

**2019**

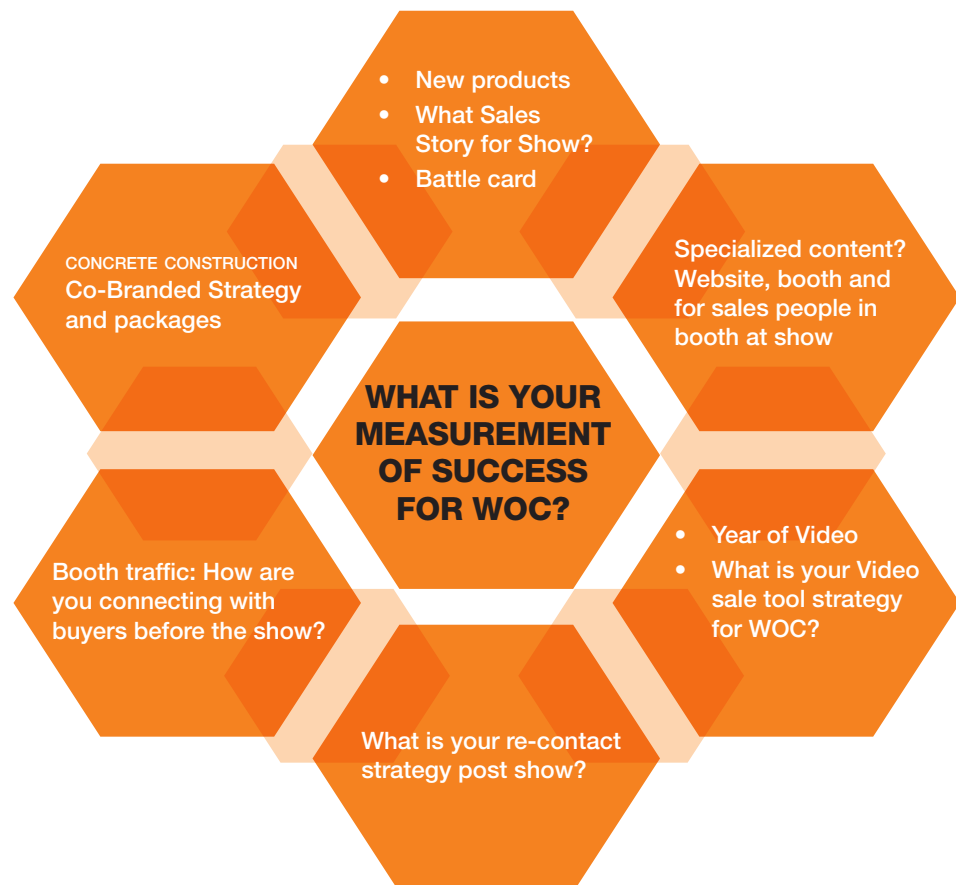
# WORLD OF CONCRETE MEDIA OPPORTUNITIES

**WOC 200****BOOTH  
ENGAGEMENT****PRE-WOC  
NEWSLETTERS****FLOORPLAN MAPS****LUNCHEONS****MOBILE  
OPPORTUNITY****MOST INNOVATIVE  
PRODUCT (MIP)****PROGRAM &  
EXHIBITS GUIDE****RATES****CONTACTS****COMMERCIAL CONSTRUCTION NETWORK**

# WOC 200

**WOC 200****BOOTH  
ENGAGEMENT****PRE-WOC  
NEWSLETTERS****FLOORPLAN MAPS****LUNCHEONS****MOBILE  
OPPORTUNITY****MOST INNOVATIVE  
PRODUCT (MIP)****PROGRAM &  
EXHIBITS GUIDE****RATES****CONTACTS**

**A WOC 200 INVESTMENT IS...**  
**STRATEGIC, TARGETED, ACTIONABLE, MEASURABLE**





# BOOTH ENGAGEMENT PROGRAM

## MAKE YOUR BOOTH AN ATTENDEE DESTINATION

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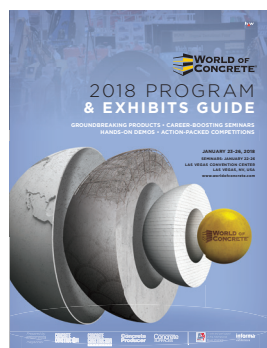
### WOC Pre-Show Digital Planner: 200,000+ Circulation

Branded under The Daily News banner, the Pre-Show Planner reaches 200,000+ contractors and producers including all pre-registered 2019 WOC attendees, digital circulation for CONCRETE CONSTRUCTION.

It offers a guide to World of Concrete so attendees can begin the planning process. Rates are built into the costs for The Daily News.

**Ad Reservations:**  
November 5, 2018

**Ad Materials Due:**  
November 9, 2018



### Program & Exhibits Guide: 40,000+ Circulation

Attendees come to WOC with a plan of exhibits they "must see" based on current and future projects. They use the Program & Exhibits Guide to "map out" their days at WOC of MUST VISIT EXHIBITS.

1,200+ exhibits, 22 miles of aisles, three exhibit halls, four outdoor areas, multiple live demos and over 100 seminars is simply too much for any attendee to manage and assure they see all they have to see, that's why the WOC Program Guide is effective.

**Ad Reservations:**  
November 30, 2018

**Ad Materials Due:**  
December 5, 2018



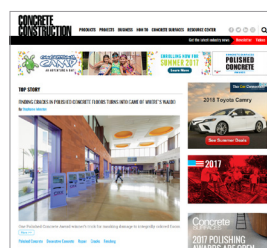
### WOC Daily News: 35,000 Circulation (at WOC), three editions THE OFFICIAL DAILY NEWS OF WORLD OF CONCRETE

The Daily News is published every day during WOC to provide attendees with highlights from the day before (products, seminars, live demos and more) and the current day's must see activities.

Attendees read The Daily News before and during show hours. It's a great way to secure the "Impulse Buyer" who may not have thought about paying your booth a visit.

**Ad Reservations:**  
December 14, 2018

**Ad Materials Due:**  
December 19, 2018



### Pre-WOC Newsletters

Participate in these special WOC-dedicated newsletters—in addition to our normal CONCRETE CONSTRUCTION newsletter reach of 100,000, these special newsletters will also be sent to all 2019 WOC pre-registered attendees. These newsletters will deploy once per month starting in September leading up to the show.

# MIP

## GET RECOGNIZED FOR YOUR INNOVATION. ENTER YOUR PRODUCT IN WOC'S MIP 2019

Each year, World of Concrete exhibitors submit their products to the Most Innovative Product Award Program—the only annual award program designed to honor product design for all segments of the concrete and masonry industries.

### THREE AWARD CATEGORIES

- **Industry Choice Award:** presented to one product in each category based upon the most votes received in an online survey and ballots provided at the World of Concrete.
- **The Experts Choice Award:** presented to selected products determined by a group of industry professionals.
- **Editor's Choice Awards:** presented to selected products by the staff of CONCRETE CONSTRUCTION and PUBLIC WORKS.

### 2019 CATEGORIES

- Materials for Concrete Construction
- Repair/Demolition Materials, Tools, and Equipment
- General Construction Tools & Equipment
- Business & Technology
- Concrete Construction Equipment
- Slab Tools/Equipment & Materials
- Concrete Surfaces & Decorative Concrete Equipment & Materials
- Concrete Production and Delivery Equipment
- Precast & Block Production
- Masonry Materials and Equipment
- Dust Control and Accessories

**Estimated Total Audience Engagements,  
Industry-wide: 600,000+**



### DEADLINES:

**September 4, 2018**

MIP call for entries submissions begins

**November 2, 2018**

To be featured in the WOC Pre-Show Planner

**December 1, 2018**

- Final date for inclusion in editorial coverage in January CONCRETE CONSTRUCTION
- To be featured in the WOC Daily News on-site printed version
- Final submission deadline to enter MIP

### FEES:

**\$650 per entry**

**Entrants must be 2019 World of Concrete exhibitors.**

**TO ENTER AND GET MORE DETAILS:  
[WWW.VOTEMIP.COM](http://WWW.VOTEMIP.COM)**

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hanleywood

[hanleywood.com](http://hanleywood.com)



# MIP

## GET MORE EXPOSURE FOR YOUR PRODUCT

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After submitting your MIP entry, take advantage of these additional opportunities to help promote your product at WOC 2019:

- **World of Concrete Daily News Ad:** Advertise in the WOC Daily News and reach 40,000+ attendees during WOC.
- **Get more exposure for your product.** Check out booth packages for more engagement.
- **Daily News Pre-Show Planner:** Advertise in the Pre-Show Planner, a "digital" guide to WOC and reach 200,000 concrete professionals before the show. Direct link to your website.

### Pricing Options:

**\$1,350 net\*** (ad is \$700.)

MIP Entry + Ad in Pre-Show Planner (half page)

**\$1,500 net** (ad is \$850.)

MIP Entry + Ad in Daily News (1/4 tabloid page)

**\$2,100 net\*** (ads are DN \$800, PSP \$650)

MIP Entry + Ad in Daily News + Ad in Pre-Show Planner

### Need Additional Reasons to Enter your Product into the MIP Program?

#### Pre-Show Editorial Coverage:

- All nominated products received by November 2, 2018 will be included in a special section of the Daily News Pre-Show Planner.
- Each entrant will receive a high res MIP logo that can be included in marketing efforts in product promotion.

#### Online Ballot:

The online ballot is a special microsite of the CONCRETE CONSTRUCTION website. The website will be linked to all our publications. Each product will have its own ballot page which will include:

- Product name, image, exhibitor's name, and booth number
- Product application description
- Link to exhibitor's website
- Link to product website
- Website and Newsletter promotion to encourage voting

#### Promotion During WOC:

- Images of all nominated products will be featured in a special MIP Display located in the Grand Concourse area between North and Central Halls.
- Website and Newsletter promotion to encourage voting
- Each product will receive a write-up that will be published in a special section published in an edition of the World of Concrete Daily News.
- Each participating exhibitor will receive one MIP sign to display in their booth to encourage voting in the MIP award program.
- The World of Concrete Program & Exhibits Guide will feature a special section that lists each product, exhibitor's name and booth number.
- Each exhibitor entering the MIP will receive 50 paper ballots for distribution in their booth, plus a PDF of the ballot with which to print additional ballots.
- Special MIP ballot collection kiosks will be located in the show halls encouraging voting.

#### MIP Results Editorial Coverage:

Winners will be announced by February 17, 2019. Winners will be published in the Daily News Post-Show Review. Award-winning products will receive editorial coverage in post-show issues of CONCRETE CONSTRUCTION, as well as online at CONCRETE CONSTRUCTION's website. Winners will also receive a special certificate in recognition of their award. Website and Newsletter promotions will run to encourage voting.

**Don't wait—submit your MIP entry today.**

**Questions? [mipawards@hanleywood.com](mailto:mipawards@hanleywood.com)**

**TO ENTER AND GET MORE DETAILS:**  
**[WWW.VOTEMIP.COM](http://WWW.VOTEMIP.COM)**

\*Only available until November 2, 2018

[hanleywood.com](http://hanleywood.com)



hanleywood

# PROGRAM & EXHIBITS GUIDE

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## 2019 WOC PROGRAM & EXHIBITS GUIDE

PROMOTE YOUR LOGO, COMPANY AND YOUR BRAND  
TO 40,000 WOC ATTENDEES

### BENEFITS TO PROMOTING YOUR COMPANY LOGO

- Your logo builds brand identity attendees recognize as they walk 22 miles of aisles.
- Your logo is always a visible component of your booth. Drive Booth Traffic.
- Yellow Highlights are eye magnets to your company name in product sections.
- Your logo will help you stand out among the 1,000 exhibitors.

**SPECS:** logo should be 2 inches wide by 1 inch high; 4 color; 266 dpi or higher; jpg, tif, eps.

**AD CLOSE AND MATERIAL DUE DATE FOR LOGOS: DECEMBER 1, 2018**

**\$225**

Option A | YELLOW HIGHLIGHT

☐
**\$375**

Option B | COMPANY LOGO

☐
**\$500** The Best Value!

Option C | COMBO HIGHLIGHT &amp; LOGO

☐

**YES!** Sign me up today for option \_\_\_\_\_

Company: \_\_\_\_\_ Phone: \_\_\_\_\_ Booth #: \_\_\_\_\_

Contact: \_\_\_\_\_ Email: \_\_\_\_\_

Signature: \_\_\_\_\_

**Fax to:** 202.785.1974

**For more information:** Contact Phil Hernandez | phernandez@hanleywood.com | office: 202.736.3381 | cell: 703.599.3076

### Required material

#### Resolution

266 dpi or higher

#### File type

eps, tiff or jpeg

#### Color

B/W or 4-color CMYK build

#### Email logo to

phernandez@hanleywood.com

# RATES

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## PUBLICATION RATES (NET)

### DAILY NEWS

AD UNITS	COST
2 Page Spread	\$8,755
Tabloid Page	\$5,665
1/2 Page Horizontal	\$3,090
1/4 Page Vertical	\$1,545

### DAILY NEWS PRE-SHOW PLANNER

AD UNITS	COST
2 Page Spread	\$2,575
Full Page	\$1,930
1/2 Page Horizontal	\$1,340
1/4 Page	\$1,005

### PROGRAM & EXHIBITS GUIDE

AD UNITS	COST
2 Page Spread	\$5,540
Full Page	\$4,260
2/3 Page	\$3,990
1/2 Page Island	\$3,500
1/2 Page Horizontal/Vertical	\$2,910
1/3 Page Vertical/Square	\$2,365
1/4 Page	\$2,245

All rates include 4-color

## SPECS & MECHANICAL INFORMATION

### DAILY NEWS (TABLOID)

	WIDTH	DEPTH
2 Page Spread (Bleed)	21"	13 1/4"
2 Page Spread (Non-Bleed)	20 1/4"	12 1/2"
Tabloid Page (Bleed)	10 5/8"	13 1/4"
Tabloid Page (Non-Bleed)	9 7/8"	12 1/2"
1/2 Page Horizontal (Bleed)	10 5/8"	6 1/2"
1/2 Page Horizontal (Non-Bleed)	9 7/8"	6"
1/4 Page Vertical (Non-Bleed)	4 3/4"	6"

Live matter must be within 9 7/8" x 12 1/2" per page

Trim: 10 3/8" x 13"

Binding: Saddle stitched

Safety: Keep all matter a minimum of 1/4" from trim on all sides

### DAILY NEWS PRE-SHOW PLANNER

	WIDTH	DEPTH
2 Page Spread (Bleed)	16 1/2"	10 3/4"
2 Page Spread (Non-Bleed)	15"	10"
Full Page (Bleed)	8 1/4"	10 3/4"
Full Page (Non-Bleed)	7 1/2"	10"
1/2 Page Horizontal (Bleed)	8 1/4"	5 1/2"
1/2 Page Horizontal (Non-Bleed)	7"	4 3/4"
1/4 Page	3 5/16"	4 3/4"

Digital Edition

Size: 8" x 10 1/2"

Live matter—allow 1/4" safety on all sides

Company URL required with ad materials

### PROGRAM & EXHIBITS GUIDE

	WIDTH	DEPTH
2 Page Spread (Bleed)	16 1/2"	10 3/4"
Full Page (Bleed)	8 1/4"	10 3/4"
Full Page (Non-Bleed)	7 1/2"	10"
2/3 Page	4 9/16"	10"
1/2 Page Island	4 9/16"	7 1/2"
1/2 Page Horizontal (Bleed)	8 1/4"	5 1/2"
1/2 Page Horizontal	7"	4 3/4"
1/2 Page Vertical	3 5/16"	10"
1/3 page Vertical	2 3/16"	10"
1/3 Page Square	4 9/16"	4 3/4"
1/4 Page	3 5/16"	4 3/4"

\*Live matter must be within 7 1/2" x 10"

\*\* Live matter per page 7 1/2" x 10"—avoid breaking words across gutter

Trim: 8" x 10 1/2"

Binding: Perfect Bound

Safety: Keep all live matter a minimum of 1/4" from trim