

“The staff at Aspermont are friendly, easy to deal with, professional and knowledgeable. But most importantly, their publications are read by the people that matter. ConstructionIndustryNews.net and CONTRACTOR magazine deliver the best opportunities for us to reach our construction industry market. And the results prove it”

Bree Andrijich
Marketing Manager, Allight Pty Ltd



2012
MEDIA KIT



ConstructionIndustryNews.net

What is ConstructionIndustryNews.net?

ConstructionIndustryNews.net is a leading online news service for the construction, engineering, building and earthmoving sectors.

Our dedicated journalists and contributors cover all the latest developments in construction equipment, projects, technology and companies in the Asia-Pacific region.

Subscribers receive an email bulletin three times a week and have access to an extensive, searchable archive of articles and industry reference material on the website.

Over the past eight years, *CIN* has built a reputation for providing quality, timely and valuable information that is unrivalled by any other online news service in the industry.

ConstructionIndustryNews.net is a subscription service. For subscription enquiries, or a free 30-day trial, contact +61 8 6263 9100 or subscriptions@constructionindustrynews.net

Focus Feature Schedule 2012

CIN's email bulletin is sent three times a week to more than 4,900 decision-makers in the construction industry. It is a subscription-based service, so our readers are genuinely interested in our editorial content and in relevant products and services.

JANUARY
 Safety

FEBRUARY
 Worksite Wheels

MARCH
 CME 2012

APRIL
 Road Construction

MAY
 Attachments

JUNE
 Plant Hire

JULY
 Quarry Equipment

AUGUST
 Excavators

SEPTEMBER
 Concrete Technology

OCTOBER
 Compact Technology

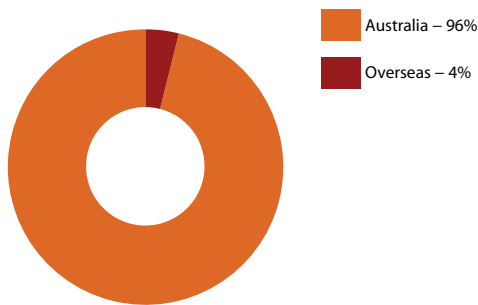
NOVEMBER
 Finance, Leasing &
 Insurance

DECEMBER
 Plant Hire

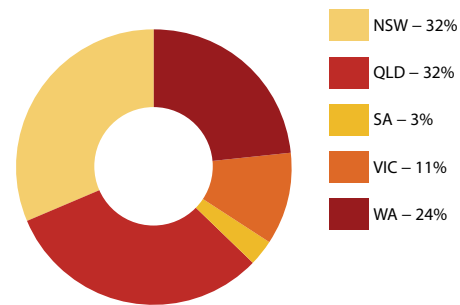
CME - Construction & Mining Expo

Reader Demographics

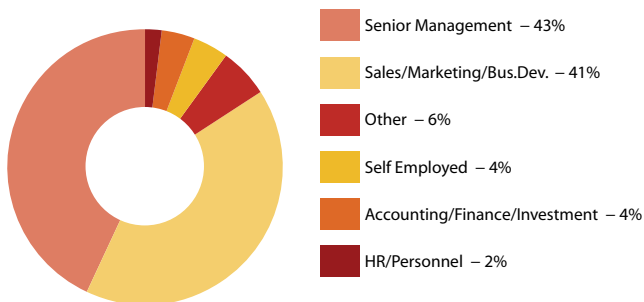
COUNTRY



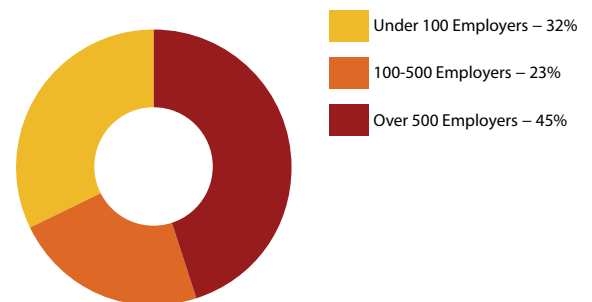
STATE IN AUSTRALIA



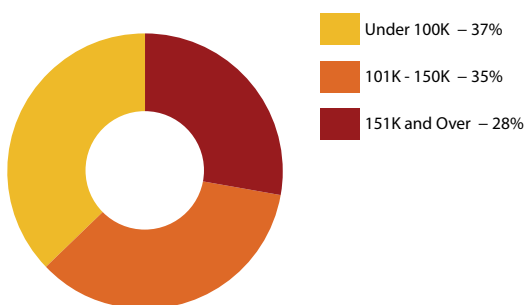
OCCUPATION



SIZE OF ORGANISATION



INCOME



Fast Facts

43% of readers are in senior management or director level positions.

63% of readers have an annual income of more than \$100,000.

68% of readers are in a position to authorise company expenditure, and 34% of readers have a spending authorisation of more than \$500,000.

64% of readers come to *ConstructionIndustryNews.net* as their preferred source of construction industry information.

Source: *ConstructionIndustryNews.net* Reader Survey

Newsletter Advertising Options

TOP BANNER (1)

Fixed in a prime position, below the *ConstructionIndustryNews.net* logo at the top of the bulletin.

SIDE BAR (2)

Located on the right-hand side, next to the content in the bulletin. Adverts change positions daily to ensure equal coverage.

Bulletin



Website Advertising Options

TOP BANNER (3)

Located a prime position, below the *ConstructionIndustryNews.net* logo at the top of the homepage.

SQUARE BUTTON (4)

Embedded next to the news. Six buttons appear on the homepage and on all unsponsored pages in rotation.

FOCUS FEATURES SPONSORSHIP (5)

Premier Sponsorship includes

- A static Sponsor Logo within the Focus Feature section on the website and bulletin
- A Top Banner advert located at the top of every story and story listing page for the sponsored feature

Standard Sponsorship includes:

- One of six button adverts embedded next to the news on the feature story page

Website



Artwork Specifications

Bulletin Static gif or jpeg. Max file size 20KB.

Website Animated or static gif, jpeg or swf (flash). Max file size 40KB.

Advertising Rates

HOME PAGE ADVERTISING RATES				
	1 month	3 months	6 month	12 months
Top Banner	\$828	\$2,179	\$4,037	\$6,925
Centre Button	\$828	\$2,179	\$4,037	\$6,925

HOME PAGE SPONSORSHIP				
	1 month	3 months	6 months	12 months
Search	\$1,335	\$3,512	\$6,085	\$10,495
Events	\$1,017	\$2,935	\$5,014	\$8,710
Section	\$1,067	\$2,809	\$4,888	\$8,395

BULLETIN ADVERTISING RATES				
	1 month	3 months	6 months	12 months
Top Banner	\$3,932	\$10,145	\$17,694	\$28,782
Side Bar	\$2,704	\$6,976	\$12,168	\$19,793

FOCUS FEATURE SPONSORSHIP				
	1 month	3 months	6 months	12 months
Premier Sponsorship	\$2,620	\$6,760	\$11,790	\$19,178
Standard Sponsorship	\$940	\$2,425	\$4,230	\$6,880

- All prices are in Australian dollars and include GST.
- Details of our Professional Placements, Used Equipment and other advertising opportunities are available on request.
- Advertisement copy can be submitted in several formats or we can design an advertisement for you at a cost of \$415.
- *ConstructionIndustryNews.net* can design and host a single web page for your company. Please contact your sales executive for further information.
- To ensure maximum exposure, we welcome your editorial contributions. Please forward any articles to editorial@constructionindustrynews.net.

Cancellation fees:

- A cancellation fee of 25% will apply if your print booking is cancelled 14 days or less before the scheduled booking deadline (refer note 1)
- A cancellation fee of 50% will apply if your print booking is cancelled after the nominated booking deadline and before the scheduled production deadline (refer note 1)
- A cancellation fee of 100% will apply if your print booking is cancelled after the scheduled production deadline (refer note 1)
- A cancellation fee of 25% will apply if your online booking is cancelled 30 days prior to the "go live" date (loading of ad) for the online advertising.
- A cancellation notice period of 30 days is required for all online advertising after the product has gone live. Aspermont reserves the right to invoice for the duration of the signed contract or up to the point of refilling the advertising position. At a minimum the advertiser will be billed for the 30 days' notice period.
- Any cost incurred by Aspermont for the Production of an advertisement (Print or Online) will be charged to the client in the 1st months billing, regardless of the advertisement going to print, going online or being cancelled.

Note 1 – All scheduled booking and production deadlines as supplied by your Aspermont Sales Executive. Please feel free to contact your representative for further information and clarification.