

Journal of Commerce

Site/Premium Content Channel Sponsorship Opportunities

Understanding our advertisers' growing online marketing needs, Journal of Commerce 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. Journal of Commerce offers advertisers the following unique sponsorship opportunities on www.journalofcommerce.com:

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

Features/Benefits:

- Actively reach 19,000 construction professionals monthly as they visit www.journalofcommerce.com for web exclusive features and content
- 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.journalofcommerce.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



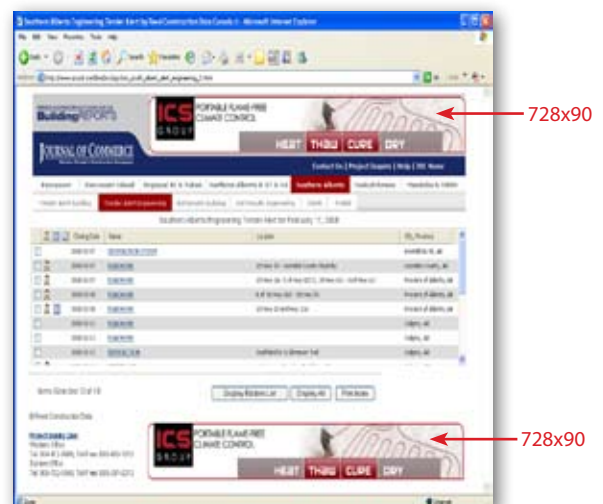
Exclusive Channel Sponsorships: • Building Reports Online Channel • Legal Notices

Features/Benefits:

- Actively reach over 75% of Journal of Commerce's 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



Journal of Commerce

Special Feature Sponsorships

Journal of Commerce (www.journalofcommerce.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.journalofcommerce.com

- Building Envelope
- Concrete & Masonry
- Professional & Environmental Engineering
- Green Building
- Heavy Equipment
- Occupational Health and Safety
- Professional Development/Skills Training
- Roadbuilding
- Steel
- Trade Contracting
- Water and Waste Water

Features/Benefits:

- Actively reach JOC'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!

