

Site *Prep*

The Connected
Contractors Resource



“ The industry’s **#1**
RESOURCE
for machine control,
excavating, grading and
new technologies.* ”

NEW FOR 2012

- Mobile Website
- Video Showcase
- You Dig This!

2012
MEDIA
PLANNER

*Site Prep's 2010 Reader Profile Study

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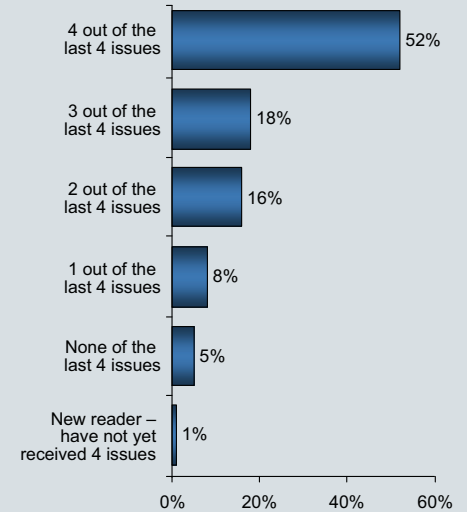


Click here to see a message from BNP's co-CEO Tagg Henderson

Site Prep is the #1 most-useful resource for site preparation, machine control, excavating, grading and construction technologies. This media kit is filled with new ideas and methods to help you deliver your message to our readers.

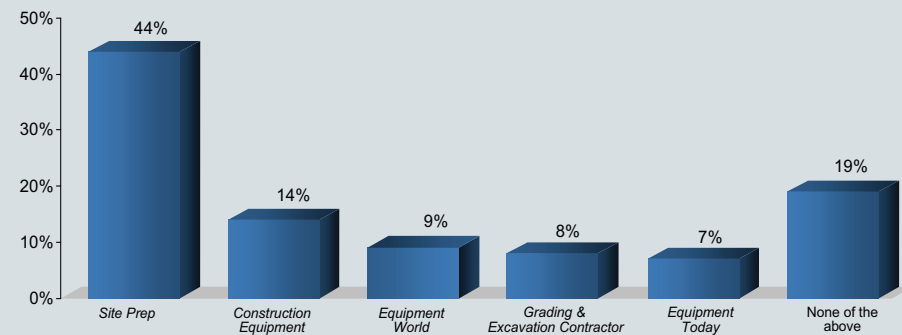
Site Prep is very well-read*

On average, out of the last four issues of *Site Prep* that were published, how many of the issues did you read?



Site Prep is the most useful publication*

Which one publication is the most useful to you in your work?



**Site Prep's* 2010 Reader Profile Study

MOBILE WEBSITE

Site Prep is happy to announce their newly launched website, Site Prep Mobile. With 45 million smart-phone users in the U.S, according to AdMob, it's the perfect time to unveil our all-encompassing site designed to give you constant news updates about what's going on in the machine control, excavating and grading industry right on your smartphone! Don't miss our daily updates in our Industry News and New Products & Equipment sections. Mobile

users can check out the site at www.siteprepmag.com using your smart-phone!



EXCLUSIVE EDITORIAL SNEAK PEEK EBLAST

Engage Site Prep subscribers before the print issue mails by sponsoring a Sneak Peek subscriber e-blast covering an upcoming feature article. As sole-sponsor, your 160 x 600 skyscraper is the exclusive ad in the Sneak Peek e-mail notification. You receive lead details from subscribers who click on the article or skyscraper ad.

- Sole-sponsored for greater visibility
- Limited two sneak peeks per month
- We blast it out for you to our subscribers
- Lead generation priority
- Engage readers before a hot story breaks



VIDEO SHOWCASE

Online video is a HUGE marketing channel. Every month, nearly 150 million Americans are watching videos online.* Take advantage of this opportunity to showcase your corporate videos to *Site Prep's* print readers AND our online audience. We host your video on siteprepmag.com. Print readers scan the mobile tag with their smartphone. ENews subscribers will click on the video showcase link to watch. Web-site visitors simply click on videos. Social media friends and followers will be notified in their newsfeeds. Includes your video file in .mov or .mp4 format, sized to 1,280 x 720 HD, 25-word description (included in the print showcase page) and your company logo (also included in print the showcase page).



VIDEO BOOTH TOURS

Site Prep provides you with a professionally produced and edited 2-3 minute video, shot from your booth at all major tradeshow featuring your products and services that were showcased. You will receive the video and own the copyright for your own marketing use, plus *Site Prep* distributes, hosts and promotes your video to our subscribers through all of our media channels (print, online, social media and eNews).



*May 2011: Top U.S. Online Destinations for Video, The Nielsen Co.

YOU DIG THIS!

New in 2012 ... introducing "You Dig This!" in every issue! New products for excavation and grading contractors are hitting the market all the time, and *Site Prep* highlights many of those products within our pages. But in 2012, "You Dig This!" will move

beyond the bullet points to give readers details about one product that is generating buzz on the Web. Each issue will now devote a full page to a new piece of equipment or technology that's getting the most clicks on

siteprepmag.com, as well as on our Twitter, Facebook and LinkedIn accounts.



ADVERTISING PACKAGES..... \$2,750

- a low-res PDF of the article page.
- 300 x 250 "You Dig This!" Article Sponsor Ad on siteprepmag.com, runs for one year.
- "You Dig This!" eBlast with leads from those who click on the article and your 160 x 600 skyscraper.

Next-Generation Webinars

Now in addition to our traditional webinar program, *Site Prep* is excited to introduce a new option for webinars, offering users a more dynamic, powerful and engaging experience. The new next-generation platform redefines webcasting by allowing you to personalize your webinar experience and integrate interactive social media capabilities, including Screen Share, Twitter, group chat, video, mobile delivery and more! With a next-generation webinar, your audience has greater control of their experience, can easily interact with webinar presenters and even network with other webinar participants. This creates a more immersive end-user experience, increasing engagement, effectiveness and ROI.



77% of the respondents, representing a wide variety of industries, indicate that a next-generation webinar is better or far better than traditional webinars.*

*NOTE: Next-generation webinar option must be specified at time of webinar purchase.
ON24 2010 Webcasting Report

To learn about Virtual Events, watch this video.



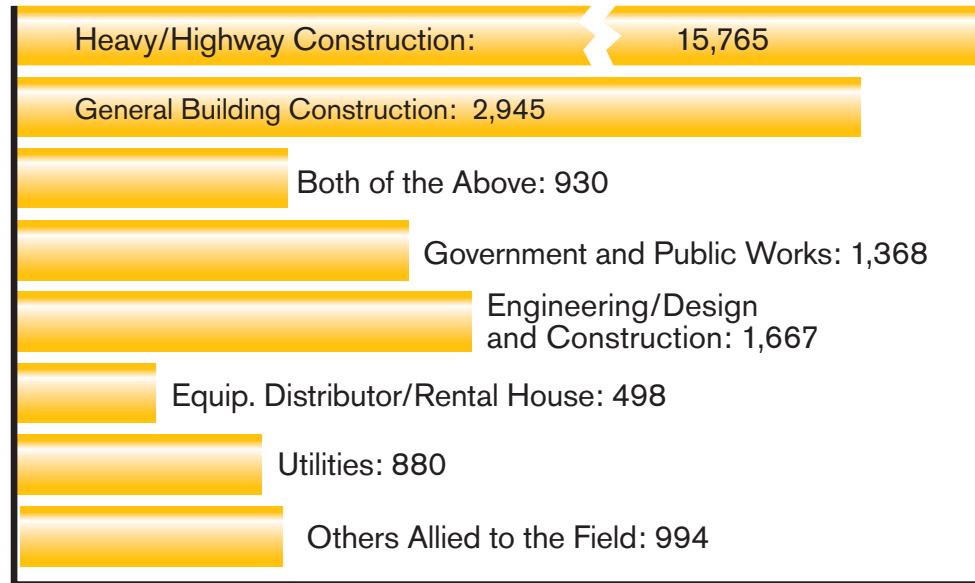
Great tool for lead generation!

SITEPREPMAG.COM

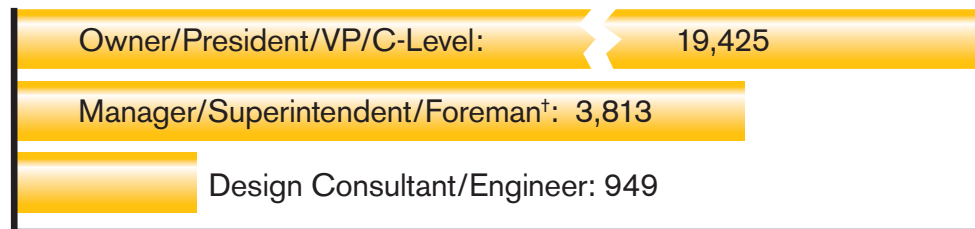
PRINT CIRCULATION

OUR CIRCULATION OF 25,000

includes people working in:*



And in these positions:*



*Includes: Upper/Middle Mgr; Project Mgr/Estimator/Equipment Mgr; Superintendent/Foreman

*BPA Circulation Statement, December 2011

ONLINE CIRCULATION

WEBSITE VISITORS

OUR WEBSITE TRAFFIC CONTINUES TO GROW!

User Sessions

2010 Average monthly user sessions: 3,796**

2011 Average monthly user sessions: 4,654*

Unique Browsers

2010 Average monthly unique browsers: 3,349**

2011 Average monthly unique browsers: 4,105*

SITE PREP CAN BOAST ABOUT OUR

100%

OPT-IN RATE

5,300 ENEWSLETTER RECIPIENTS***

**June 2010 BPA Circulation Statement

***Exact Target, May 2011

Print

ISSUE	TRADESHOW ATTENDANCE & ADVERTISER EXTRAS	EDITORIAL FOCUS	EQUIPMENT FOCUS	ATTACHMENT FOCUS
January/February Ad Close: Dec 1	AED-Condex , Jan 18-20, National Harbor, Md. World of Concrete , Jan 23-27, Las Vegas ARA , Feb 5-8, New Orleans IECA , Feb 26-29, Las Vegas NTEA , Mar 5-8, Indianapolis	<ul style="list-style-type: none"> ■ Demolition/Site Clearing ■ Utilities/Underground 	<ul style="list-style-type: none"> ■ Excavators 	<ul style="list-style-type: none"> ■ Buckets/Thumbs
March Ad Close: Feb 2	NDA , Mar 10-13, San Antonio NUCA , Mar 12-16, Fort Worth, Texas	<ul style="list-style-type: none"> ■ Trucking/Hauling ■ Software Solutions 	<ul style="list-style-type: none"> ■ Pickup Trucks/Trailers 	<ul style="list-style-type: none"> ■ Tool/Utility Boxes
April Ad Close: Mar 1	INTERMAT , April 16-21, Paris	<ul style="list-style-type: none"> ■ Technology Trends ■ Emissions 	<ul style="list-style-type: none"> ■ Wheel Loaders 	<ul style="list-style-type: none"> ■ Grapples/Rakes
May/June Ad Close: Apr 5	Video Showcase	<ul style="list-style-type: none"> ■ 5th Annual Machine Control Research Study ■ Jobsite Security 	<ul style="list-style-type: none"> ■ Motor Graders 	<ul style="list-style-type: none"> ■ Rippers/Scarifiers
July/August Ad Close: Jun 5	ESRI User Conference , July 23-27, San Diego APWA , Aug 26-29, Anaheim, Calif. Advertiser Spotlight	<ul style="list-style-type: none"> ■ Roads/Highways ■ Telematics 	<ul style="list-style-type: none"> ■ Land Clearing Machines 	<ul style="list-style-type: none"> ■ GPS/Lasers
September Ad Close: Aug 2	MINExpo , Sept. 24-26, Las Vegas eNews Product Showcase	<ul style="list-style-type: none"> ■ Erosion Control ■ Soil Remediation/Stabilization 	<ul style="list-style-type: none"> ■ Skid Steers 	<ul style="list-style-type: none"> ■ Quick Couplers
October Ad Close: Sep 6	Video Showcase	<ul style="list-style-type: none"> ■ Hybrid Machinery ■ Recycling 	<ul style="list-style-type: none"> ■ Dozers 	<ul style="list-style-type: none"> ■ Stump Grinders/Brush Cutters
November/December Ad Close: Oct 4	The Orange Book—Buyers Guide	<ul style="list-style-type: none"> ■ Equipment Financing/Business Strategies 	<ul style="list-style-type: none"> ■ Scrapers 	<ul style="list-style-type: none"> ■ Specialty Attachments

WEBSITE & ENEWSLETTER ADS

WEBSITE AND ENEWSLETTER AD DIMENSIONS

- Leaderboard ad: 728 x 90 pixels
- Skyscraper ad: 160 x 600 pixels
- Banner ad: 468 x 60 pixels
- Tile ad: 160 x 60 pixels
- Article sponsorship ad: 300 x 250 pixels (not pictured)
- Product highlight ad: 144 x 144 pixels, plus 50 words

File requirements: 72 dpi, 256 colors or less. **File formats accepted:** jpg, gif.

CUSTOM eNEWSLETTERS

Become a news leader for the industry by developing your own eNewsletter. Stay in touch with your past, present and future customers, educate contractors with valuable content that is delivered on a consistent basis and show your products and/or services as solutions to industry problems. Contact your sales rep today for a quote!

Generate brand awareness, promote products and events, drive traffic to your site, and more.



Leaderboard ad
Skyscraper ad

INDUSTRY DIRT



Tile ad
Product Highlight ad
Banner ad

Schedule

Sent the second Wednesday of every month.

January Ad close Jan 4
February Ad close Feb 1
March Ad close Mar 7
April Ad close Apr 4
May Ad close May 2
June Ad close June 6
July Ad close Jul 3
August Ad close Aug 1
September Ad close Sep 5
October Ad close Oct 3
November Ad close Nov 7
December Ad close Dec 5

THE ONLY BPA-AUDITED WEBSITE IN OUR NICHE!

ORANGE BOOK



PLATINUM ORANGE BOOK LISTINGS

A basic listing in print and online plus a hotlink to your website, a color logo in print and online, a banner ad above 3 product categories, a 2 1/4" x 2" mini ad in print, top positioning online, a tile ad on all Orange Book search results pages, 3 online spec sheets, 3 product photos, a lead form for recognizable leads, and a short video in your online listing.

MOBILE TAGS



Get the free mobile app at <http://gettag.mobi>

PLUS 25% Off deluxe, premium and platinum listings for display advertisers!

CLASSIC LISTING

A basic listing in print and online, plus a hot link to your website and a color logo in print and online.

DELUXE LISTING

A deluxe listing in print and online, plus a 2 1/4" x 2" mini ad in the print edition and improved online search positioning.

PREMIUM LISTING

A deluxe listing in print and online, plus boldface type, up to 3 online brochures, a tile ad on all Orange Book search results pages, top positioning & designation in online search and a lead form for recognizable leads. **PLUS** Social media linked icons to enhance your online listing.

VCARD
\$195!
VIDEO
\$395!

FIND US ON FACEBOOK AND TWITTER:

facebook.com/siteprepage and [@SitePrep](https://twitter.com/SitePrep), twitter.com/siteprep

Social Media Sponsorships

Twitter Widget: feed your tweets to siteprepmag.com. Place your logo as the sponsor with a link to your website. Tweets are visible to everyone who visits siteprepmag.com—not just those on Twitter.



Sponsored Tweets

Send us your message, and we'll launch it to our followers. Tweets are broadcast to our entire follower base.

Facebook Welcome Page

Be front and center! When fans visit our Facebook page, this is first page they see.

Facebook Notes

Your note (includes link and image) on our Facebook page reaches the news feeds of all our fans! Provides maximum visibility on Facebook.

Interested in something that isn't listed above?

Contact either Bonnie Bomhack at 847-768-9533 or bomhackb@bnpmedia.com, or Michelle Lorusso at 770-932-0041 or lorussom@bnpmedia.com. We can work with our IT department to create any type of ad you can dream up.

BEHIND EVERY SUCCESSFUL BRAND IS AN ENGAGED AUDIENCE!

CUSTOM MEDIA

Content marketing is a technique that captures the eyes and attention of current and potential customers through high-quality, relevant content. In addition to earning your brand credibility as an industry thought leader, content marketing creates brand awareness, enhances search engine optimization, and enables lead generation.

BNP Custom Media Group helps you develop and execute content marketing campaigns that meet your specific needs. Our goal is to make the process as easy as possible for you — we'll take on the tough stuff while you focus solely on your brand's most important assets: your customers.



DELIVERABLE AS:

- › Blog
- › Book
- › Case study
- › Directory/show guide
- › eBook
- › eNewsletter
- › Magazine
- › Media kit
- › Newsletter/insert
- › Podcast
- › Video
- › Webinar
- › Website
- › White paper

For more information and samples of the above, please visit custommedia.bnpmedia.com.

CONTENT DEVELOPMENT

Relevant content attracts an engaged audience. BNP Custom Media Group taps into the editorial resources of BNP Media to create superior content for you to use in your marketing practices. We develop content specific to our partners' individual needs, maximizing engagement across your target audience.

CUSTOM PUBLISHING

We equip your marketing team with the full range of publishing capabilities that our own internal brands use to produce magazines, websites, and e-media products. Your custom publishing project begins with the development of a comprehensive timeline created by your assigned BNP Project Manager. Our staff will then oversee the entire production of your project, offering you the added value of peace of mind.

STRATEGIC DELIVERY

Marketing to the right audience is critical to your campaign. We help you reach your niche within our distinguished database of more than one million subscribers across a wide range of markets, including:

- › Architecture, Engineering & Construction
- › Food & Beverage
- › Gaming
- › Manufacturing
- › Mechanical Systems
- › Packaging
- › Security

DID YOU KNOW?

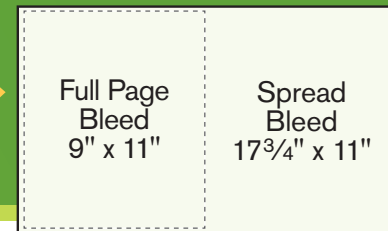
In 2011, BNP Media is on pace to produce

MORE THAN 200
custom eNewsletters, averaging
UP TO 200

leads each.



Magazine Trim Size:
8.75" x 10.75"
Live area for a full page ad:
8.25" x 10.25"



PURCHASE

RATES (GROSS) INCLUDES COLOR				
	1x	3x	6x	8x
Spread	\$8,150	\$7,960	\$7,800	\$7,410
Full Page	\$4,930	\$4,840	\$4,740	\$4,520
2/3 Page	\$3,950	\$3,870	\$3,800	\$3,640
1/2 Page	\$3,350	\$3,290	\$3,240	\$3,110
1/3 Page	\$2,130	\$2,100	\$2,050	\$1,970
1/4 Page	\$1,870	\$1,840	\$1,800	\$1,730

Rates effective January 2012-December 2012
Back Cover: +\$1,000 Interior Cover: +\$500

CLASSIFIEDS				
	1x	3x	6x	8x
Package Price:	\$125	\$115	\$110	\$105
<i>(per 30 words – includes online placement for coordinating month)</i>				
Display Classifieds:	\$145	\$135	\$125	\$115
<i>(per column inch – 2.25 x 1)</i>				

LIST RENTALS

Kevin Collopy

T: 845-731-2684 E: kevin.collopy@infogroup.com

SHIPPING INSTRUCTIONS

Mail:

Send ads saved on CD-ROM to:

Attention: Lindsay Nagy
Site Prep
2401 W. Big Beaver
Suite 700
Troy, MI 48084
T: 248-244-6438
F: 248-786-1380
E: nagyl@bnpmedia.com

FTP Site (preferred):

<http://upload.bnpmedia.com>

Get your name in every issue! You can fill a position, sell some used equipment or promote your services. Your classified ad will also appear on www.siteprepmag.com for maximum exposure. Contact Bonnie for more information.

FILE INSTRUCTIONS

We accept files in the following formats:

Mac programs accepted: Quark 7 or lower, Adobe InDesign, Illustrator and Photoshop CS3 or lower and high-res PDFs.

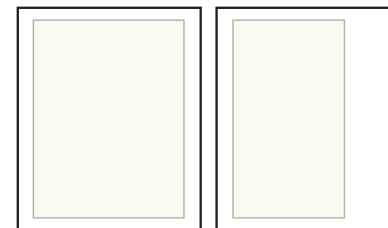
Please note: The same PC-compatible software is acceptable; however, note that the fonts will be replaced with Mac-compatible versions.

Graphic, photo formats accepted: Illustrator EPS, Photoshop TIFF *Please note: Full color graphics and photos must be CMYK. Photos must be 300 dpi.*

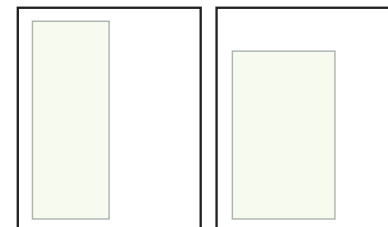
PAYMENT TERMS

Invoices are payable in U.S. funds only, net 30 days. 1½% per month service charge thereafter (½% in Texas). Advertisements originating outside the U.S. must be prepaid. Extension of credit is subject to approval of the credit department. First-time advertisers will be required to provide credit information or prepayment at the start of their advertising program.

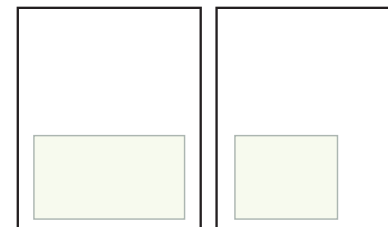
The publisher reserves the right to hold advertiser and/or agency jointly responsible and liable for money due and payable to the publisher. Should it become necessary to refer any outstanding balance to an outside agency or attorney for collection, customer understands and agrees to pay all collection costs, including finance charges, court costs and attorney fees.



Full Page Non-Bleed 7.25" x 10"
2/3 Page Vert. 4.75" x 10"



1/2 Page Vert. 3.5" x 10"
1/2 Page Island 4.75" x 7.5"



1/2 Page Hor. 7.25" x 4.75"
1/3 Page Sq. 4.75" x 4.75"



1/3 Page Vert. 2.25" x 10"
1/4 Page Vert. 3.5" x 4.75"

CONTACT

Site Prep and www.siteprepmag.com provide the latest technological advancements, business practices and project management strategies to contractors, engineers and related professionals involved in site clearing, earthmoving, utilities and environmental activities.



Making the Complex Clear

Clear Seas Research is an industry-focused market research company dedicated to providing clear insights to complex business questions.

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