

WORLD OF CONCRETE 360

A Year Round Digital Media Platform



2021 Marketing, Advertising and Sponsorship Opportunities
Contact: Greg Cooke - gregory.cooke@informa.com /224-240-3484

World of Concrete (WOC) is the premiere annual international trade show for 60,000+ concrete and masonry professionals. In addition to meeting in-person during the annual show, WOC offers a variety of digital and onsite solutions for engaging with our database of 100,250 active industry professionals during the show and throughout the year. Whatever your goals and objectives, our team can design a marketing and sales engagement program for any budget level.



The WOC database consists of 100,250 unique and active industry professionals who have registered to attend WOC shows the past three years and who are pre-registered to attend the upcoming show, along with individual who have subscribed to our WOC 360 media products.

WOC has developed a suite of digital products to target the WOC database while partnering with best-in-class technology partners to take advantage of today's leading-edge digital tools. For customized digital programs aligned with your companies sales and marketing objective please contact Greg Cooke, 224-240-3484 or at

WORLD OF CONCRETE 360 E-NEWSLETTER

Launched at the end of February 2020, the World of Concrete 360 newsletter is sent bi-weekly on Tuesdays to 187,000 industry professionals.

Each issue of World of Concrete 360 will include:

- Industry News and Information
- Company Profiles
- New Product Information
- Industry Research
- Exclusive content

Semi-exclusive advertising opportunities are available for up to five customers in each newsletter.

Advertising Rates*

Leader Board - 728x90	\$1,500/issue
Position 1 - 300x250	\$1,500/issue
Position 2 - 300x250	\$1,400/issue
Position 3 - 300x250	\$1,200/issue
Footer Position - 728x90	\$1,100/issue

*Packages available based on 6X+ frequency

WOC E-NEWSLETTER DUE DATES

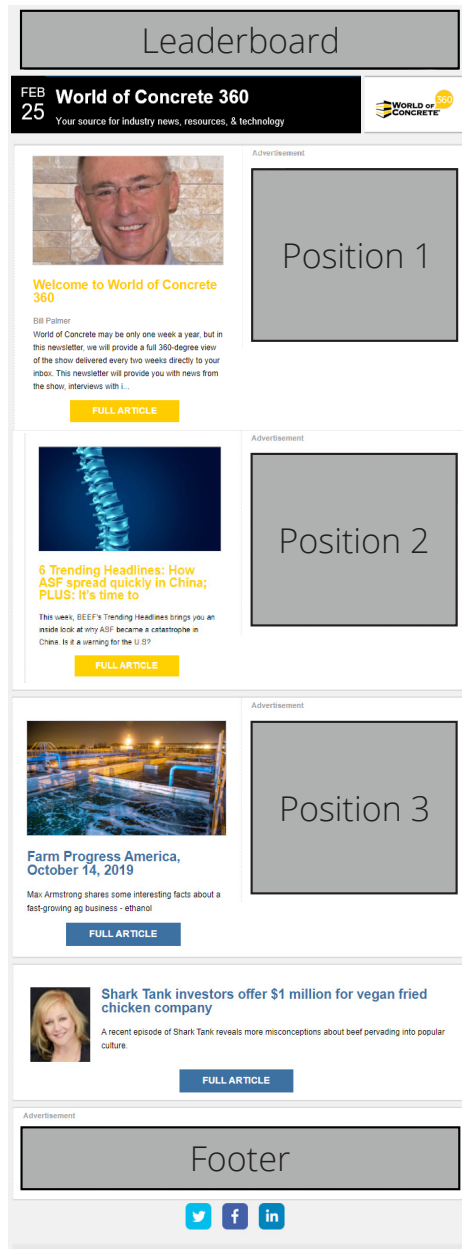
Only ONE creative per newsletter is allowed. New creative can be submitted at anytime for future newsletters, as long as it is submitted before the creative due date listed in the chart below.

Email Send Date	Creative Due
March 10	Feb 28
March 24	March 13
April 14	April 3
April 28	April 17
May 12	May 1
May 27	May 15
June 9	May 29

Email Send Date	Creative Due
June 23	June 12
July 14	July 2
July 28	July 17
August 11	July 31
August 25	August 14
Sept 15	Sept 4
Sept 29	Sept 18

Email Send Date	Creative Due
Oct 14	Oct 2
Oct 27	Oct 16
Nov 10	Oct 30
Nov 24	Nov 13
Dec 8	Nov 25
Dec 22	Dec 11

WOC E-NEWSLETTER ADVERTISING UNITS



Leader Board: \$1,500*
728x90

Position 1: \$1,500*
728x90

Position 2: \$1,400*
300x250

Position 3: \$1,200*
300x250

Footer Position: \$1,100*
728x90

***Per Issue**

WOC E-NEWSLETTER ADVERTISING SPECS

Ad Placement	Dimensions	Image File Size	Image File Formats	Linking URL
Leader Board	728x90	200 kb max	jpg, png, gif	Required upon creative submission
Position 1-3	300x250	200 kb max	jpg, png, gif	Required upon creative submission
Footer	728x90	200 kb max	jpg, png, gif	Required upon creative submission

- **Not Accepted:** Third Party tags, 1x1 tracking pixels, animated, flash or video files will not be accepted
- **Accepted:** Click trackers



NEW ONLINE OPPORTUNITY!

ADVERTISE ON WOC360.COM AND REACH THE [WORLD OF CONCRETE AUDIENCE](https://www.worldofconcrete.com) ALL YEAR!

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Launching November 2020, WOC360.COM will be a stand-alone website from World of Concrete, providing a year-long destination for industry professionals to keep up with the latest relevant news that drives the global construction marketplace. Topics covered on WOC360.COM will include:

Industry News:

Everything that is happening in the concrete and masonry industries from material suppliers, designers, and contractors.

- World of Concrete Show News
- WOC Cosponsors and Partner Updates
- Industry Education & Awards

Products and Manufacturers:

Highlighting newest products and services that are advancing concrete and masonry design and construction.

- Manufacturer Profiles & New Product Launches
- Innovative Products

Concrete and Masonry Resources:

Technical guidance on everything from the basics to the newest materials and techniques that are shaping the design and construction of concrete and masonry. Sectors covered will be Concrete Slabs, Structural, Paving, Masonry, Producers & Precast, Technology, Concrete Surfaces & Decorative, Repair & Demolition, Material Handling, Zero Emission Equipment, and Robotics & Automation.

Business and Markets:

Industry suppliers, designers, and builders are businesspeople; this section has guidance on how to operate a small construction business and will feature the people who are successful at it.

- Running Your Business
- Marketing Your Services
- Concrete and the Economy
- Influential Industry People
- Business Profiles

POWERFUL MARKETING REACH TO DRIVE TRAFFIC TO WOC360.COM WILL INCLUDE:



World of Concrete 360 newsletter & website
The WOC database consists of **over 180,000** unique and active industry professionals. The WOC360 newsletter is deployed bi-weekly via email and each issue of World of Concrete 360 includes:
WOC360.COM website Promotion
Exclusive Industry News and Information
Company Profiles & New Product Information
Industry Research. The WOC website boasts average page views of 2,152,405, and unique page views of 1,596,145.



Broadcast Email Campaigns with more than **600,000** impressions, WOC360.COM will be promoted in WOC email communications throughout the year.



Collaborative Partnerships with more than **125 Media Outlets** and Associations representing hundreds of thousands of end users and industry professionals, contributing and promoting this new industry hub.



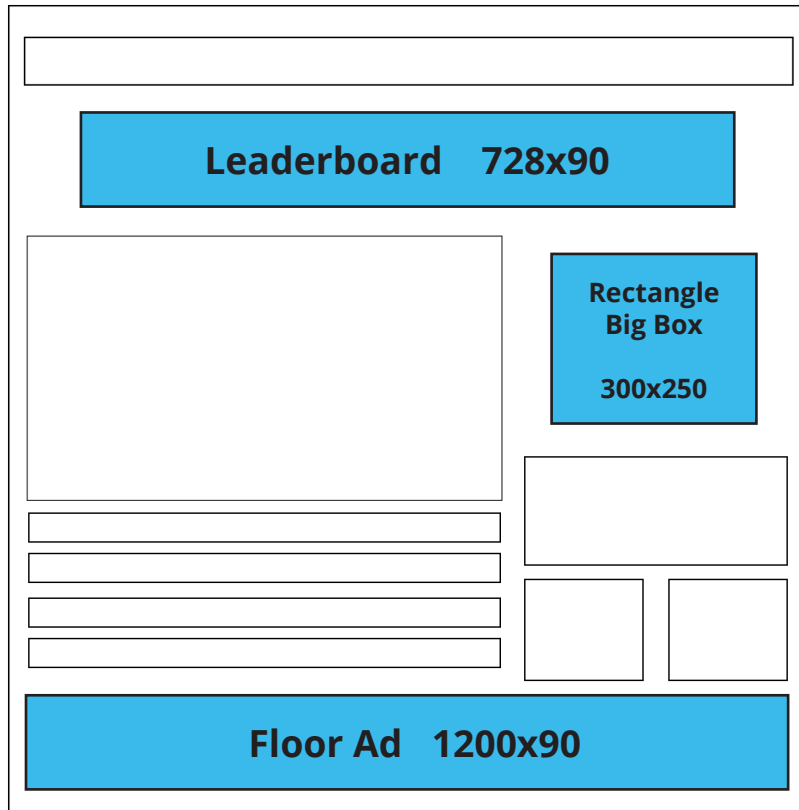
Online Advertising & Social Media Promotion
More than **1.7 million** impressions worldwide and over **80,000** followers across Facebook, Twitter, LinkedIn, Instagram and YouTube.



Direct Mail Campaign targeting **150,000** show attendees, with mentions of WOC360.COM



DIGITAL AD GUIDELINES



Leaderboard

728x90 pixels (desktop)
320x50 pixels (mobile)
\$950/Month

Rectangle/Big Box

300x250 pixels
\$900/Month

Half Page

300x600 pixels
\$1,500/Month

Floor Ad

1200x90 pixels
\$850/Week

Welcome Ad

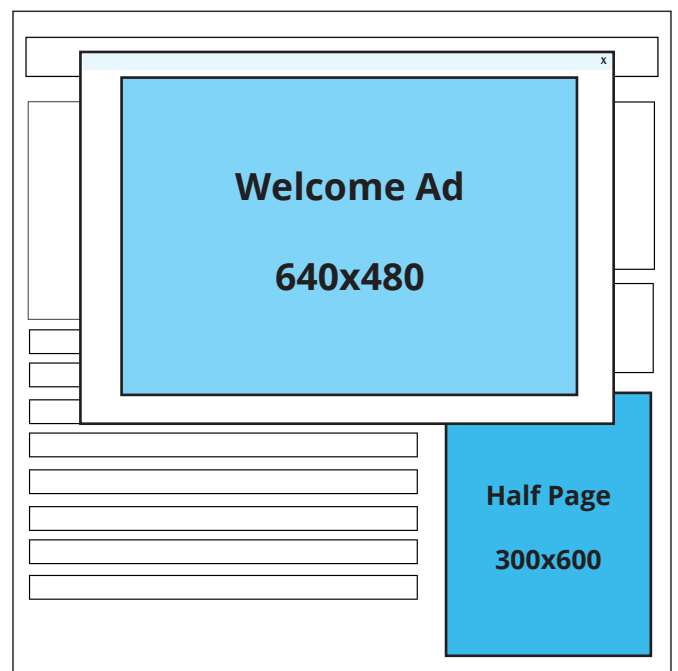
640x480 pixels (desktop)
320x50 pixels (mobile)
\$1,500/Week, \$5,000/Month

Native Ad

Varied sizes available
\$1,500/Month
**Limit 3 per month*

In-Article Video

1280x720 pixels
\$1,800/Month





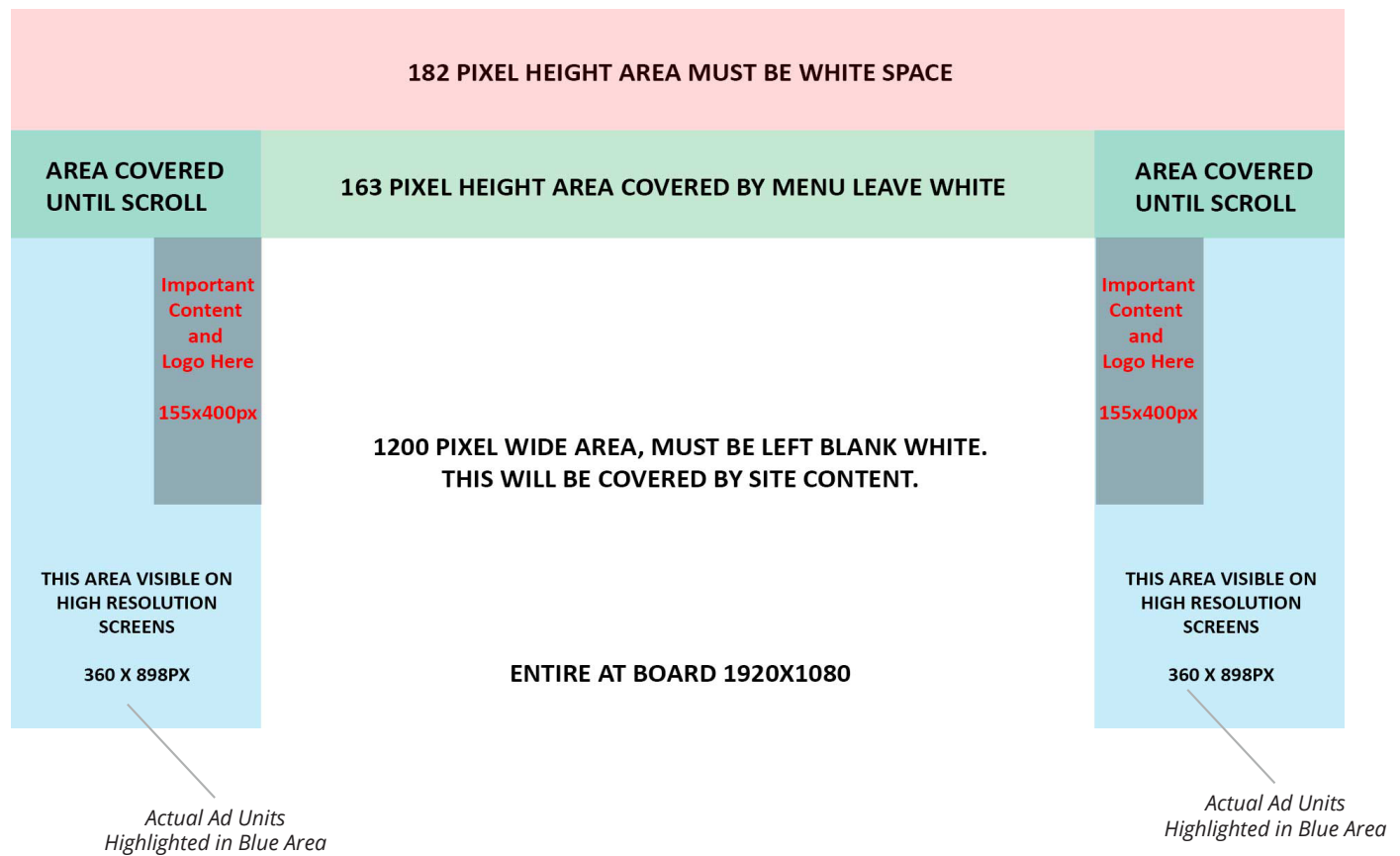
WOC360.COM ADVERTISING & SPONSORSHIP OPPORTUNITY

WOC360.COM SITE SKIN

Visible 100% of the time as you scroll down the WOC360 website. Available site wide.

- Max artboard/canvas dimension of 1920W x 1080H
- Center content well must remain completely blank/white (1200W)
- Top 165 pixels of the artboard must remain completely blank/white. Artwork starts at pixel 166H.
- Artwork sits on either side of center content well like side-pillar.
- 155W x next 585H (each pillar) is visible on most low-resolution screens
- 360W x next 915H (each pillar) is visible on higher resolution screens
- Top 228 pixels of visible artwork should contain background color/image but must not contain important logos/ messaging as it will be covered by site

Exclusive Monthly Opportunity (1 advertiser per month)
\$1,250 Per Month





DIGITAL AD GUIDELINES

Ad Placement	Dimensions
Rectangle/Big Box	300x250 pixels, 72 ppi, 200KB Max, URL to hyperlink ads
Half Page	300x600, 72 ppi, 200KB Max, URL to hyperlink ads
Leaderboard	728x90 pixels (desktop), 320x50 pixels (mobile) (both needed), 72 ppi, 200KB Max URL to hyperlink ads
In-Article Video	Dimension: 1280x720 Max File Size: 20 MB Video Format: MP4 Length: 15- 60 Seconds Tag accepted: 1x1, VAST, VPAID JS (HTML); all tags must be SSL only 1 Linking URL
Welcome Ad	640x480 pixels (desktop) 320x50 pixels(mobile), 72 ppi, 200KB Max, 100MB host-initiated, Subload Max Time: 15 Seconds
Native Ad	UMPU: 180x155 200Kb Max, 15-word headline, 40-word brief summary and URL Category Native: 300x225 200Kb Max, 15-word headline, 40-word brief summary and URL Article Native: 300x225 200Kb Max, 15-word headline, 40-word brief summary and URL
Floor Ad	1200x90 pixels (desktop) 72 ppi 200 kb Max, 300KB Host-Initiated Subload, JPG, GIF or PNG, URL to hyperlink ads

Standard Ad Unit File Accepted

JPEG, PNG, GIF - Animated Max Number of Loops: 3

HTML 5w

3rd Party Tags

3rd Party

All 3rd party tags and accompanying technologies being served by tags must be SSL compliant (HTTPS)

HTML5

- File size for HTML5 creative is 200kb for max initial file load
- Information on click macro implementation must be provided.
- Advertiser/Client must host all files referenced in HTML5 ad.
- Static backup image file required (JPG, GIF, PNG). Any browsers incapable of displaying HTML5 will show the backup image.
- All HTML5 code must adhere to the ad guidelines and specifications for its respective ad unit.
- HTML5 code must be submitted in accordance to the ad unit's submission lead time for proper testing and any necessary revisions.
- Avoid using z-index as CSS layering styles can cause issues with elements on the website.
- Refrain from styling global elements like the body and universal tags (such as 1, h1, p, etc. since these will interfere with the website's styles)

HTML5 ads can be submitted as:

- Third-party tag.
- DoubleClick Studio creative directly pushed to our DFP network from DC Studio.
- DoubleClick Campaign Manager tag (DCM internal redirect).