand as a recognized thought leader in a format that inspires new prospects and nurtures existing possibilities through your sales funnel.

WEBINARS & SEMINARS

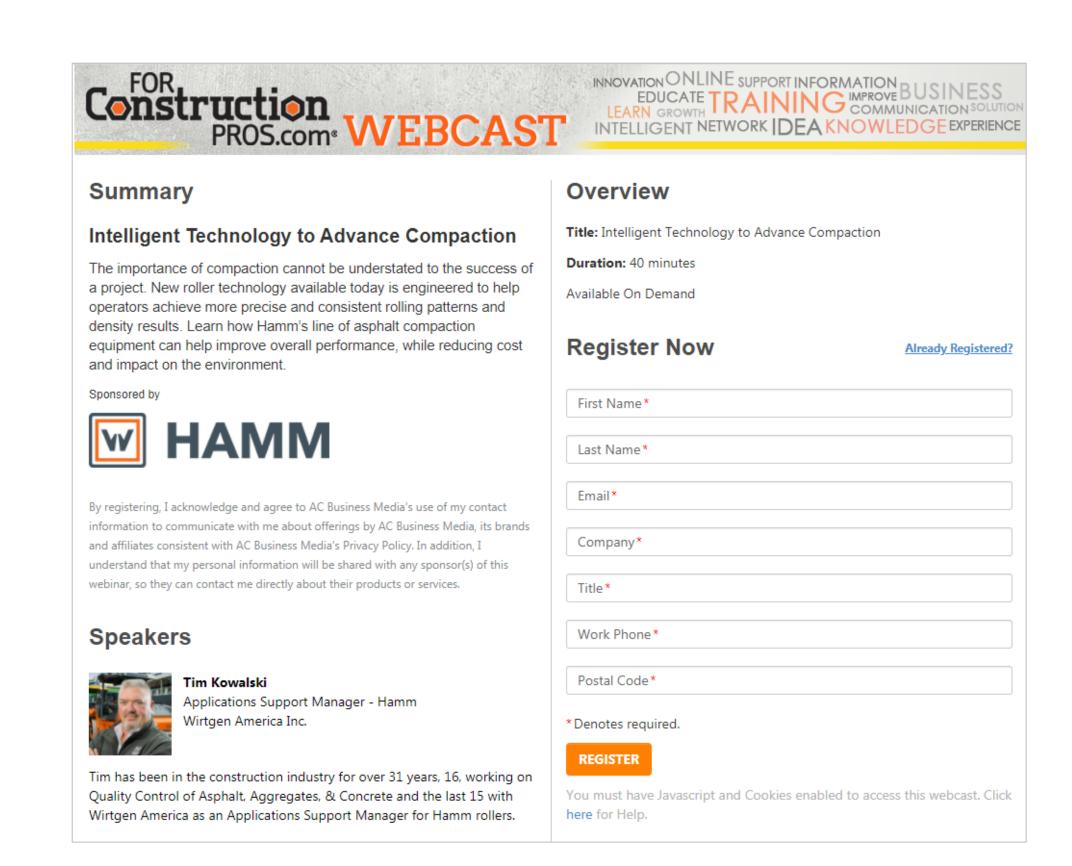
Educate Your Ideal Prospect With Relationship-driven, Expert Leadership And Instruction...

WEBINARS & SEMINARS are consistently superlative engagement tools, providing deep-dive, subject matter expert (SME) level relevance to audiences.

Additionally, the product offerings are some of the few content sources available to marketers that reveal a participant's level of engagement. Perfect for lead scoring and nurturing as prospects inform.

Specifically, your brand benefits as you:

- Develop educational content the market desires
- Invite key audiences to engage with your content
- Deliver content in a 1:1 formats
- Nurture audiences with education
- Conduct audience research before/during/after engagement
- Build brand equity with viewers
- Captivate through Live Q&A sessions





THE OPPORTUNITY

WEBINARS & SEMINARS

Utilize one of two content strategies to deliver thought leadership advantage while driving leads...

WEBINARS:

- ✓ Client driven topic and presentation—not a sales pitch, but a chance to highlight your subject matter experts
- ✓ Delivered live, on-demand or both your choice
- Turnkey marketing, promotion, execution, analytics
- ✓ Your experts create topic, description and presentation
- ✓ 100 lead minimum

SEMINARS:

- ☑ Editorially driven topic and presentation work with us to customize from a list of hot topics in the industry and we will provide the speakers
- Delivered live and on-demand
- Turnkey marketing, promotion, execution, analytics
- ✓ Our experts create topic, description and presentation
- ✓ 100 lead minimum

Define Audience Webinar or Seminar? Live or On-Demand? Define Topic/Value Proposition Establish Timeline



MQL VIDEO

Fuel your lead funnel FAST by converting existing video and webinar content into marketing qualified lead (MQL) generators.

MQL Video is an easy way to capture audience leads that consume video content in the moment it happens, all powered by the ForConstructionPros.com digital



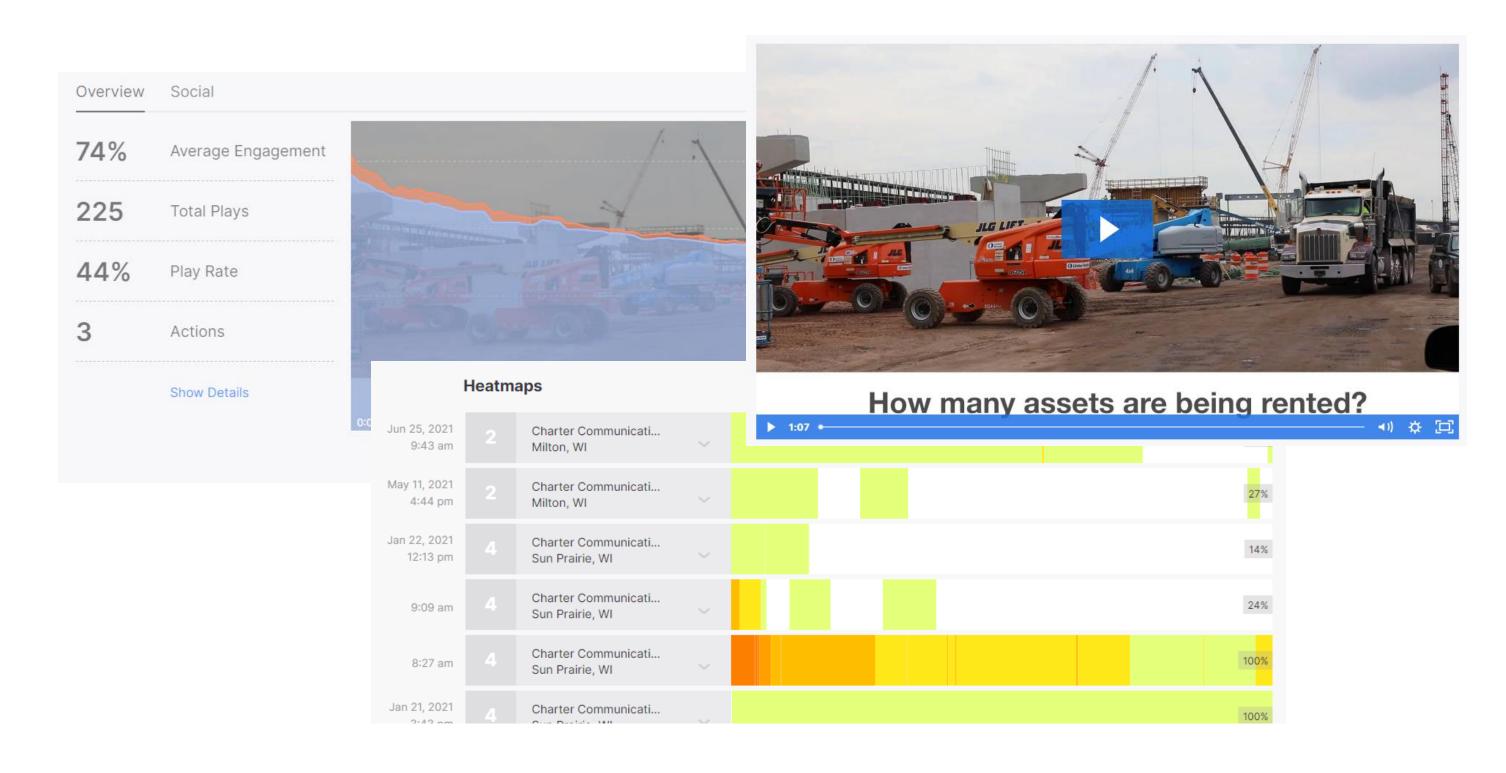
MQL VIDEO

On Demand Videos That Fuel The Top Of Your Lead Funnel – Fast!

MQL VIDEO creates a quick gate to your current video product and packages it for rapid fire distribution across the ForConstructionPros.com digital ecosystem.

Users access your video or webinar content after completing a brief, "Click Play" lead input that includes name, email address & company.

Full video analytics, play engagement, and lead info are easily available throughout your campaign.





HOW IT WORKS

MQL VIDEO

As a participant, you will benefit from:

- High volume, gated engagement for early identification of future sales prospects.
- Using available video technology, we convert and repurpose your video content and webinar investments into active lead generators.
- Best in class lead generators include:

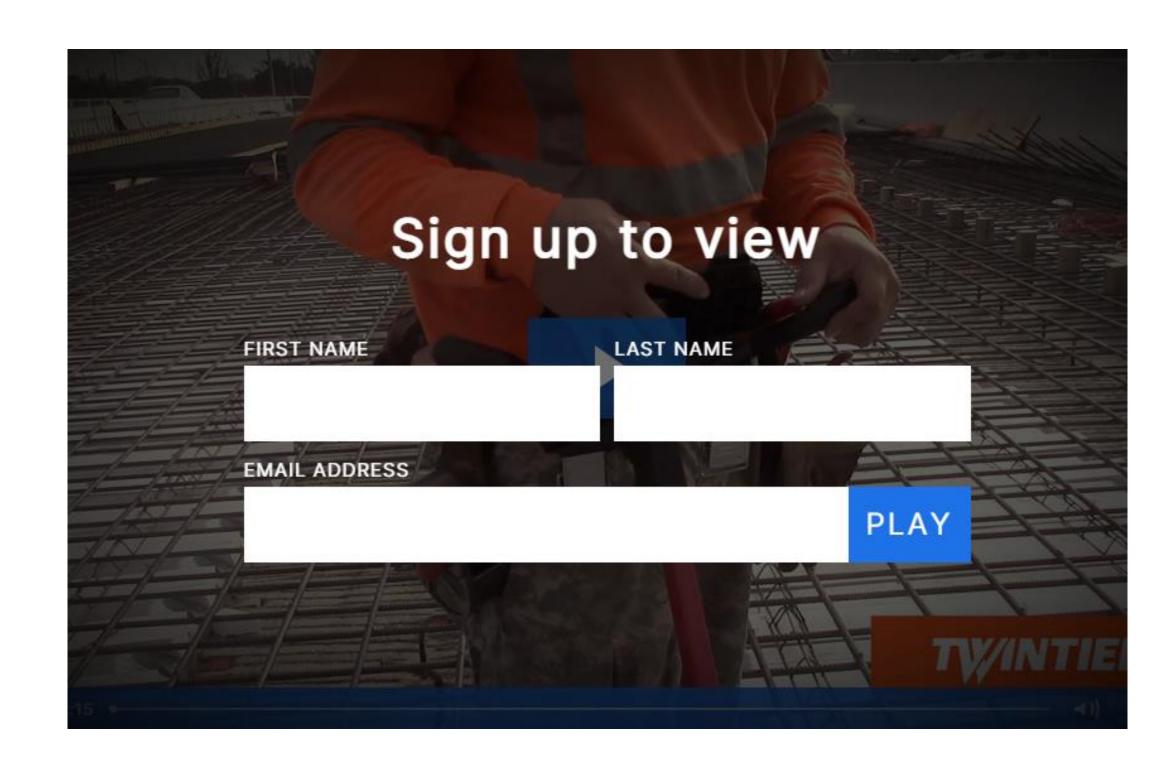
Webinar

Around

How-to

Interviews

- Product Walk
- Upgrade options available that will allow post-lead append of data to any available firmographic information (including sales volume, company size, annual revenue...and more!)





SUMMARY OF OFFERINGS

	Catalyst	Content Marketing	Webinars & Seminars	MQL Video
Lead Type	MQLs & SQLs	MQLs Only • SQLs Only • Both	MQLs & SQLs	MQLs Only
Lead Quantity	No Set Minimum	Lead Goal Specified	Webinar: 100 Lead Guarantee Seminar: No Set Minimum	No Set Minimum
Promotion	Specific package guaranteed and scaled by tier	No specific package is guaranteed. Promotions are executed in support of campaign and aimed at achieving lead goals	No specific package is guaranteed. Promotions are executed in support of campaign and aimed at achieving lead goals	Specific package guaranteed and scaled by tier
Content	Product Giveaway Incentive	High Value Content Assets	Educational, trending or emerging topical content	Video
Timing	2 Weeks	30 – 90 cycles are typical but can vary based on campaign	6 Weeks Surrounding Event 12 Month On-Demand	1 Month





THE PREMIER EDUCATIONAL CONFERENCE AND NETWORKING PROGRAM FOR CONSTRUCTION BUSINESS OWNERS AND HIGH-LEVEL MANAGERS

The construction industry's immediate and long-term critical issues will be the focus during two days of expert presentations that will spark new ideas and new approaches while spurring action to help companies prosper more profitably.

After the exclusive event, attendees will be equipped with the insights to act and make or save money throughout their daily business best practices.

THOSE WHO ATTEND WILL:



Spark Business Growth
Through Networking &
Education



Illuminate Critical Issues In Their Business

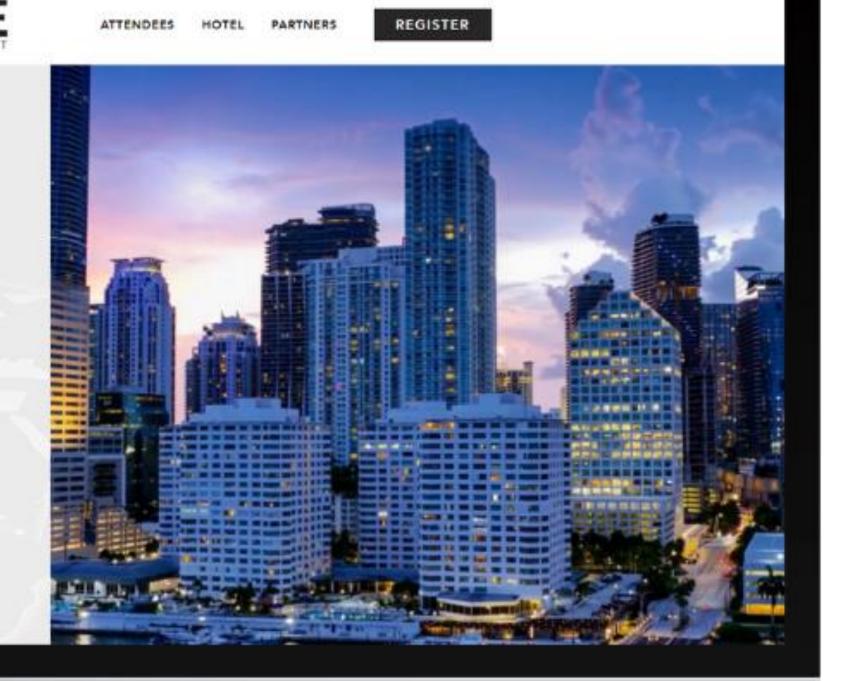


Fire Up Their Business By Identifying the Best Ways to Adapt & Advance



The IGNITE Construction Summit is the industry's premier management-focused education and networking program, specifically designed for business owners and top-level managers who are dedicated to "lighting a fire" within their company.

The program, tailored to pavement maintenance and asphalt paving contractors, will discuss the construction industry's immediate and long-term critical issues - providing actionable takeaways for advancement and growth during two days of expert





>> KEY FOCUS: "ACTIONABLE INSIGHTS"