



NEW ONLINE OPPORTUNITY!

ADVERTISE ON WOC360.COM AND REACH THE **WORLD OF CONCRETE AUDIENCE** ALL YEAR!

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 online solutions for engaging with our database of 187,000 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.

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 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.



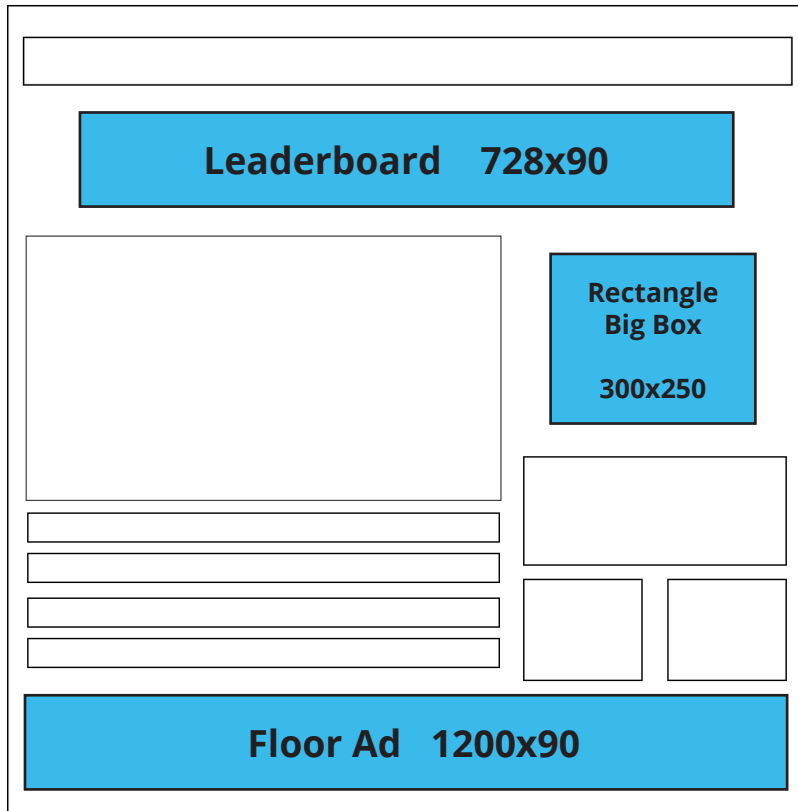
Collaborative Partnerships with more than **125 Media Outlets** and Associations representing hundreds of thousands of end users and industry professionals, contributing and promoting this new industry hub.



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



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



Leaderboard

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

Rectangle/Big Box

300x250 pixels
\$900/Month

Half Page

300x600 pixels
\$1,500/Month

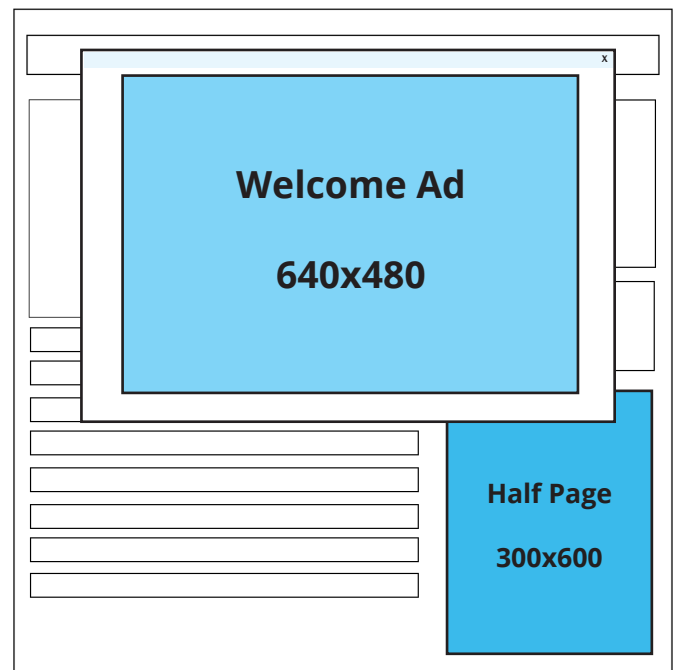
Floor Ad

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



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).