

Construction**WEEK**online.in

The digital home of construction in India

MEDIA INFORMATION



ConstructionWEEKonline.in

OVERVIEW INFORMATION SITEMAP WHY ADVERTISE ONLINE? AD FORMATS

Why ConstructionWeekOnline.in will be an essential tool for the Indian construction sector

Construction Week Online India (at www.construction-weekonline.in) is the new digital destination for India's construction professionals, and the internet home of ITP's industry-leading content.

The site includes the very latest news, analysis and comment from our team of expert journalists; accurate and up-to-date industry data and contacts; new business opportunities in the form of relevant tenders, project announcements and classified ad spaces; construction jobs; interactive community features and much more.

So whether you are looking to learn about material price trends and in-country labour law developments, peruse in-depth investigations and project updates, source relevant contacts or learn about new plant machinery, Construction Week Online India has the content and tailored digital tools for you.

In short, ConstructionWeekOnline.in is the web portal that is best placed to help you succeed in the Indian construction sector.

INDUSTRY-LEADING JOURNALISM

CONSTRUCTION INDUSTRY DATA

SERVICES & TOOLS

INTERACTIVE COMMUNITY



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The site includes the following four types of crucial industry information:

EDITORIAL

A team of journalists bring CWO's weekly magazine print edition to the ConstructionWeekOnline.in website with the latest and timely information required to run your business.

Our editorial team provides in-depth analysis, news, opinions and expert commentary on the build chain from development through architectural, design, construction and plant and machinery. We also cover specialist engineering, design and building services.

COMMUNITY FEATURES

In addition to our news and analysis on any ConstructionWeekOnline.in website, the portal also includes the following community features (with more to be added):

- **'Have Your Say' Coming Soon...** Led by CWO's topic editors, this talkboard feature gives readers the chance to air their views on the most pressing industry issues.
- **Ask the Author** – Readers have the chance to email CWO's journalists through the website, helping them become engaged with the content and have their views heard.

SERVICES TOOLS

Visitors to the site can find and employ a diverse range of tailored construction services and tools, all designed to make their professional lives more productive. These include:

- **Concrete Calculator** – Use this to work out how many bags are needed for your project.
- **eNewsletter registration** – Visitors to the website can sign-up for CWO's full range of industry-specific eNewsletters giving regular updates and analysis across a range of business sectors.
- **Jobs Coming Soon...** Find the latest Indian industry vacancies here.
- **Classifieds Coming Soon...** The place to trade between suppliers, contractors and tools.



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Your at-a-glance guide to ConstructionWeekOnline.in's sections, services, data and tools

NEWS	Sub-channels	ANALYSIS <small>(see news sub-channels)</small>	INTERVIEWS <small>(see news sub-channels)</small>	COMMENT <small>(see news sub-channels)</small>
Business	-----▶ General / Announcements / Legal	Business	Business	Business
Projects	-----▶ Bids & Wins / Under Construction / Finished Projects	Projects	Projects	Projects
Materials	-----▶ Trends / Pricing	Materials	Materials	Materials
Design	-----▶ Architecture / Exteriors / Interiors	Design	Design	Design
MEP	-----▶ Mechanical / Electrical / Plumbing	MEP	MEP	MEP
PMV	-----▶ Plant / Machinery / Vehicles	PMV	PMV	PMV
Facilities Management	-----▶ Consultancy / Management / Service Provision	Facilities Management	Facilities Management	Facilities Management
Human Resources	-----▶ Recruitment / Training / Management	Human Resources	Human Resources	Human Resources
Press release channel	n/a			
TENDERS	JOBS <small>(coming soon)</small>			
Tender listing	View jobs			
Search function/filters	Search jobs			
Submit new tender	Shortlist jobs			
	Jobs by e-mail			
HAVE YOUR SAY <small>(coming soon)</small>	EVENTS	RSS FEEDS		
This week's debate	Events calendar	News		
Hot Topic archive	Add an event function	Analysis		
Register to have your say		People		
		Comment		
		Products & Services		
		In Pictures		

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ConstructionWeekOnline.in provides advertisers with a fast-growing, highly targeted audience

Indian professionals are increasingly using the internet to find business contacts and information.

The region's current internet usage is growing at a rate greater than it was in the year 2000, according to the International Telecommunications Union. The region is often reported as having one of the fastest growing internet populations in the world. This trend of more users 'logging on', combined with the arrival of ConstructionWeekOnline.in, the country's first wholly dedicated construction industry portal, provides a valuable opportunity for business advertisers.

By advertising on ConstructionWeekOnline.in, through the eNewsletters, organisations of all sizes can now promote their company, products, services and promotions to a highly targeted audience of industry professionals working in India.

Advertising on the site and in these eNewsletters offers numerous advantages:

- **Credibility** – ConstructionWeekIndia is the most prominent and authoritative construction publication in the region.
- **A highly targeted audience** – reaches the sector's most active professionals through its highly targeted circulation of eNewsletters.
- **Measurable benefits** – our digital advertising packages include reports that explain how you have responded to your campaign.
- **Branding** – your digital presence on the country's only 100% dedicated construction portal will cement your brand in buyers' minds.
- **Promotional opportunities** – online campaigns take place in real-time, so if you advertise digitally users can immediately take advantage of your company's offers and promotions.

As online advertising continues to grow in popularity in the region, ad prices will likely rise, so contact our Construction Week India team now for a digital advertising solution that reaches your most relevant industry contacts, at a price you can afford.



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OVERVIEW INFORMATION SITEMAP WHY ADVERTISE ONLINE? AD FORMATS

Display ads Advanced ads Special operations eNewsletter ads Direct e-mail marketing

ConstructionWeekOnline.in offers a range of advertising solutions, which are yet easy-to-understand. From simple banner ads to multi-page units, through to targeted e-newsletters, to complex homepage advertising.

These advertising solutions are divided into five main categories (explained in more depth overleaf):

- **Display ads** – the most traditional type of web advertisements, these include banners, multi-page units' (MPUs), large horizontal advertisements and more.
- **Advanced ads** – more tailorable than standard ads, these include video insertions, interactive logo ads, pop-up ads and more.
- **Special operations** – these ads above are our standard 'point of entry' for most clients, our special operations stand out from the rest. These include sectional advertising, sponsorship, featured ad placement, one-off competitions, and custom promotional mini-sites.
- **eNewsletter ads** – These are sent within our sector-specific electronic newsletters, which land in users' inboxes each week or fortnight (depending on the publication).
- **Direct e-mail marketing** – place your company's message in a dedicated e-mail that is sent to a pre-agreed number of qualified industry professionals.



DISPLAY ADS

Our 'display' ads are effective, traditional web ads and include banners, multi-page units (MPUs), leaderboards and more.

All of our display ad prices are quoted on a 'cost per thousand' (known as 'CPM') basis. This refers to a thousand 'page impressions' (one page impression being when one visitor views the web page your ad is displayed on).

Full click-through ad campaign reports, detailing how many users clicked on a particular ad, are available

LEADERBOARD

The largest horizontal banner we offer. It sits above our masthead on every top of every page. If you want your message exposed to all visitors whatever page they are reading, this is the ad for you.

AD SIZE: 728 pixels x 90 pixels (width x height)

CPM: INR 4,750

BANNER

This slightly smaller horizontal banner sits to the right-hand side of the ConstructionweekOnline.in masthead. It's a more smaller and more cost-effective version of the Leaderboard.

AD SIZE: 234 pixels x 60 pixels (width x height)

CPM: INR 3,750

'WHITE SPACE' BANNER

This vertical banner sits at the far right-hand side of the page. It follows the reader as and when they scroll down the page.

AD SIZE: 220 pixels x 550 pixels (width x height)

CPM: INR 5,750

This is a multi-page unit, this is a square advert that sits in the body text of news stories, analysis and opinion articles. MPUs are also intermittently shown in the homepage.

AD SIZE: 300 pixels x 250 pixels (width x height)

CPM: INR 5,000

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The following advanced ad formats are available:



This square or rectangular form is a small ad block that offers advertising advertisers a quick

AD SIZE: 160 pixels x 60 pixels (width x height)
CPM: INR 3,500



This ad 'pings' onto the ConstructionWeekOnline.in homepage when a user first visits the page. It can be closed by clicking on the ad's 'x' mark.

AD SIZE: 500 pixels x 350 pixels (width x height)
CPM: INR 10,000



This ad is ideal for companies that want to target specific segments to increase their exposure.

AD SIZE: 300 pixels x 250 pixels (width x height)
CPM: INR 10,000



This user-initiated ad starts small (in the top-right of the screen) and expands to the full size of the ConstructionWeekOnline.in homepage when a visitor moves their mouse cursor over it. Just like turning over the page of a magazine.

AD SIZE: 500 pixels x 500 pixels (width x height)
CPM: INR 10,000

For further tailored display advertising, contact ConstructionWeekOnline.in's **Bibhor Srivastava**, Tel: +91 93232 52340, Email: bibhor@itp.com

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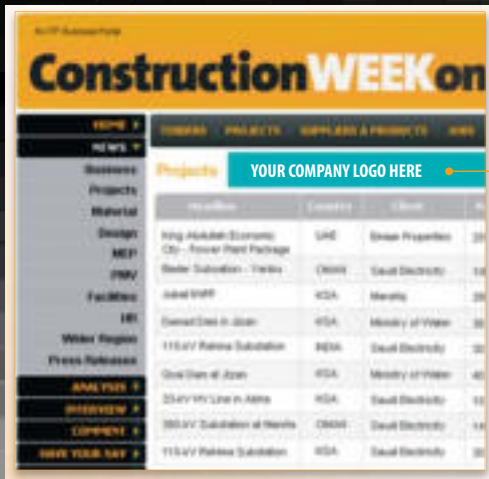
Display ads Advanced ads Special operations eNewsletter ads Direct e-mail marketing

SPECIAL OPERATIONS

If display ads are the standard 'point of entry' for our clients, our range of special operations are the most comprehensive, wider-reaching next step.

The advertising solutions detailed here are also perfectly suited to companies with a pre-determined promotional campaign and artwork in hand. As always, full ad-campaign click-through reports – detailing how many users clicked on a particular advertising vehicle or page (and from where) - are available to every ConstructionWeekOnline.in advertiser.

For details of more display ad formats or to discuss which ad type will work best for you, contact **Bibhor Srivastava, Tel: +91 93232 52340, Email: bibhor@itp.com**



WATER SECTION SPONSORSHIP

Linking your brand to the most important market in the world, ConstructionWeekOnline.in's Water Section is a leading source of information such as projects, products, news, such as product announcements, section sponsorship, press releases, MEP is also available on request.

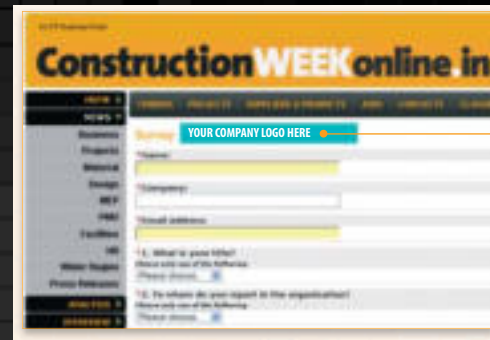
INR 475,000 fixed cost per month



CONSTRUCTION DIRECTORY ADVERTISING

Place your company in the directory listing pages of ConstructionWeekOnline.in's related industry information website ConstructionWeekDirectory.com, which is seen by thousands of people every month and represents great value.

INR 67,500 fixed cost



SURVEY SPONSORSHIP

Find out our dedicated readers' views on a particular topic in association with our team of specialist online journalists. With five advertising questions per survey, extensive branding and full access to the results, this solution provides exposure and essential market info.

INR 500,000 fixed cost



AD & MICROSITE COMBO PACKAGE

Kicking off a new campaign but don't have a mini-site built? Then this solution is for you. We offer a range of display ads that link to a custom-designed microsite. This combo can also be combined with a targeted e-mail campaign.

INR 1,250,000 fixed cost

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Perfect as a standalone display ad or with a display ad package, our e-mail advertising vehicle reaches your readers directly by land mail.

- Looking to get your message to the people who matter most in India? We can do that.
- How about a call-to-action display ad in an industry's leading eNewsletter that could be seen by thousands of construction industry professionals? That's what we can do.

Designed to provide our readers with timely news, market updates, expert analysis and access to our award-winning industry features online, our eNewsletters include several dedicated advertising spots – giving you an excellent, cost-effective and highly credible way to reach the construction professionals you want.



NEWSLETTER AD FORMATS

TOP BANNER

Get your campaign focused on the 'first-seen' section of our most relevant eNewsletter. User clicks are directed to the URL of your choice.

AD SIZE: 645 pixels x 200 pixels (width x height)

COST: INR 300,000 per thousand recipients (full e-distribution list applies)

VERTICAL BANNER

Running down the right hand column of the newsletter, this advertisement is seen by readers as they read down the newsletter. A great starter choice for first-time newsletter advertisers.

AD SIZE: 120 pixels x 240 pixels (width x height)

COST: INR 150,000 per thousand recipients (full e-distribution list applies)

MARQUEE (SMALL MIDDLE RECTANGLE)

This rectangular ad runs horizontally between a newsletter's news stories and additional features, thus engaging the reader as they explore the content.

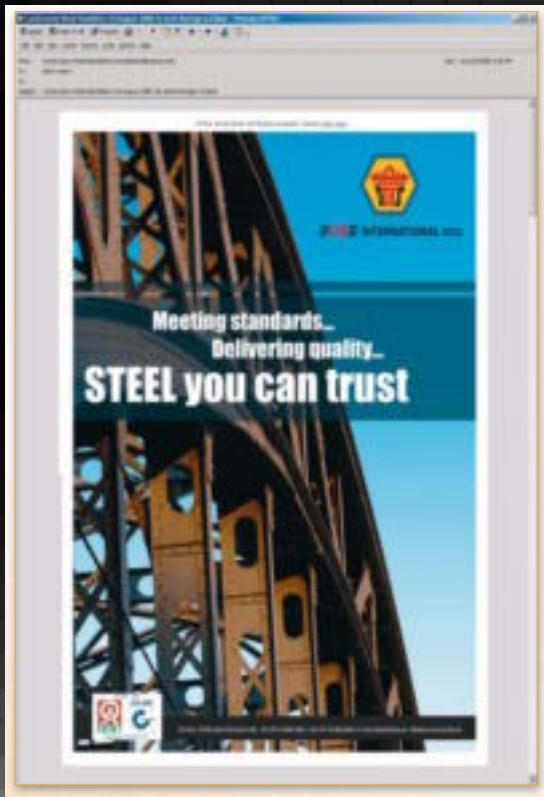
AD SIZE: 468 pixels x 60 pixels (width x height)

COST: INR 200,000 per thousand recipients (full e-distribution list applies)

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ConstructionWeekOnline.in, its Newsletter and magazine, reach thousands of qualified industry professionals on a daily, weekly and monthly basis. What better way to reach your target audience than to target these

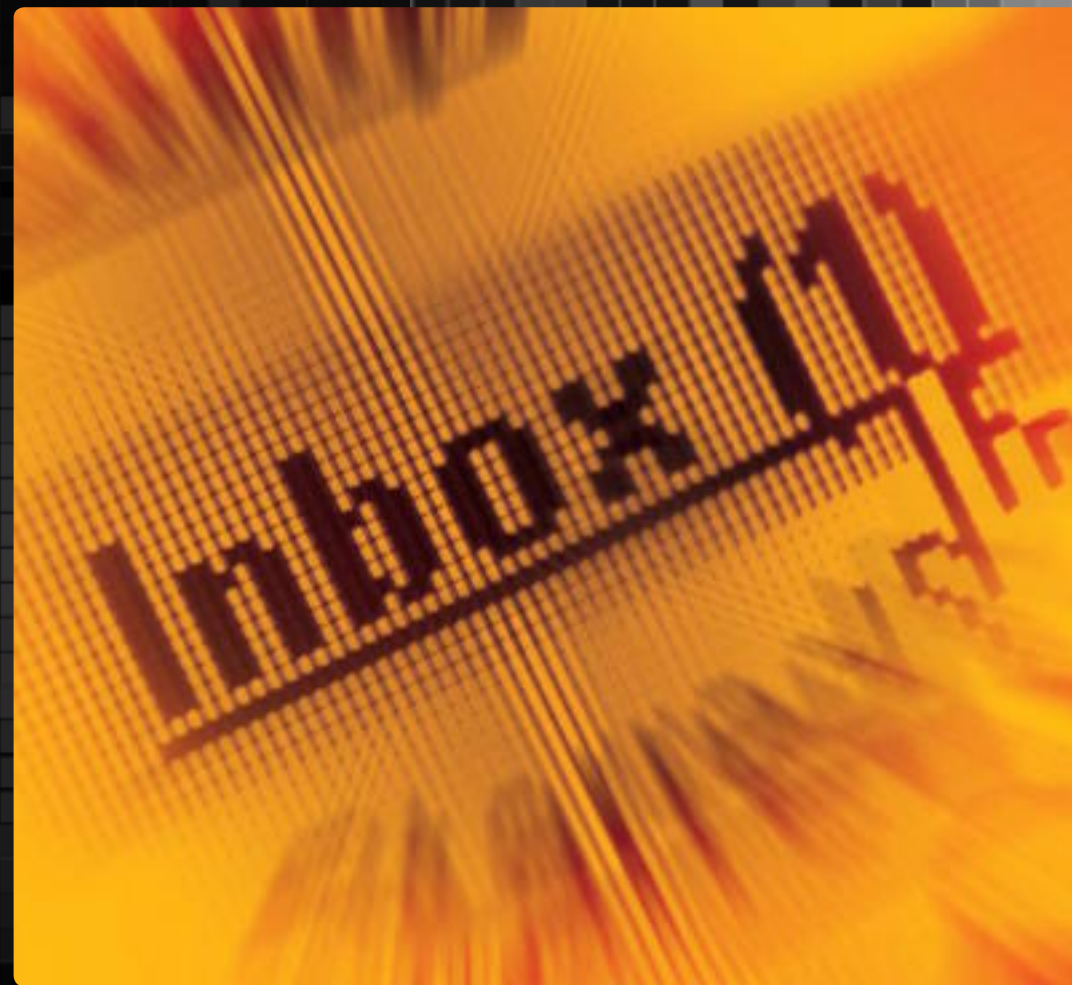
professionals with a targeted e-mail campaign? We can help you reach them, which is more effective than any other advertising method.

Our e-mail promotional offers exactly this. Using our vast user database, we can divide it up or 'filter' it by sector, job title, region, etc. So we can make sure your promotional message reaches the right action-ready individuals and employers you choose.

The cost of each e-mail campaign is low, whether a single message or a

comprehensive e-mail campaign. It includes detailed digital reporting (explaining how many people received, read and clicked on your mails) and is calculated on a per thousand recipients basis (currently at \$1000 per thousand).

Call our commercial team now for more details, on +91 93202 42340. We can, at a small cost, even create your digital artwork for you, if required.



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Publishing Director

Jason Bowman
Tel: +971 4 435 6344
jason.bowman@itp.com

Director - Sales India

Bibhor Srivastava
Tel: +91 93232 52340
bibhor@itp.com

Business Head

Indrajeet Saoji
Tel: +91 93202 85997
indrajeet.saoji@itp.com

Business Head

Phalguni Sisodia
Tel: +91 98198 06969
phalguni@itp.com

Group Editor

James Durston
Tel: +91 97691 55722
james.durston@itp.com

Editor

Niranjan Mudholkar
Tel: +91 98195 31819
niranjan.mudholkar@itp.com

