

Daily Commercial News

Site/Premium Content Channel Sponsorship Opportunities

Understanding our advertisers' growing online marketing needs, Daily Commercial News launched several new customized sponsorship packages. These comprehensive programs provide advertisers with an effective vehicle to drive brand awareness and allow you to associate your products and services with targeted editorial and site features, updated daily.

Daily Commercial News offers advertisers the following unique sponsorship opportunities at www.dailycommercialnews.com:

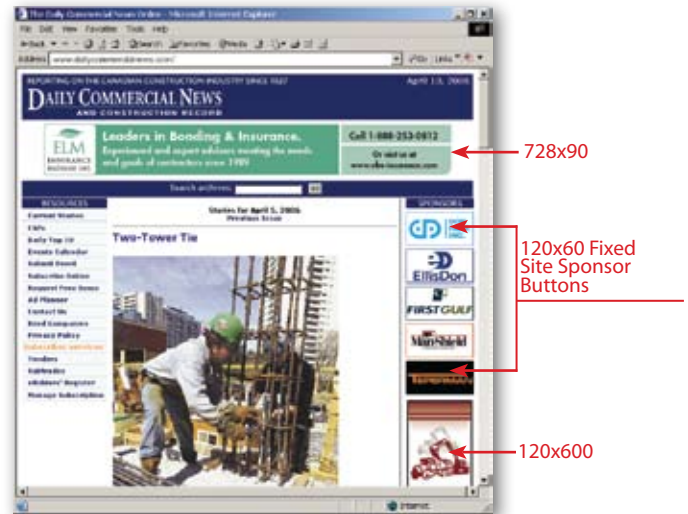
Corporate Site Sponsorship: • Exclusive Channel Sponsorships • Web Exclusive Tool & Feature Sponsorships

Features/Benefits:

- Actively reach 45,000 construction professionals monthly as they visit www.dailycommercialnews.com
- Set your company apart from competitors with Corporate Sponsorship positioning
- Fixed logo and button rotation within the main entry points to the website

Corporate Site Sponsorships Include:

- Fixed 120x60 Button www.dailycommercialnews.com Homepage
- 20% Share of Voice (SOV) within 120x60 Button Placements in Tenders, Sub-trades, Building Reports Online
- 24/7 access to campaign performance reporting



Exclusive Channel Sponsorships: • Tenders Channel • Building Reports Online Channel • Sub-trades Channel

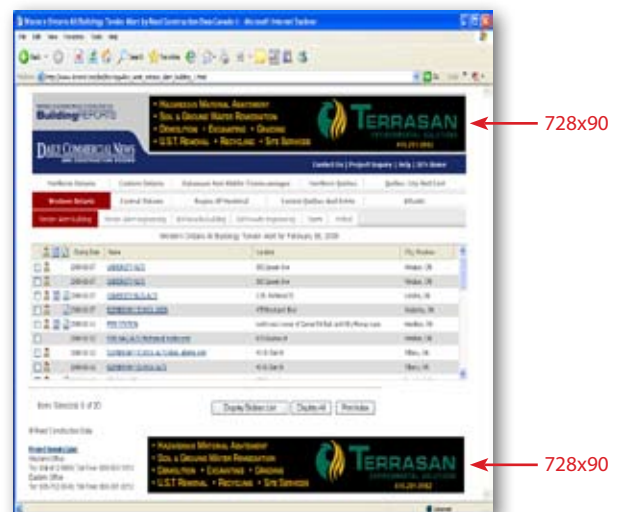
• Certification of Substantial Performance (CSPs)

Features/Benefits:

- Actively reach over 75% of Daily Commercial News' audience as they search online for project information, industry news and events
- Set your company apart from competitors with Premium Sponsorship positioning
- High impact banner advertising driving brand awareness & qualified traffic to your website

Corporate Site Sponsorships Include:

- Banner advertising "Roadblock" within channel
- Exclusivity of top/bottom 728x90s plus 120x600 front and inner pages during sponsorship flight dates
- 24/7 access to campaign performance reporting



Daily Commercial News Special Feature Sponsorships

Daily Commercial News (www.dailycommercialnews.com) includes its award-winning editorial features online. There are only 3 sponsorship opportunities per editorial topic. Don't miss the chance to secure this highly valuable inventory placed next to editorial content relevant to your products and services. The following editorial feature topics are available for sponsorship in 2009:

Editorial Features www.dailycommercialnews.com

- Building Envelope
- Concrete
- Demolition
- Green Building
- Heavy Equipment
- Occupational Health & Safety
- Professional Services: Finance, Bonding, Insurance, Construction Law, Business Practices
- Roadbuilding
- Sewer and Watermain
- Skills Training
- Steel
- Trade Contracting
- Water and Waste Water

Features/Benefits:

- Actively reach DCN's contractor audience within highly targeted content related to your company's products and services
- Set your company apart from competitors with Premium Sponsorship positioning
- High impact banner advertising driving brand awareness & qualified traffic to your website

Editorial Feature Sponsorships Include:

- 33% SOV within 728x90, 160x600, 300x250 banner placements within your industry's content channel – front/inner pages
- 24/7 access to campaign performance reporting
- Right of 1st refusal, upon renewal

Limited to 3 sponsors per channel

Contact your sales representative today!

