

Online Resource

BetterRoads.com

BetterRoads.com is the industry's best online resource for highway professionals. BetterRoads.com makes it easy to search our editorial archives, locate suppliers and access industry news. Web exclusive content provides in-depth information on topics of interest to contractors, consulting engineers and government agencies.

BetterRoads.com engages more than 26,000 visitors a month. On average, they spend more than 18 minutes on the site, viewing nearly 15 pages of information. In 2007, complimentary and paid links for advertisers generated more than 13,000 online leads each month.

When road professionals turn to BetterRoads.com, they are searching for information and often looking for products and suppliers. Advertising on BetterRoads.com reaches them at just the right time, and can be a great way to drive qualified traffic to your site.

BetterRoads.com Traffic and Inquiry Reports

May 2006-April 2007

	Annual	April 2007
Unique Visitors	692,529	33,113
Page Views	9,361,461	516,062
Visits	2,129,805	281,089
Advertiser Inquiries from Hyperlinks	234,670	13,655
Time Spent in Minutes	18:01	18:33

Availability

Contact publisher for availability of these positions and additional sponsorship opportunities.

Advertiser Benefits & Specifications

Advertiser reports may be viewed online via a secure login in real time. Specifications conform to standards set by the Interactive Advertising Bureau. A digital advertising upload tool is available. For detailed online ad specifications visit www.BetterRoads.com.

CONEXPO-CON/AGG Web Site

See Page 5 for details.



BetterRoads.com Gross Rates

	Annual	Monthly
Home Page		
Leaderboard	\$35,290	\$3,530
Skyscraper	30,000	3,000
Banner	17,645	1,765
Button	11,645	1,165
Site Search Logo and Results Page	23,550	2,355
Manufacturer Links		
Leaderboard	17,650	1,765
Skyscraper	15,000	1,500
Banner	8,850	885
Button	5,850	585
In this Issue - Current Articles		
Leaderboard	11,760	1,176
Skyscraper	10,000	1,000
Banner	5,900	590
Button	3,900	390
Calendar		
Leaderboard	5,900	590
Skyscraper	5,000	500
Banner	2,950	295
Button	1,950	195
Buyers Guide Landing Page		
Leaderboard	11,765	1,175
Skyscraper	10,000	1,000
Banner	5,880	588
Button	3,880	388
Exclusive Category Sponsorship	8,850	885
Special Sections	11,765	1,175
Classified		
Online Text		150
Online Text With Print Purchase, Additional		50
Logo, Additional		25

Integrated Advertiser Discount: 50% off to current magazine advertisers.