

Join the people in the know

# 2012

Media Information



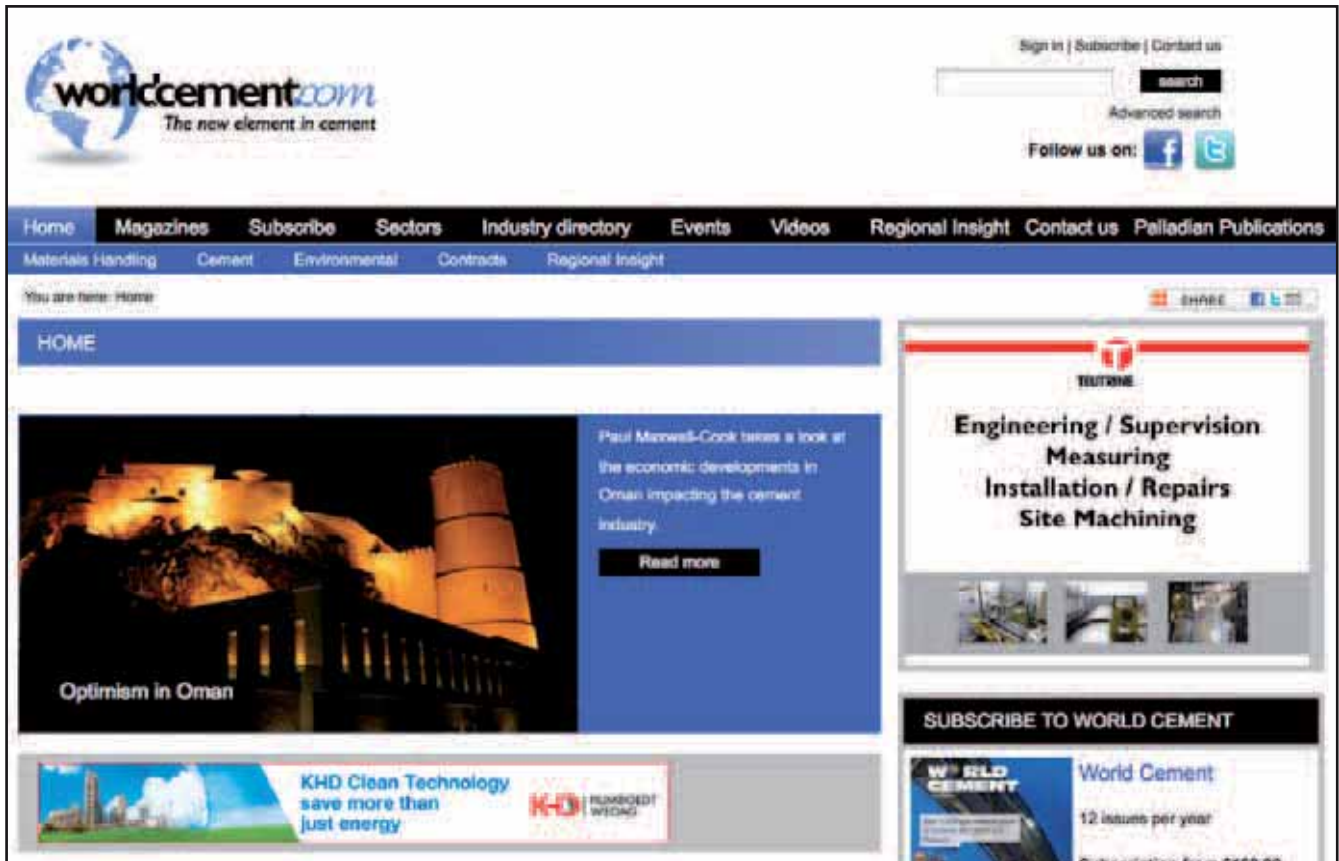
**worldcement.com**

*The new element in cement*

| web banners | e-newsletters | iPhone apps | email blasts |

| [worldcement.com](http://worldcement.com) |

# WORLDCEMENT: THE LEADING INDUSTRY PORTAL



PAGE VIEWS



VISITS

- ▶ WorldCement.com is a leading information portal for the global cement industry.
- ▶ WorldCement.com enjoys visitor numbers of more than 30,000 per month.
- ▶ WorldCement.com provides the latest news and updates on all matters relevant to the global cement industry.
- ▶ Includes news releases, technical developments, contract and project updates, and perspectives from industry experts.
- ▶ Features Paul Maxwell-Cook's monthly Industry Insight and previews the Regional Reports from World Cement magazine.
- ▶ Events section with summaries and contact information for major conferences/exhibitions/seminars.
- ▶ Subscribers to World Cement magazine have access to an online edition at WorldCement.com.
- ▶ Editorial content is divided into key interest sectors, including Cement, Environmental, Contracts and Materials Handling.

# Advertising Opportunities | Homepage

The homepage features the most up-to-date article feeds drawn from across the key interest sectors. The homepage is a priority advertising position, with a number of banners sold on rotation.



**EXCLUSIVE**

**PEELBACK**

€3315 / \$4335 per quarter

- ▶ Visible on every page of the website throughout the site
- ▶ Unique advertising option
- ▶ Maximum visual impact



**EXCLUSIVE**

**MEDIUM BANNER ONE**

€1950 / \$2550 per quarter

**x 3 ROTATIONS**

**HORIZONTAL BANNER**

€1560 / \$2040 per quarter

**NEW FOR 2012**

**x 3 ROTATIONS**

**VERTICAL BANNER**

€1365 / \$1785 per quarter

**x 3 ROTATIONS**

**MEDIUM BANNER TWO**

€1170 / \$1530 per quarter

## Advertising Opportunities | RSS feeds

The RSS feed pages contain editorial relating to key interest sectors within the industry. Technical developments and general interest news for the industry are contained in the 'Cement' sector. The 'Environmental', 'Materials handling' and 'Contracts' sectors are customised for a more specific focus.

**660 x 100** → **HORIZONTAL BANNER**

**300 x 250** → **MEDIUM BANNER ONE** (EXCLUSIVE)

**300 x 250** → **MEDIUM BANNER TWO** (NEW FOR 2012, x 3 ROTATIONS)

**x 3 ROTATIONS**

### QUARTERLY RSS FEED RATES

	MEDIUM BANNER ONE		MEDIUM BANNER TWO		HORIZONTAL BANNER	
	€	US \$	€	US \$	€	US \$
<b>CEMENT</b>	1365	1785	1170	1530	1170	1530
<b>MATERIALS HANDLING</b>	1365	1785	1170	1530	1170	1530
<b>ENVIRONMENTAL</b>	1365	1785	1170	1530	1170	1530
<b>CONTRACTS</b>	1365	1785	1170	1530	1170	1530
<b>REGIONAL INSIGHT</b>	1365	1785	1170	1530	1170	1530

## Advertising Opportunities | iPhone App

WorldCement.com is now available on iPhones via a smartphone application. The app gives users real time access to the latest news and article releases published on the website. An exclusive ad space is available within our app, with presence on all pages of the application when in use.

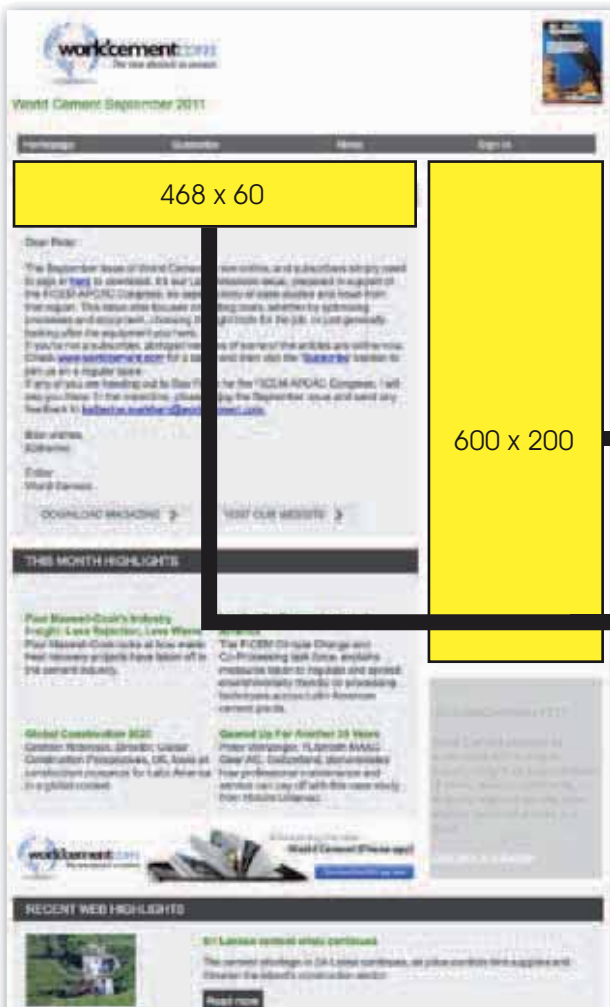


**EXCLUSIVE**

**APP BANNER**

**€1300 / \$1700 per quarter**

# Advertising Opportunities | e-Newsletters



WorldCement.com e-newsletters are distributed twice monthly to our extensive database of industry contacts. The newsletters feature Editorial Comment, exclusive news updates, links back to articles on WorldCement.com and event listings. There are two advertisement spaces available on each newsletter:

**SKYSCRAPER BANNER**

**CLASSIC BANNER**

## MONTHLY E-NEWSLETTER RATES

NEWSLETTERS	CIRCULATION	SKYSCRAPER		CLASSIC	
		€	US \$	€	US \$
WORLD CEMENT	3873	585	765	520	680

## Advertising Opportunities | Other positions

Target your banner advertising in a variety of strategic positions including key interest sectors, industry directory, with magazine content, and high profile events.

MAGAZINES

SUBSCRIBE

SECTORS

INDUSTRY DIRECTORY

EVENTS

REGIONAL INSIGHT



x 3 ROTATIONS

MEDIUM BANNER

€975 / \$1275 per quarter

x 3 ROTATIONS

HORIZONTAL BANNER

€780 / \$1020 per quarter

## Advertising Opportunities | Industry directory



EXCLUSIVE

HERO LISTING

€1560 / \$2040 per annum

- ▶ Exclusive opportunity for just four customers
- ▶ Showcase company profile always shown at the top with logo and 500 words of text

REGULAR LISTING

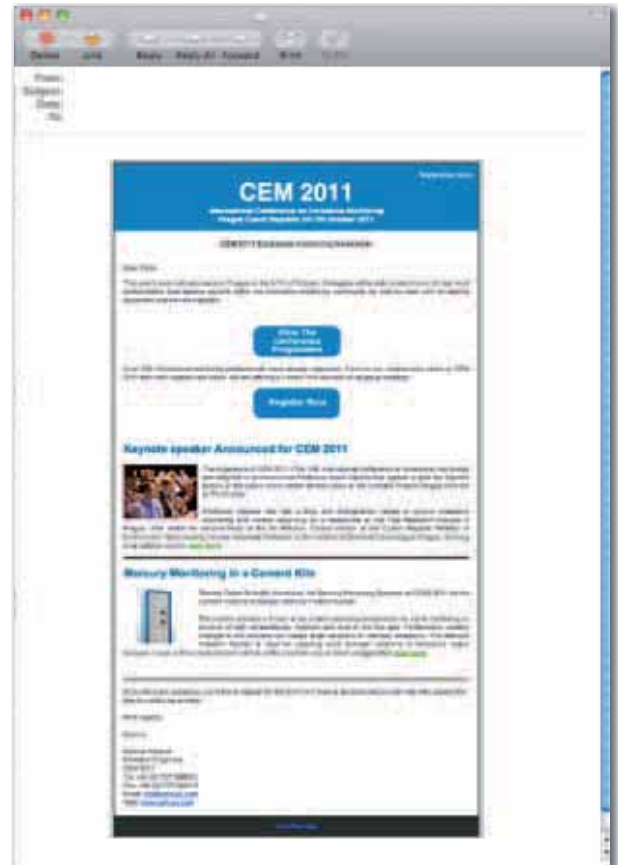
€312 / \$408 per annum

- ▶ Includes company description and contact details (200 words) plus company logo

## Advertising Opportunities | email blasts

**NEW FOR 2012**

We can provide targeted email blasts on your behalf to our extensive database of industry contacts. Rates are available upon request.



## Mechanical Data | Specifications

All advertisement material should be supplied at the sizes specified in the individual diagrams, and in the following format: JPEG, at 72 DPI and at approximately 40 kB, except the peelback which should be no larger than 100 kB.

### Industry Directory:

If you are supplying a logo for our industry directory, it should be 180 x 120 pixels and no larger than 30 kB.

#### CONTRACT/ADVERTISEMENT ACCEPTANCE PROVISION

Advertisers and advertising agencies assume full liability for all content of advertisements uploaded and assume full responsibility for any claims arising thereof from the Publisher. Worldcement.com reserves the right to reject any advertisement that does not conform to the publication's standards. If no acceptable new copy is supplied, the Publisher will repeat the most recent advertisement for the allocated space. The Publisher cannot be held responsible for the quality of reproduction when materials received do not comply with the specifications, or when materials are received beyond the closing date.

#### CANCELLATIONS

Contracts may be discontinued by either party only by giving written notice 30 days prior to publication date, or by the Publisher without notice for non-payment of invoices.

#### COPY DATE

One week prior to publication.

#### PAYMENT

Payment must be made within 30 days of the invoice date, unless otherwise agreed with the Publisher.



For advertising opportunities: T: +44 (0)1252 718999 E: [rod.hardy@worldcement.com](mailto:rod.hardy@worldcement.com) E: [peter.farrell@worldcement.com](mailto:peter.farrell@worldcement.com)

For editorial opportunities: T: +44 (0)1252 718999 E: [anna.scordos@worldcement.com](mailto:anna.scordos@worldcement.com)