

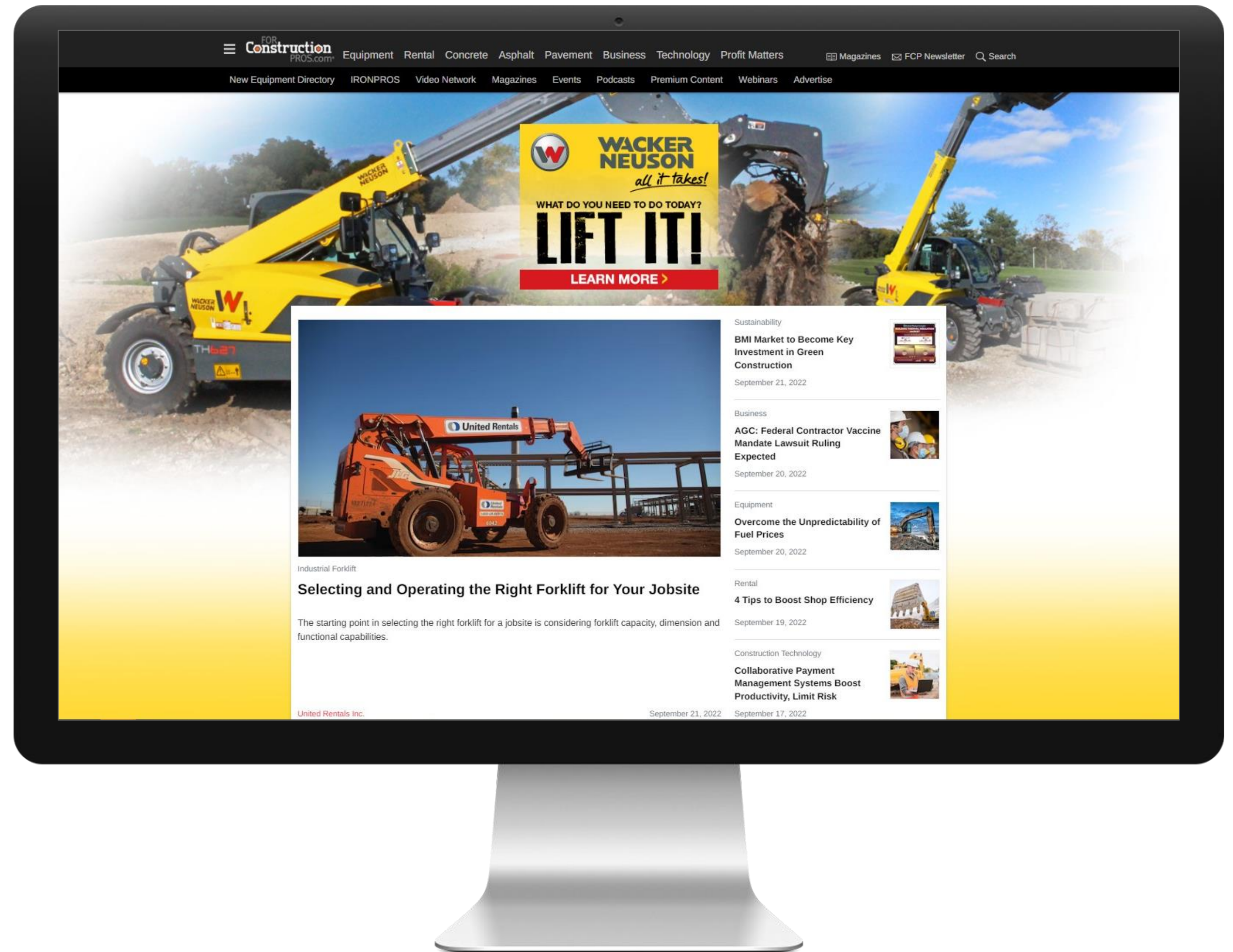


FOR
Construction
PROS.com®

THE LARGEST MEDIA RESOURCE FOR CONSTRUCTION PROFESSIONALS

IRONMARKETS, formerly known as AC Business Media, 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.



FOR
Construction
PROS.com

ASPHALT
CONTRACTOR

CONCRETE
CONTRACTOR

Equipment
TODAY

PAVEMENT
MAINTENANCE & RECONSTRUCTION

Rental

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.**

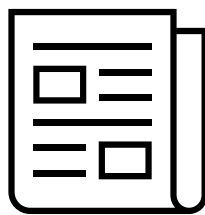
WE REACH CONTRACTORS in heavy construction, asphalt, concrete, paving and rental looking to gain industry knowledge in their field and make business planning decisions.

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:

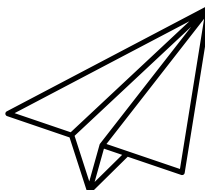
- 1) C-Level and Other Corporate Leadership
- 2) Operations Management
- 3) Project Management
- 4) Equipment Management
- 5) Purchasing

FCP NETWORK AUDIENCE



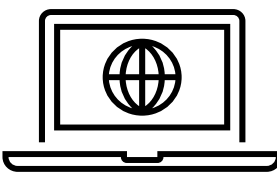
141,500+ MAGAZINE SUBSCRIBERS*

*COMPILED PUBLISHER'S DATA



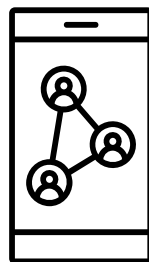
66,900+ NEWSLETTER SUBSCRIBERS*

*COMPILED PUBLISHER'S DATA



133,000+ AVERAGE WEBSITE USERS/MONTH**

**JULY – DECEMBER 2024 DATA PROVIDED BY GOOGLE ANALYTICS



266,700+ SOCIAL FOLLOWERS/FANS

ACROSS ALL BRANDS

FOR
Construction
PROS.com

ASPHALT
CONTRACTOR

CONCRETE
CONTRACTOR®

Equipment
TODAY®

PAVEMENT®
MAINTENANCE & RECONSTRUCTION

Rental™

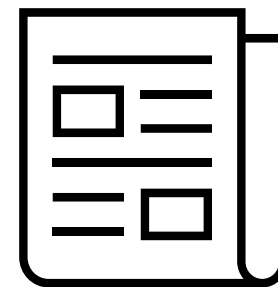


CONSTRUCTION NETWORK OVERVIEW



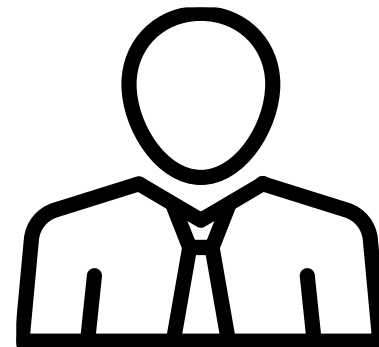
THE ONLY INDUSTRY SOURCE

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



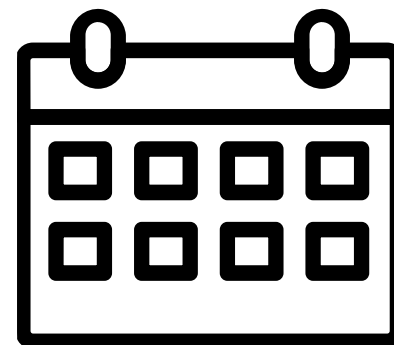
10 ISSUES PER YEAR

10,008 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 CALENDAR >>>



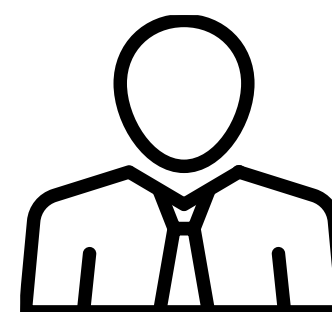
THE LEADING TRADE MAGAZINE IN THE CONCRETE INDUSTRY

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.



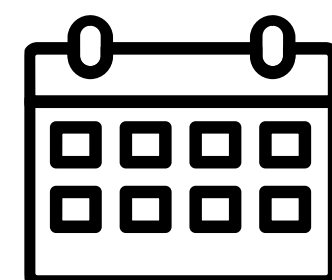
6 ISSUES PER YEAR

25,040 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

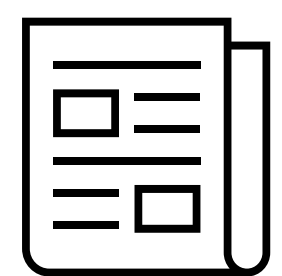


EDITORIAL CALENDAR >>>



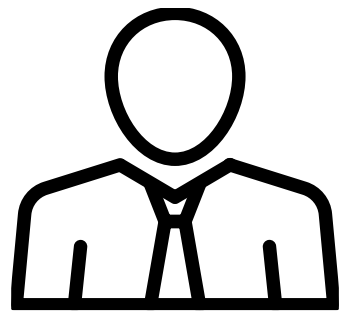
OUR FLAGSHIP PUBLICATION IN A TABLOID SUPERSIZE

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



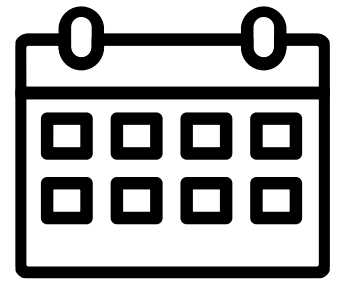
10 ISSUES PER YEAR

70,009 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.



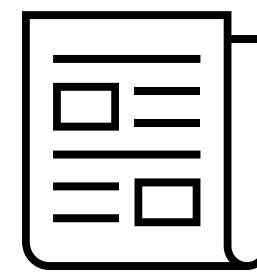
EDITORIAL CALENDAR >>>

*Combined Print & Digital Audience



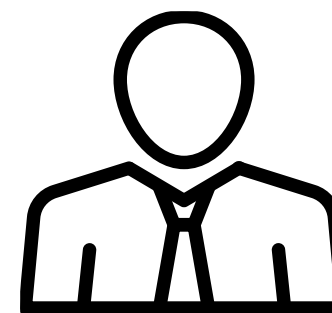
THE OFFICIAL MAGAZINE OF PAVE/X: THE PAVEMENT EXPERIENCE

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.



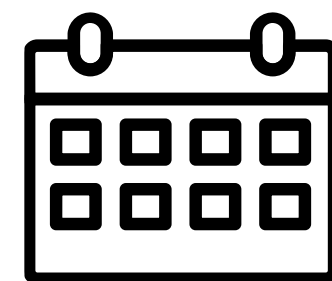
8 ISSUES PER YEAR

18,513 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

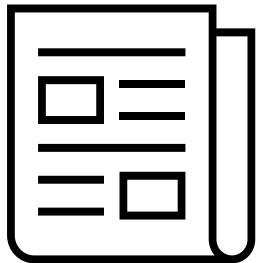


EDITORIAL CALENDAR >>>



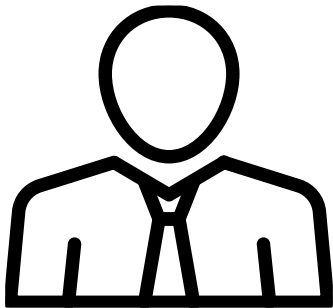
TARGETED REACH TO THE MOST DECISION MAKERS

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.

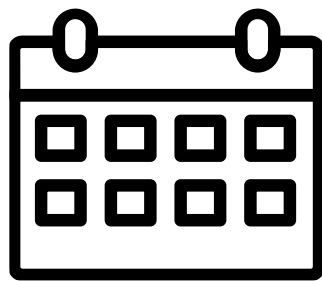


6 ISSUES PER YEAR

18,009 MAGAZINE SUBSCRIBERS*



WHO WE REACH:
rental businesses that supply tools and equipment to the construction, industrial, and DIY markets.



EDITORIAL CALENDAR >>>

*Combined Print & Digital Audience



CUSTOM PRINT OPPORTUNITIES

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

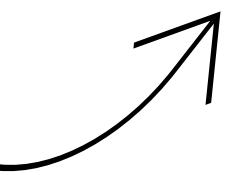
Stand out using the magazine's best inventory – the front cover. With great retention rate, these highly effective ad units are offered in several varieties including False Covers, Belly Bands, Wraps, Bookmarks and more.

Tradeshow Promotions

IRONMARKETS 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.



A large excavator is shown in silhouette, working on a construction site. The excavator's arm is extended, and its bucket is positioned near a pile of earth. The background is a bright, hazy sky, creating a high-contrast scene. The excavator's body is visible in the middle ground, and the overall atmosphere is industrial and powerful.

INDUSTRY LEADING DIGITAL CAPABILITIES

FOR
Construction
PROS.com®

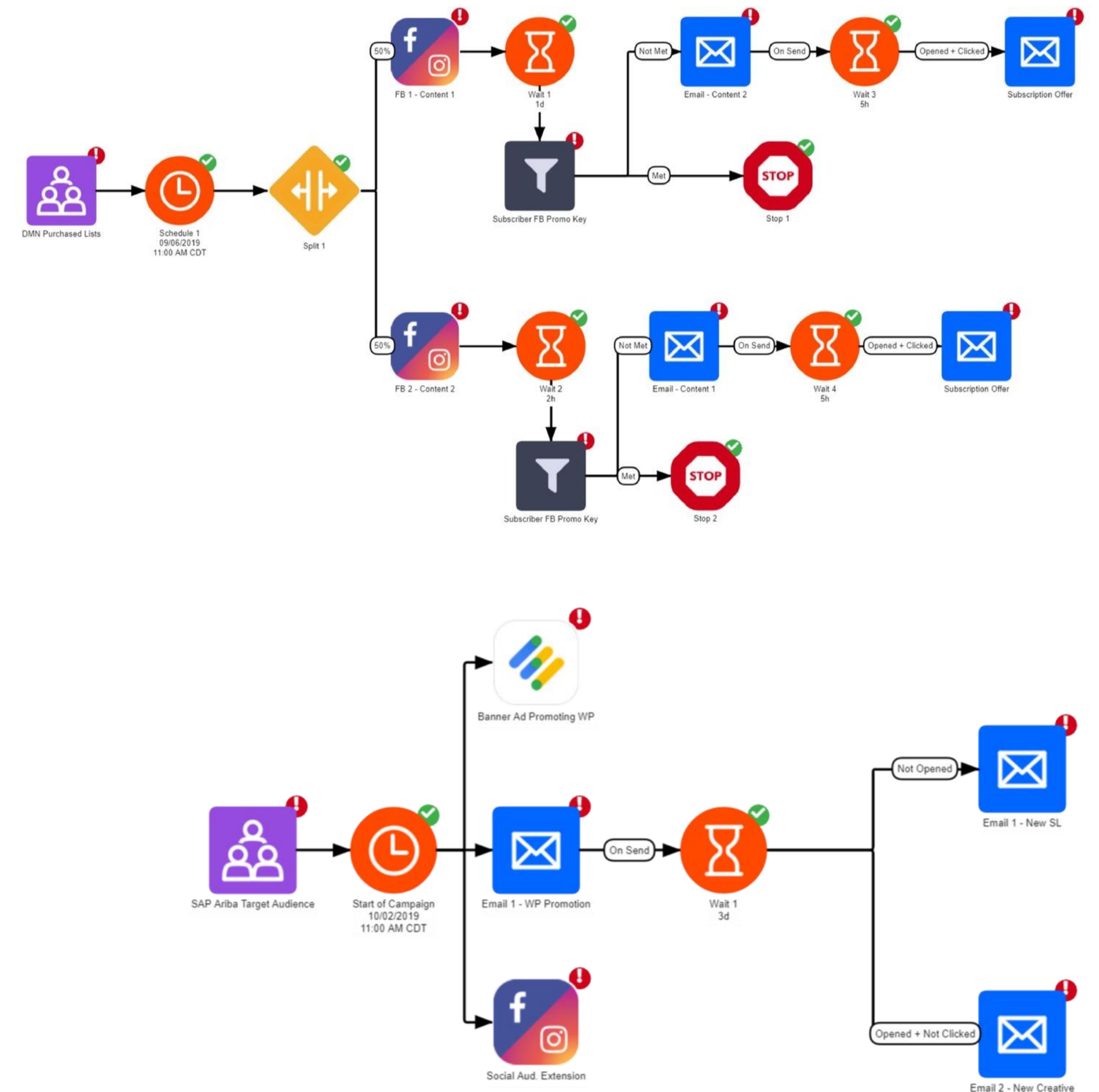
CUSTOMER JOURNEYS

We have the ability to build you a custom audience segment with our **IRONMARKETS** 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.

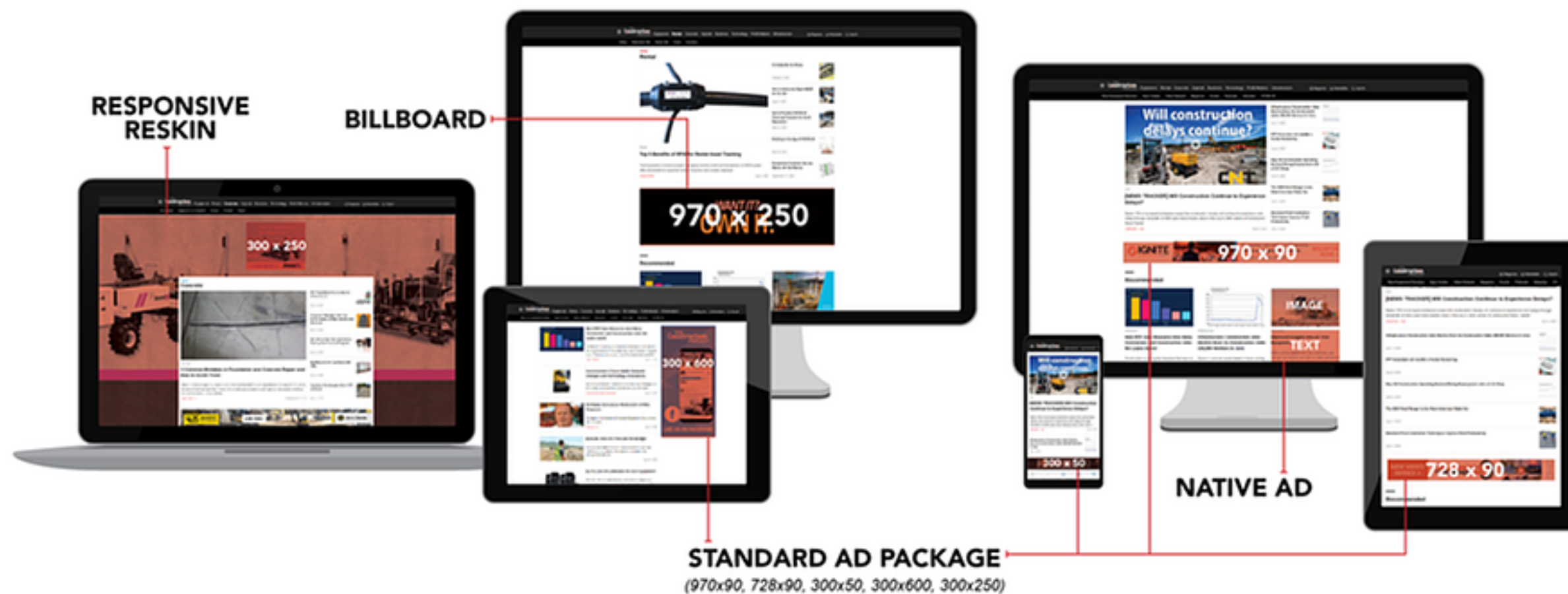
Using that unique audience segment we will execute a "Customer Journey" campaign for your brand, that takes engaged users along a predetermined path of marketing materials based on how they interact at each stage. As you can see in the visuals to the right, the included promotion within each journey 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



Display &
Video 360

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. Standard Ad Package (970x90, 728x90, 300x50, 300x250, 300x600)
3. Native Ad (1600x900)

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

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

The screenshot displays the Concrete Contractor website with several native ad units integrated into the editorial content. At the top, a large banner ad for "Paving the Way to Zero CO₂ Cement" is visible. Below it, a featured article titled "Green Cement Company Secures CO₂ Capture Funding" is shown. To the right of the main content, a sidebar contains several smaller native ads, including "5 Things To Consider Before Adding Concrete to Your Pavement Business" and "DENOS Falcon IBC Funnels Available in High-visibility Yellow, Red and Standard Gray". A large banner ad for "CONCRETE CONTRACTOR 7 BENEFITS TO VOLUMETRIC CONCRETE TRUCKS" is positioned below the main article. In the "Recommended" section at the bottom, three article cards are displayed. The third card, titled "Victory Bear Unveils Flexible Concrete Form, Innovative Attachment Solution", is highlighted with a red border and labeled "NATIVE DISPLAY AD".

CONCRETE CONTRACTOR Concrete

Paving the Way to Zero CO₂ Cement

Green Cement Company Secures CO₂ Capture Funding

The green-cement company Forcem has secured Series C funding to further accelerate ReAct green cement and manufacturing more of the material out for construction.

5 Things To Consider Before Adding Concrete to Your Pavement Business

August 30, 2024

DENOS Falcon IBC Funnels Available in High-visibility Yellow, Red and Standard Gray

August 30, 2024

GatorBar Releases Grip #5 Composite Rebar

August 13, 2024

Wirtgen Introduces GENERATION C® Round-shank Pickle for Milling Concrete

August 13, 2024

John Deere CP40G Cold Planer

August 13, 2024

CONCRETE CONTRACTOR 7 BENEFITS TO VOLUMETRIC CONCRETE TRUCKS

Recommended

Overcoming Challenges to Stocking Naloxone in Workplaces & Jobsites

How Bob Kuruz, of Dimeo Construction, started stocking naloxone in the office and on the jobsite.

Contractors Duty to Warn in Construction

When it comes to liability, the last contractor who "touched" the device, etc., that caused property damage and/or bodily injury is brought into the...

Victory Bear Unveils Flexible Concrete Form, Innovative Attachment Solution

Lightweight, reusable, and bendable to a 3-ft. radius, Victory Bear Flexy Form lets you make quick adjustments with its patent-pending clip...

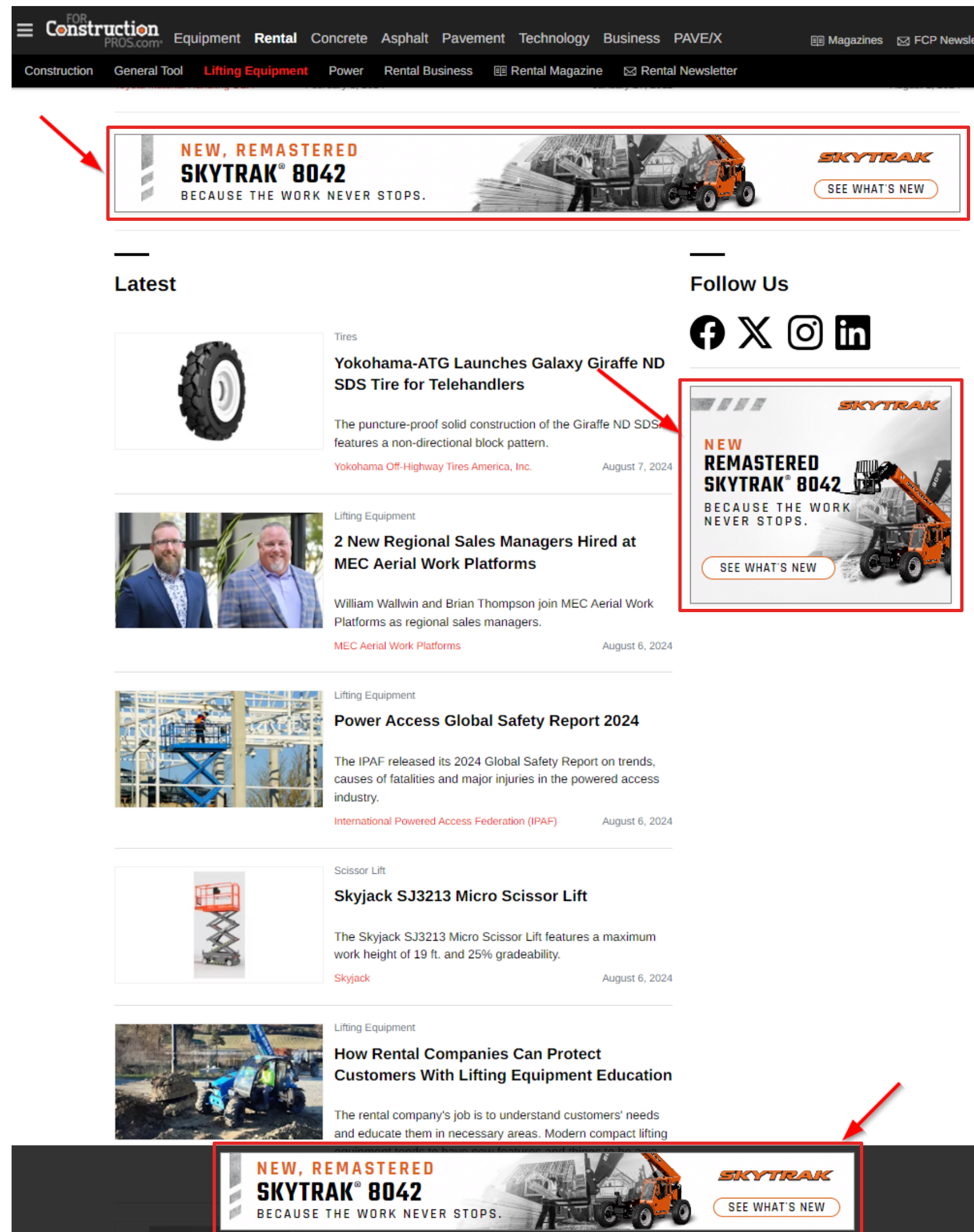
NATIVE DISPLAY AD

HIGH-IMPACT ONLINE DISPLAY ADVERTISING

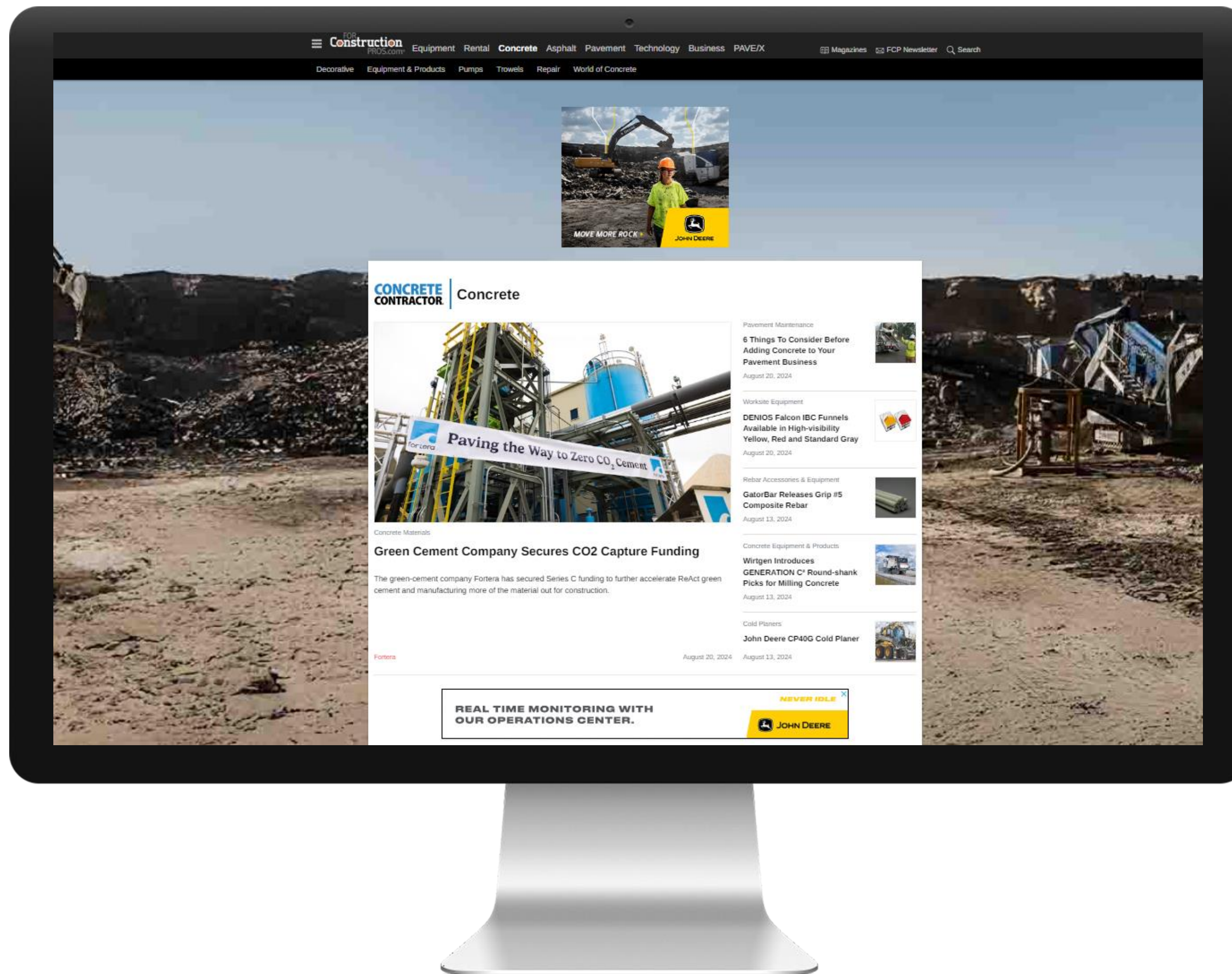


CHANNEL TAKEOVERS

- Your branding will completely takeover 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)

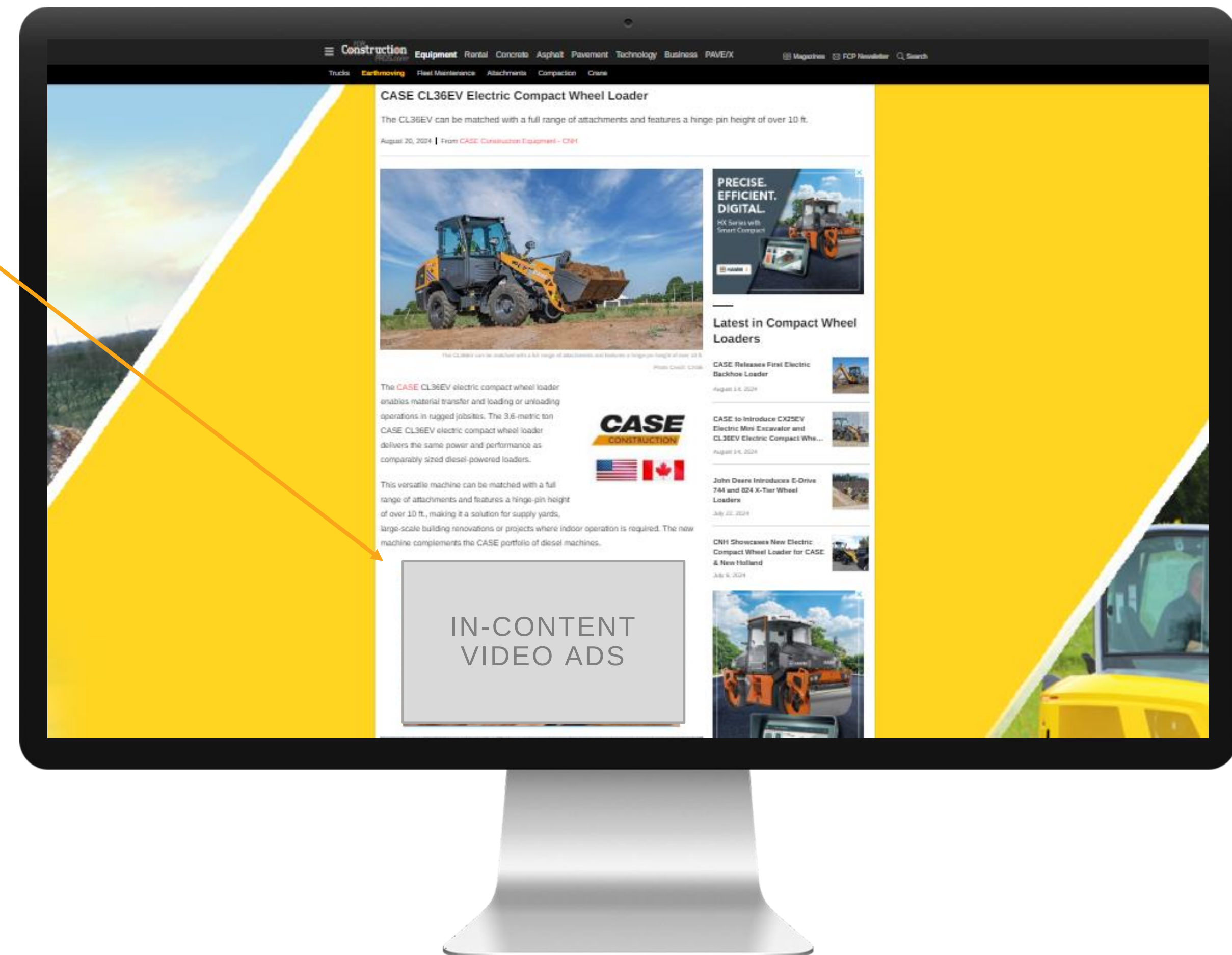
- The responsive site skin places your branded image as a wallpaper in the background of our website. The 300x250 image/message will appear at the top of the page, as well as when there's a break in the content

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.

- **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.



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



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

CONNECTED TV

Reach your audience where THEY 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.

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

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



Smart TV



Blu-ray Players



Gaming Consoles



Streaming Players

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



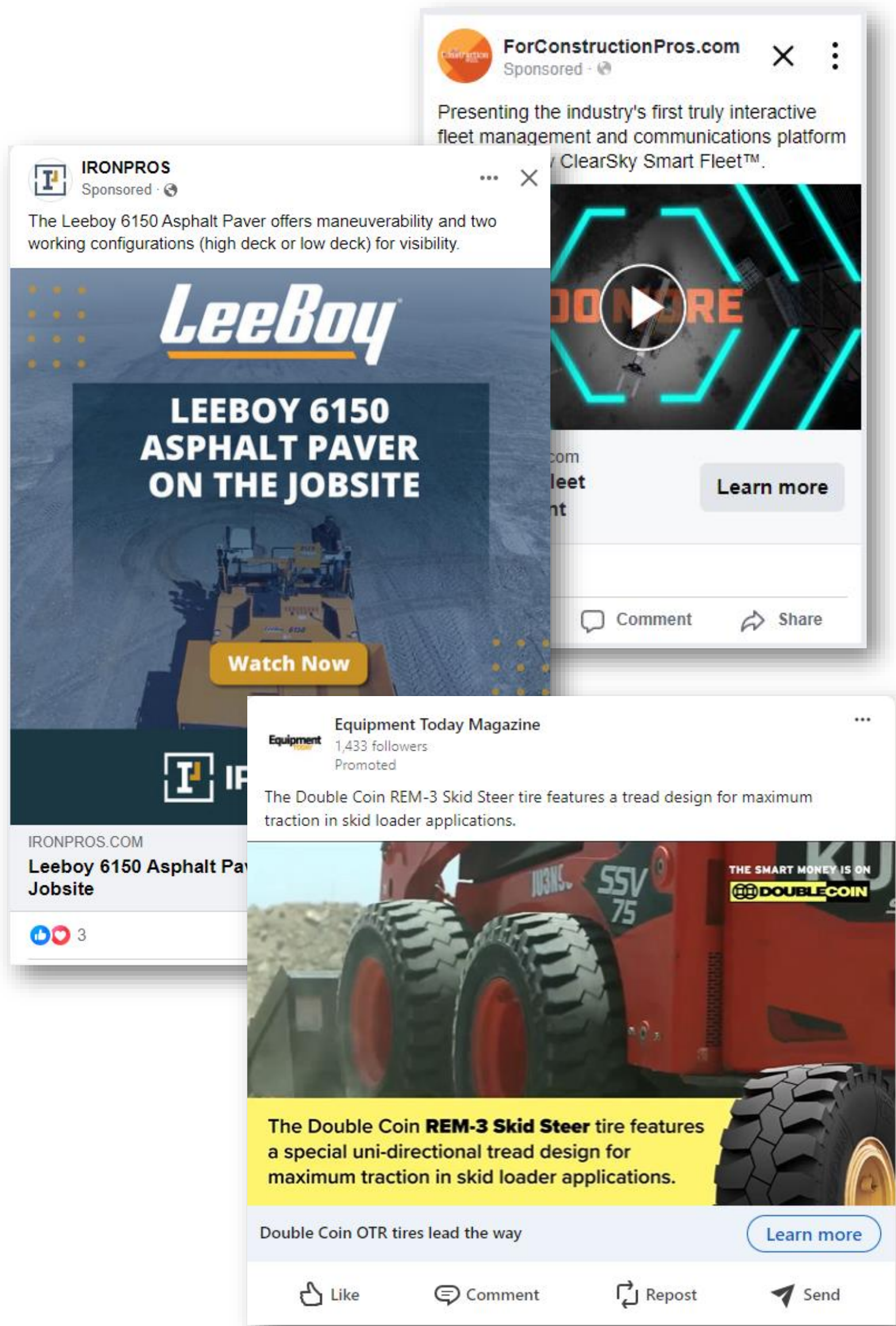
PREMIUM DISTRIBUTORS



CTV SSP



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 in-feed, 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.



SOCIAL SIMULCAST

(Live Stream)

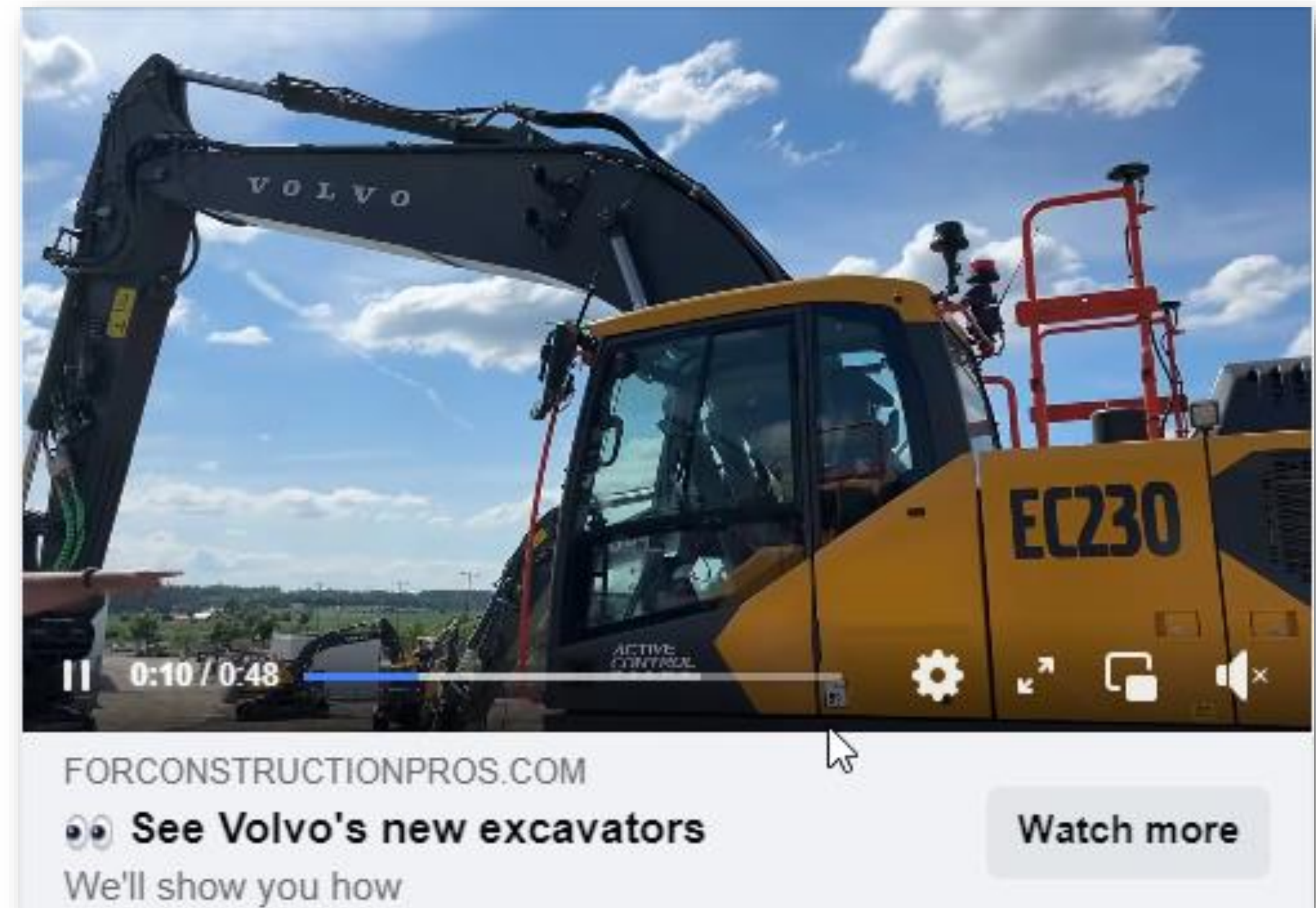
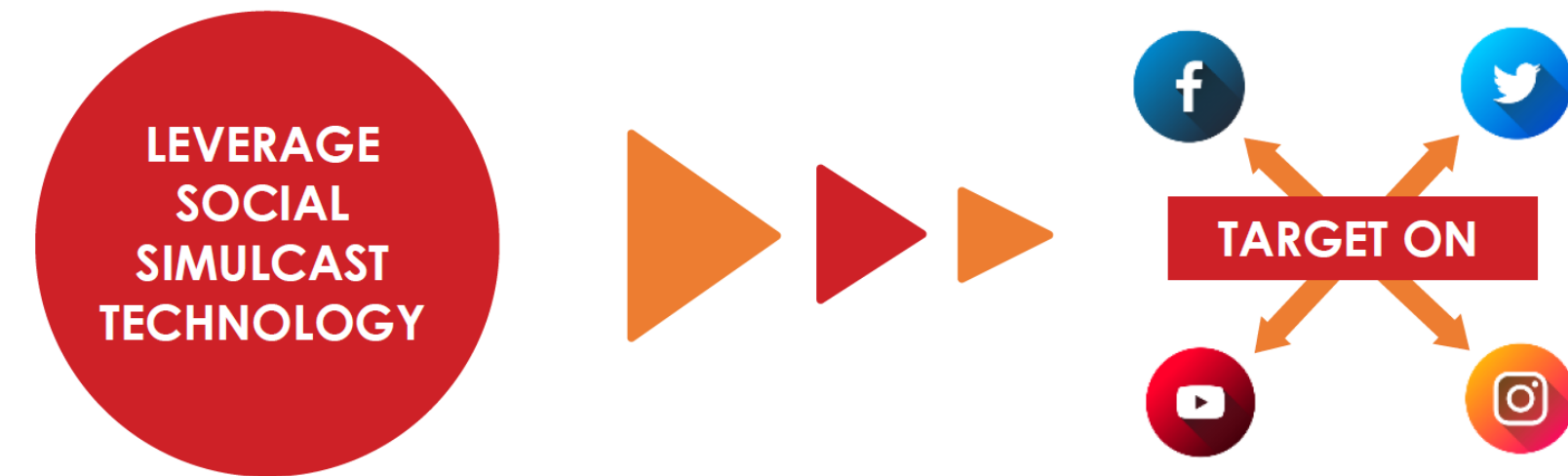
FACT: Your customers are watching more video. More than 92% of B2B prospects consume online video and more than 4 billion videos are watched on YouTube every day.

THE PERFECT SOLUTION FOR:

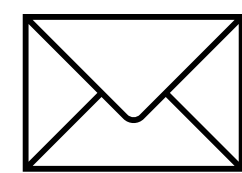
- Product Launches
- Events
- PR news or announcements
- Product Walk Arouns
- Or any video communication you want to promote

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



CONSTRUCTION NEWSLETTERS

 **66,900+** TOTAL NEWSLETTER SUBSCRIBERS

We publish **12 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.

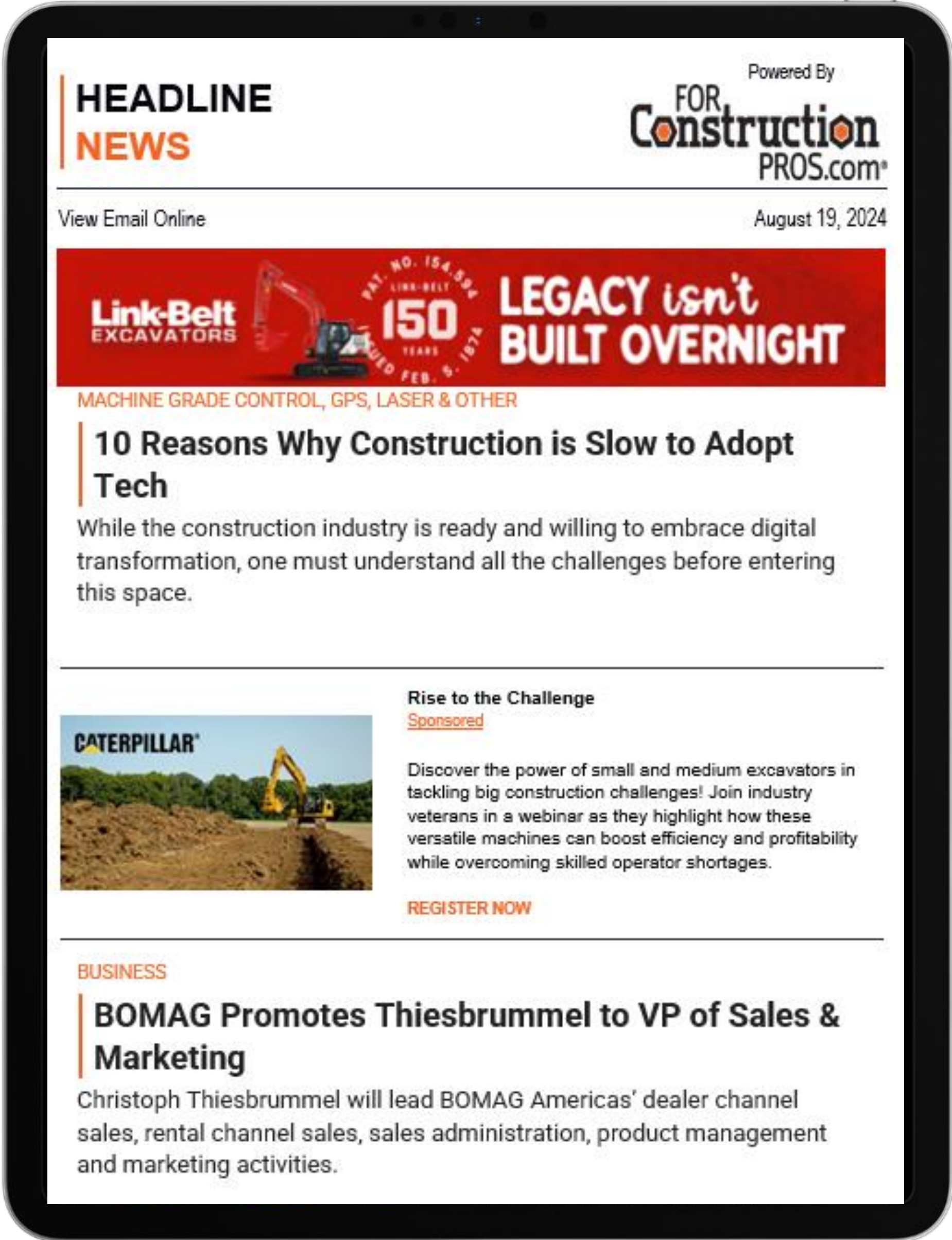
NEWSLETTERS SPECS

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*: 37,300+

[VIEW EXAMPLE](#)

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*: 14,800+

[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*: 46,100+

[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*: 33,600+

[VIEW EXAMPLE](#)

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.

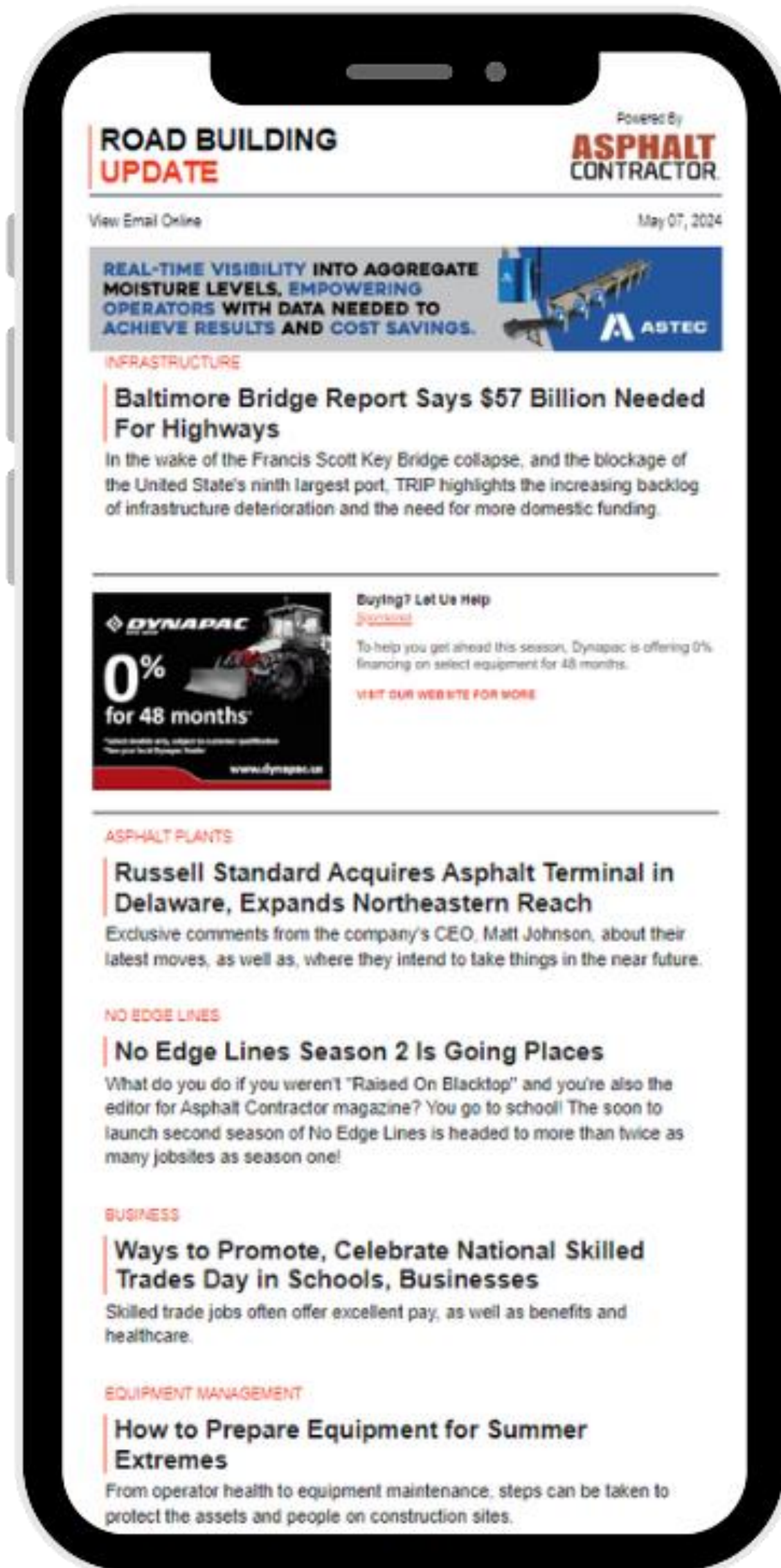
WHO WE REACH:

Fleet and equipment maintenance personnel

DEPLOYMENT: Sponsored

SUBSCRIBERS*: 21,300+

[VIEW EXAMPLE](#)



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.

SUBSCRIBERS*: 14,000+

DEPLOYMENT: Monthly

VIEW EXAMPLE

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.

SUBSCRIBERS*: 14,800+

DEPLOYMENT: Weekly

VIEW EXAMPLE

PAVEMENT[®]

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.

SUBSCRIBERS*: 8,600+

DEPLOYMENT: Monthly

VIEW EXAMPLE



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.

SUBSCRIBERS*: 30,800 +

DEPLOYMENT: Weekly

[**VIEW EXAMPLE**](#)



CONSTRUCTION ZONE SAFETY NEWSLETTER

Important safety information for construction professionals.

WHO WE REACH:

corporate, operation, project, equipment maintenance, and purchasing management titles.

SUBSCRIBERS*: 35,100 +

DEPLOYMENT: Monthly

[**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.

SUBSCRIBERS*: 11,100+

DEPLOYMENT: Monthly

[**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

SUBSCRIBERS*: 27,900+

DEPLOYMENT: Sponsored

[**VIEW EXAMPLE**](#)

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
3. Product / Video Image
4. Maximum Of 500 Characters Of Copy
5. Click Thru URL For The Product Image, Video, Logo & Button

CONCRETE CONTRACTOR PRODUCT SHOWCASE



UNTREATED

Protect it with Pore Shield

When conventional concrete sealers fail, PoreShield keeps working. It absorbs deep into the concrete pores to block damaging salt and moisture for 10+ years. Want proof? See what happened when Drexel University researchers exposed PoreShield-treated concrete to daily freeze-thaw cycles for 10 weeks. Details at [PoreShield.com](#).

See the Results



EZG Multi-Use Pumps

EZG Hog Pumps® handle grout, mortar, & concrete. All pump models offer 10-15 cu.yd./hr with 2" line. HP-20T4 reaches 800 ft. horiz. & 200 ft. vert. with 3/4" aggregate. HP-38 models handle 3/8" pea gravel, both have an 8 cu.ft. hopper. Our NEW continuous mixer/pump combo unit MPC-240 is ideal for—self-leveling underlayment, grouting, micro-trench work, and more. Find videos, specs, & options online.

EXPLORE HOG PUMP MODELS



Pick More Profit

In this webinar, Caterpillar brings you two industry veterans to uncover the equipment choices that deliver the biggest bang for your buck. Learn best practices for equipment comparison and selection and leave with practical tips on how to make choices that increase your profit potential.

Register Now



See More, Do More, Save More: The Construction Fleet Safety Advantage

Join IntelliShift for a discussion by Erin Gilchrist, veteran fleet leader and host of Straight Talk on Fleet, as she speaks on how fleet safety drives success and learn how safety technology creates fleet visibility, cuts operational costs and protects your people and your business.

Register Now

Equipment TODAY PRODUCT SHOWCASE



The New Loftness 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 competitive 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, excavators and prime movers.

Click here to learn more.



Top 5 Tips to Maintain Your Construction Equipment Tires

Join this webinar with MAXAM to learn helpful tips to maintain the tires on your construction equipment and learn more about tire size, tread design, seasonal upkeep, tire pressure, hazard prevention, and ways to prolong tire life.

Register Now



Expert Social Media Management Services for Construction

Want to create a strong social presence? IRONMARKETS can help. ☑ Enhance Visibility: We make sure your brand is not silent! 💡 Engage: Our trusted industry voice builds strong relationships with audiences! 🔄 Convert: Turn followers into loyal patrons. Give IRONMARKETS Social Media Management a try.

Contact Us to Learn More



See More, Do More, Save More: The Construction Fleet Safety Advantage

Join IntelliShift for a discussion by Erin Gilchrist, veteran fleet leader and host of Straight Talk on Fleet, as she speaks on how fleet safety drives success and learn how safety technology creates fleet visibility, cuts operational costs and protects your people and your business.

Register Now



SPONSORED PODCASTS

Create an educational, thought leadership and non-commercial podcast hosted in partnership with an IRONMARKETS 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 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.



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.

A large container ship is the central focus, moving towards the viewer. It is loaded with many stacked shipping containers. Two tugboats are positioned behind it, pushing it forward. The water is very calm, creating a clear reflection of the ships and the sky. The sky is filled with soft, grey clouds. The overall tone is professional and industrial.

EXTEND

Connected Content

CONTENT MARKETING SERVICES

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...

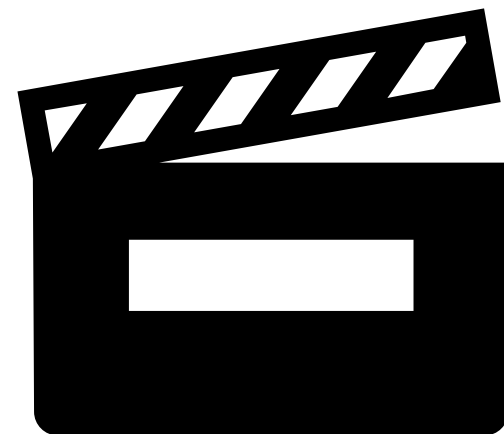
Wield the power of IRONMARKETS' Content Marketing Services team and produce a high-quality video that can be distributed to your target audience.

VIDEO PRODUCTION:

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

WE HANDLE:

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



AND

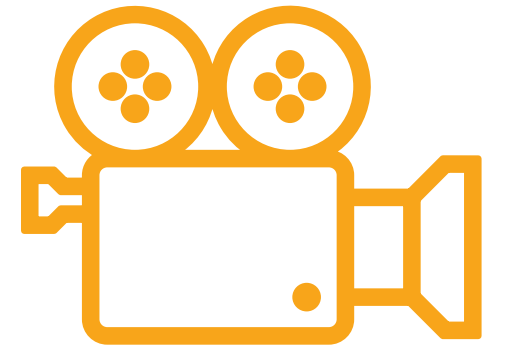
TRADESHOW VIDEO PRODUCTION:

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 IRONMARKETS is attending



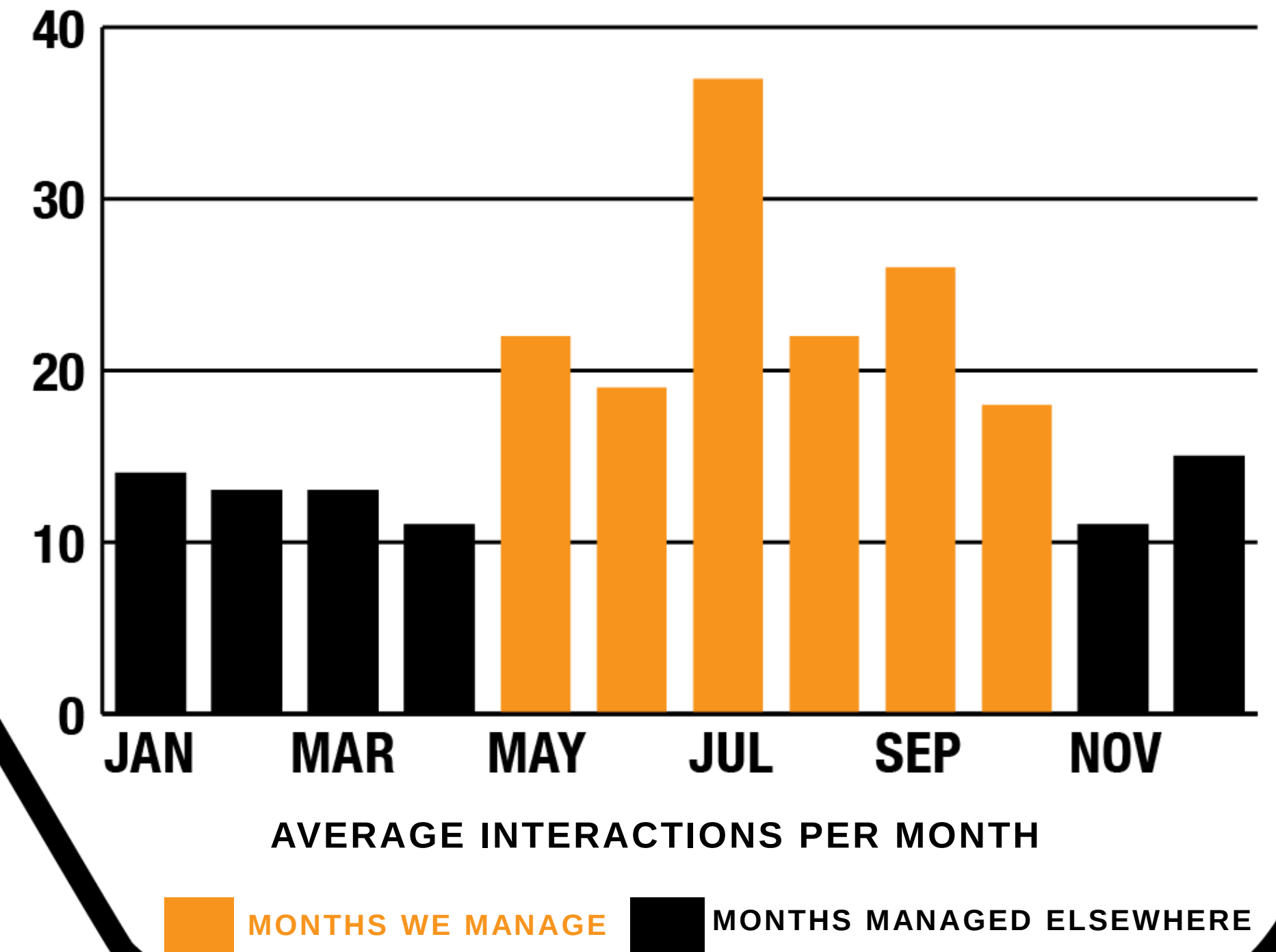
SOCIAL MEDIA MANAGEMENT

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



24/7 Monitoring



Social Analytics



Consultations



ENTENT

LEAD GENERATION SERVICES

FOR
Construction
PROS.com®

CAMPAIGN PROCESS

3 SIMPLE STEPS

Step 1:

Define lead criteria



Step 2:

Determine lead volume and qualifying question

? 50 / 400 / 2,000

Step 3:

Identify your assets to use in a campaign



LEAD GEN GOES TO WORK

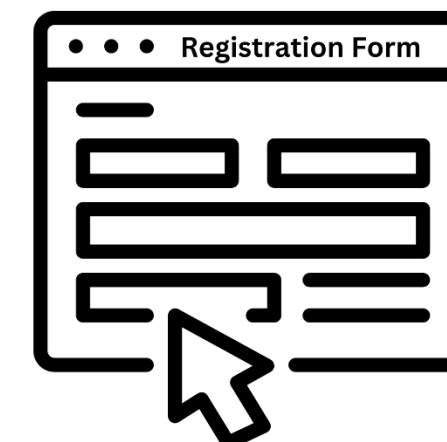
Determine audience engagement plan



Promote gated assets to target audience through targeted channels



Registration form is filled out by prospect and downloads asset

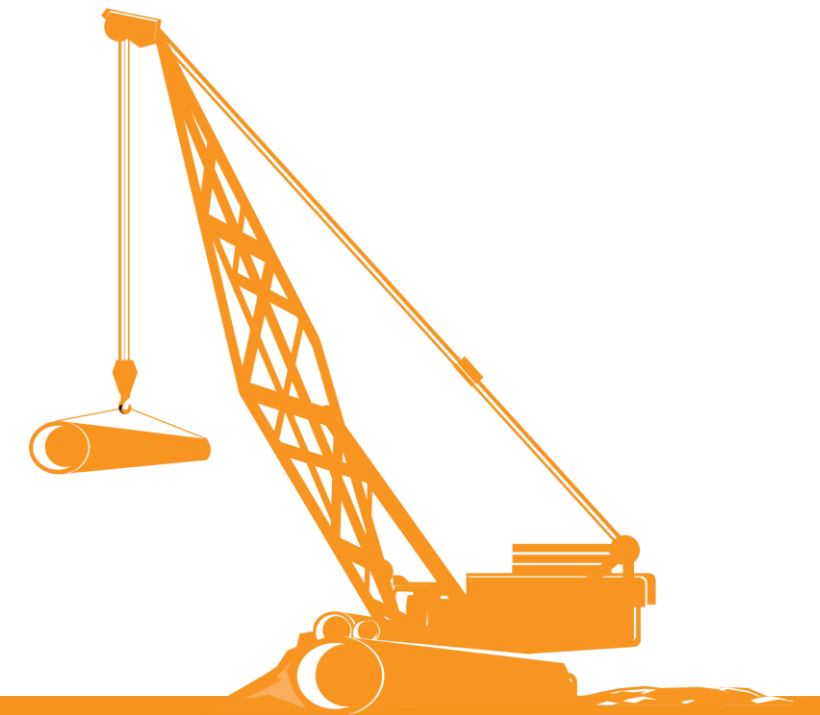


Leads are scrubbed for criteria identified, validated and delivered to you



ENTENT

OFFERED LEAD GENERATION SERVICES



Catalyst

Turnkey, incentive-based MQL program designed around a giveaway or contest to drive lead engagement

Content Marketing

Leverage high value content assets to drive MQLs & SQLs with defined lead goals

Webinars & Seminars

Promote corporate webinar content or sponsor editorial driven seminars to targeted audiences

MQL Video

Turn existing video and webinar content into high volume, MQL lead 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



FORMERLY KNOWN AS AC BUSINESS MEDIA

The screenshot shows a mobile-optimized web form for a Milwaukee MX FUEL sweepstakes. The background is a dark red with a large, partially visible image of a Milwaukee MX FUEL 14" cut-off saw. The form is a light gray overlay with the following elements:

- Header:** Milwaukee logo and 'MX FUEL' text.
- Text:** 'MILWAUKEE TOOL IS GIVING AWAY AN MX FUEL™ 14" CUT OFF SAW!' and 'Win it before you can buy it! One lucky person will win the MX FUEL™ 14" Cut Off Saw before it is available for sale!'.
- Form Field:** A red button labeled 'Enter for your Chance to Win'.
- Text:** 'Please tell us your address.'
- Form Fields:** Input fields for 'Street', 'Street Two', 'City', 'State' (a dropdown menu with 'Select a state' and a downward arrow), and 'Zip'.
- Form Field:** A blue button labeled 'Next'.
- Progress:** Three small dots below the 'Next' button, with the first dot filled, indicating the current step in the process.

CATALYST

PROCESS & EXECUTION



Target Audience

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



Promotions

We use a combination of tried-and-true promotional products to attract prospects to your industry incentive.
Email, Online Display, Social, Native



The Landing Page

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



Winner(s)

Upon the close of the campaign, winner or winners are randomly selected on your behalf.
Winner is contacted and affidavit provided/collected



Completion

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

CONTENT MARKETING

CONTENT MARKETING improves brand engagement by attracting prospects through high value, consumable media. Your brand benefits from positioning as an industry thought leader, and subject matter expert (SME) to your targeted demography of ideal buyers.

- Your content
- Your target audience
- Prospects that give you permission to engage



CONTENT SIX-PACK: UNLOCK YOUR MARKETING POTENTIAL!

Tailored for blogs, feature articles, press releases, and case studies, each credit includes interviews, content creation, and design, ensuring high-quality, customized content that meets your marketing needs.

HOW IT WORKS:

- **Obtain your flexible credits:** Purchase six credits for high-quality content tailored to your needs.
- **Choose your type of content to create:** Includes blogs, feature articles, press releases, and case studies.
- **Utilize your comprehensive package(s):** Each credit includes interviews, professional writing (500-800 words), designed PDFs, and rounds of revisions.

ADDITIONAL SERVICES:

- **Ebooks:** Build trust and loyalty with informative, engaging long-form content.
- **Integrated media packages:** Fully managed campaigns for comprehensive lead generation.
- **Creative & sales enablement services:** From newsletters to customizable presentations and video production.



FORMERLY KNOWN AS AC BUSINESS MEDIA

KEY BENEFITS



CONTENT MARKETING

SET OBJECTIVES

- Clearly Defined Goals
- Lead Volume
- Preferred Timeline

CONTENT PLAN

- Take Inventory Of Available Assets That Align With Goals
- Publish Easy To Consume Assets To Support Brand And Attract
- Choose A Content Format That Delivers The Best Message Best And Will Convert
- Are Content Creation Services Required?

FINAL DELIVERABLES

- Detailed Lead Files Are Provided Throughout The Campaign At Established Intervals.

DEFINE AUDIENCE

- Who Do You Want To Reach?
- Demographic Targeting
- What Subject Matter Will Engage The Most?

LAUNCH

- 30 – 90 Day Cycle
- Promotional Plan May Include All Or Some:
 - Email, Social, Online Display, Newsletter, Video

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



Rise to the Challenge

📅 Thursday, September 12, 2024 ⌚ 1:00 PM Central Daylight Time ⏰ 30 minutes

[Already Registered?](#)

First Name *

Last Name *

Company *

Email *

Country *

United States

Do you currently use any small or medium excavators (Cat 313-335 models) on your jobsites?

☐ Yes ☐ No

Are you familiar with the ease-of-use (assist) features and technologies available on today's small and medium excavators?

☐ Yes ☐ No

Yes. Send me marketing emails from Caterpillar Inc., its affiliates & subsidiaries. I can withdraw my consent any time by updating my selections in "My Marketing Preferences." *

☐ Yes ☐ No

Email marketing includes Informational, Promotional and Events & Training content. You can change content we send you in "My Marketing Preferences" (links accessed in email or web site footers). We take your privacy seriously. Our [Global Data Privacy Statement](#) details our privacy practices & how we protect your information.

REGISTER

Rise to the Challenge

Sometimes, big obstacles are best overcome with smaller equipment. Join two industry veterans as they explain why small and medium excavators may be the answer to some of today's most common construction problems. You'll discover how these versatile machines — and their ease-of-use features and simple technologies — can help you tackle big jobsite challenges: Doing more with less. Dealing with the skilled operator shortage. Maintaining efficiency and profitability. Plus, you'll learn when rising to the challenge requires expert advice and a professional site evaluation.

Sponsored by:



By registering, I acknowledge and agree to IRONMARKETS use of my contact information to communicate with me about offerings by IRONMARKETS, its brands and affiliates consistent with IRONMARKETS [Privacy Policy](#). In addition, I understand that my personal information will be shared with any sponsor(s) of this webinar, so they can contact me directly about their products or services.

Speakers:



Jason Hurdis
Construction Industries – Quarry & Aggregates, Caterpillar Inc.



Lonnie Fritz
Construction Industries – Heavy Construction, Caterpillar Inc.

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

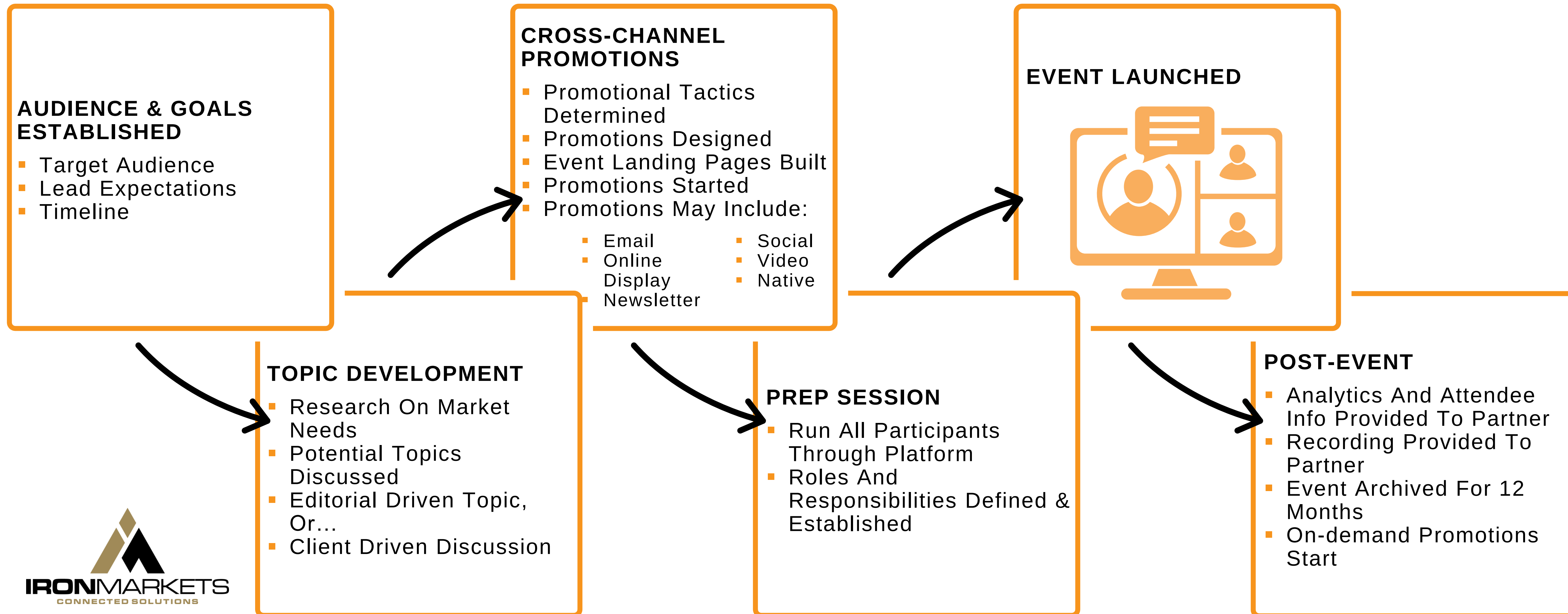
SEMINARS:

- ✓ **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



WEBINARS & SEMINARS

PROCESS & EXECUTION



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 engine.



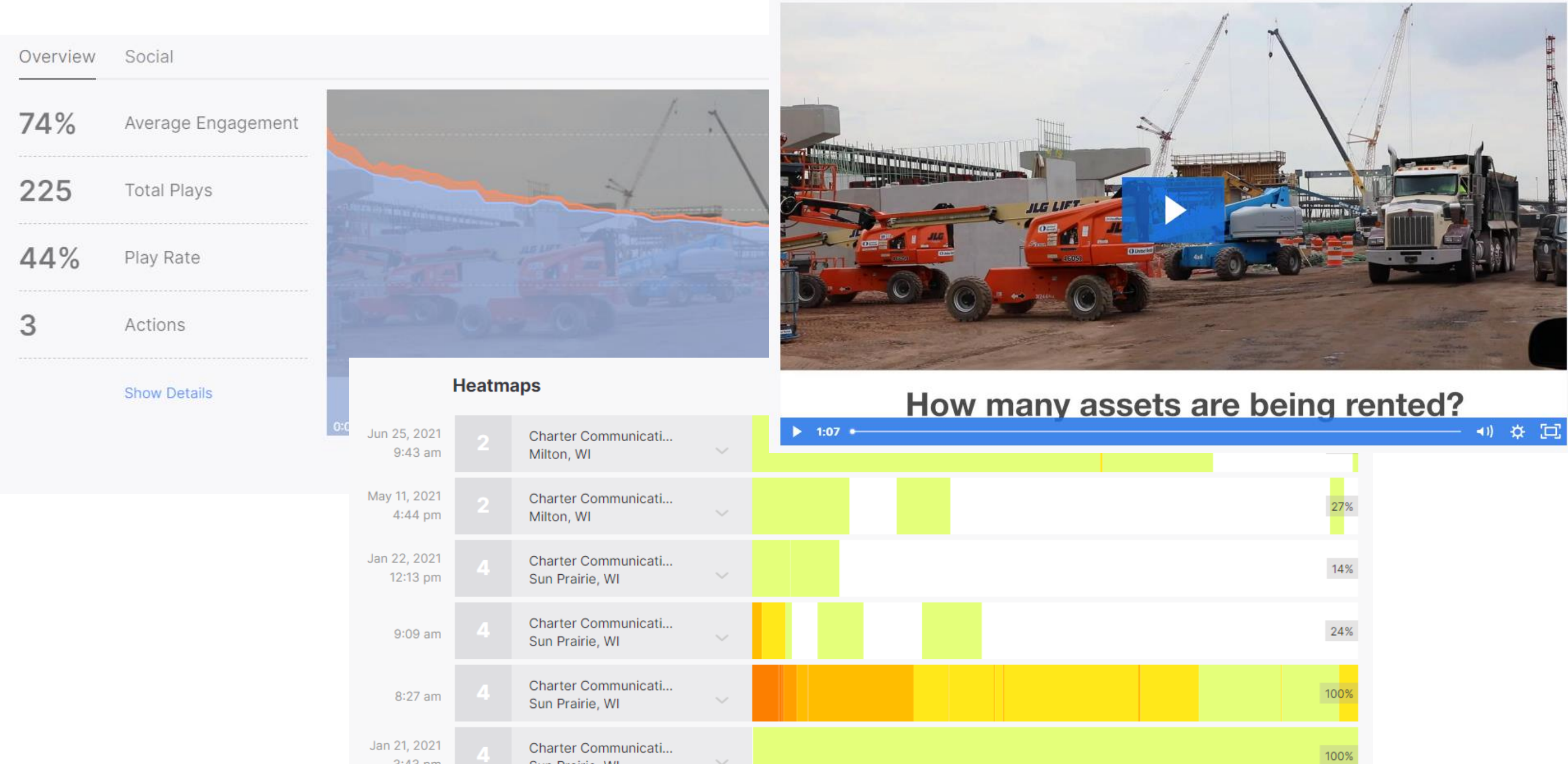
MQL VIDEO

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.

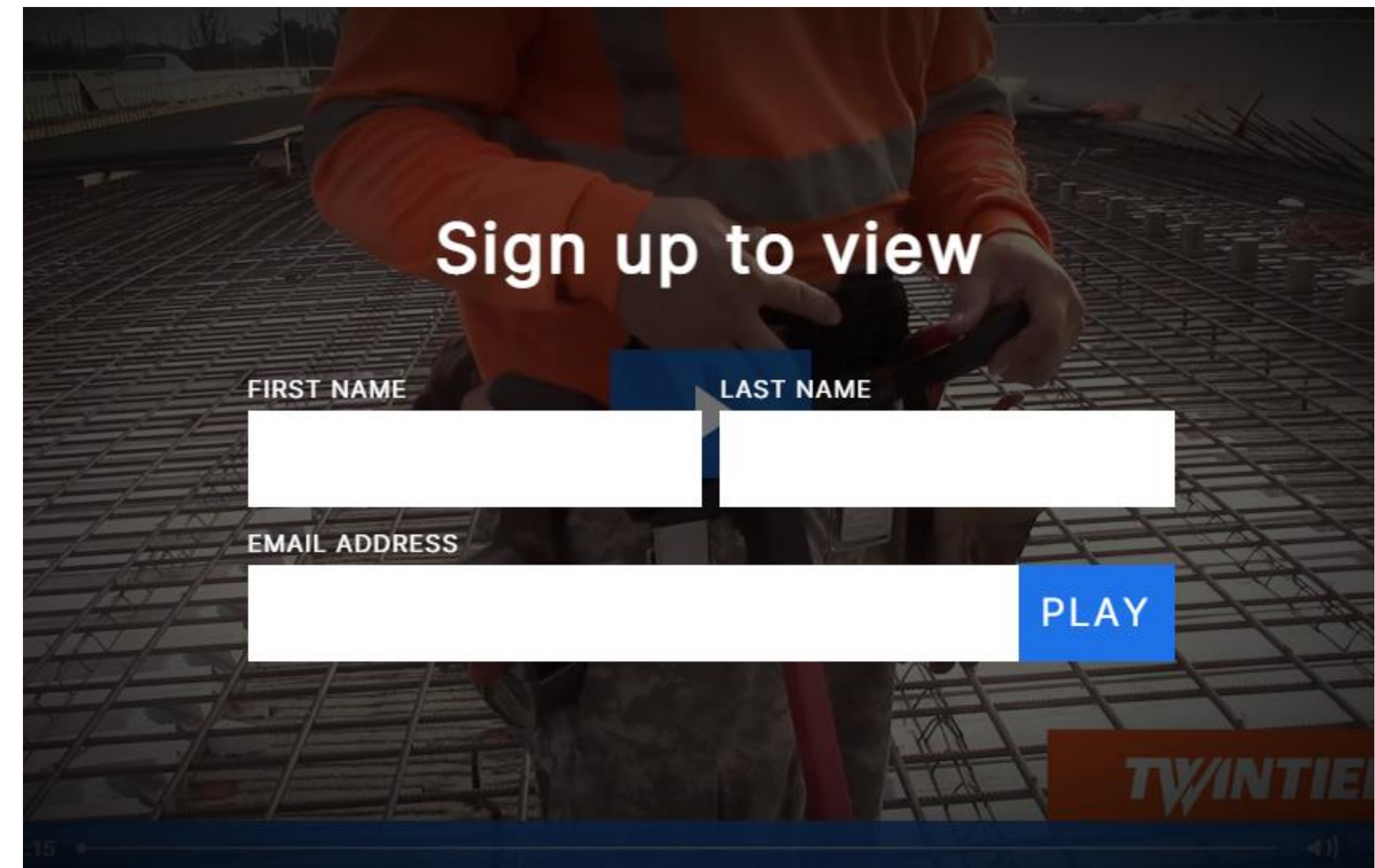
Full video analytics, play engagement, and lead info are easily available throughout your campaign.



MQL VIDEO

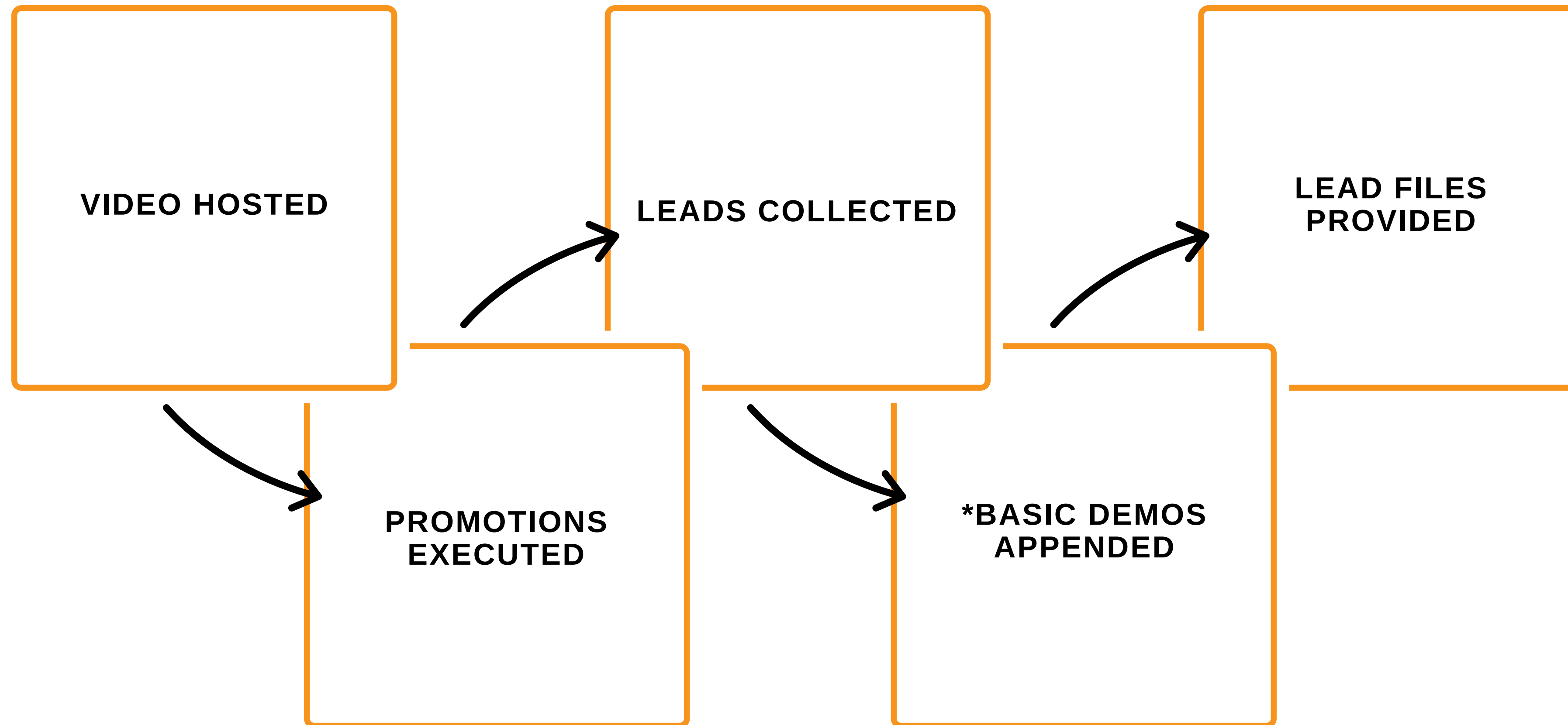
As a participant, you will benefit from:

- 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
 - How-to
 - Product Walk
 - Around Interviews
- 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!)



MQL VIDEO

PROCESS & EXECUTION





PAVE/X
EDUCATE. DEMONSTRATE. CONNECT.

 **IGNITE**
CONSTRUCTION SUMMIT

TRADE SHOWS & CONFERENCES

FOR
Construction
PROS.com®

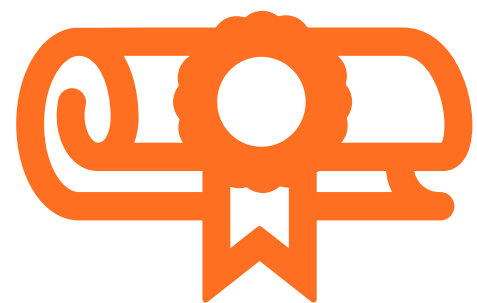


AN IMMERSIVE EXPERIENCE

PAVE/X Pavement Experience is an exciting new event created for vendors and contractors to connect, learn and grow their businesses in the pavement and asphalt industry.

This is your opportunity as a manufacturer or distributor of pavement equipment or services to meet face-to-face with potential customers and decision-makers all while building awareness and loyalty across a broad spectrum of other pavement professionals.

The PAVE/X Difference:



EDUCATE

the pavement industry in a way that has never been seen before.



DEMONSTRATE

innovative pavement products with LIVE equipment demos.



CONNECT

With industry leaders through expanded daytime & evening networking opportunities.

[LEARN MORE >>](#)





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 PREMIER EDUCATIONAL CONFERENCE

The IGNITE Construction Summit is the paving & pavement maintenance 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 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 presentations.

>> **KEY FOCUS: "ACTIONABLE INSIGHTS"**



FORMERLY KNOWN AS AC BUSINESS MEDIA