

# 2022 WORLD OF CONCRETE DIGITAL PLANNER



Make the most of your investment at the World of Concrete by highlighting your company's products and services with attendees of the 2022 Show in Las Vegas, WOC Virtual events attendees, and the overall WOC database of 180,000 plus audience members.

## WOC Digital Planner

The Digital Planner is a digital resource for trade professionals in the Concrete and Masonry Industry. For attendees of WOC events it will be a valuable resource for optimizing how to spend their time, and will contain live links back to your website. And for the broader industry it will provide a valuable reference resource for the products and services presented during 2022 WOC events.

The Digital Planner will provide an overview of the show's education program, exhibitor list, trade show floor plan, special events, speakers, featured new products, and destination information for Las Vegas. This advance guide will provide the user a tool for planning their time at the show -- including which exhibitors to visit! With the planner's digital format, it will contain live links back to your website! We will link key information to additional sources to provide more content to the user making the Planner a valuable tool to both attendees and non-attendees.

The Official WOC Digital Planner will be sent to the full WOC database of 187,000 industry professionals, including all pre-registered attendees plus subscribers to our WOC 360 newsletter and website. It will be sent once in December 2021 & again in January 2022. Total reach of 400,000+. Advertisers will be included in both issues for one price.

Ad Reservations Deadline – November 6  
 Ad Materials Deadline – November 12  
 Distribution Dates – Mid-December/Early January 2022

### Advertising Rates

Premium Position Left Hand Page	
Opposite the Cover:	\$2,500
2-Page Spread	\$2,575
Full Page	\$1,930
1/2-Page Horizontal	\$1,340
1/4-Page	\$895

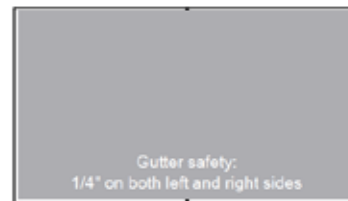


## WOC Digital Planner Ad Specs

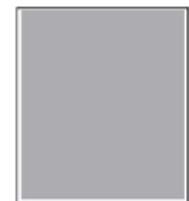
### DIGITAL PRE-SHOW PLANNER (Digital)

	Width	Depth
2 Page Spread (Bleed)	16.5"	10.75"
2 Page Spread (Non-Bleed)	15"	10"
Full Page (Bleed)	8.25"	10.75"
Full Page (Non-Bleed)	7.5"	10"
1/2 Page Horizontal (Bleed)	8.25"	5.5"
1/2 Page Horizontal (Non-Bleed)	7"	4.75"
1/4 Page Vertical (Non-Bleed)	3.3125"	4.75"

Digital Edition Size: 8" x 10.5"  
 Live matter: Allow .25" safety on all sides  
 Company URL required with ad materials



**Spread**  
 Trim—16" x 10.5"  
 Bleed—16.5" x 10.75"  
 Live—15" x 10"



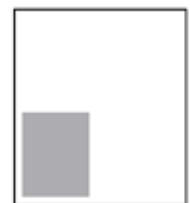
**Full Page**  
 Trim—8" x 10.5"  
 Bleed—8.25" x 10.75"  
 Live—7.5" x 10"



**1/2 Horiz.**  
 Non-Bleed—7" x 4.75"  
 Bleed—8.25" x 5.5"



**1/2 Vertical**  
 Non-Bleed—3.3125" x 10"



**1/4 Vertical**  
 Non-Bleed—3.3125" x 4.75"

**SUBMIT AD MATERIAL AND YOUR WEBSITE URL TO:**  
 Please email a high-res PDF to [rachel.sinistro@informa.com](mailto:rachel.sinistro@informa.com)