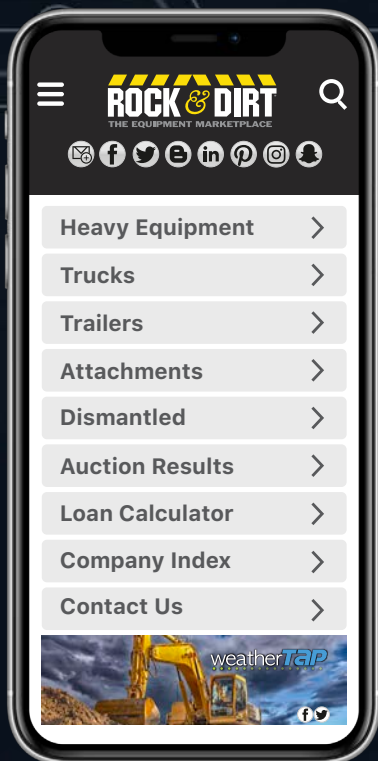


ROCK & DIRT REIMAGINED: UNLEASHING THE POWER OF DIGITAL



2020 MEDIA KIT

It's a new day for Rock & Dirt.
And it's all about innovation with our digital marketplace for heavy construction, and our full range of business marketing services.

Dear Valued Customer,

The reimagined Rock & Dirt sets the pace.

In 1937, when our parent company was founded, innovation was the cornerstone of our business. Our products were new, exciting, cutting-edge, comprehensive and, most of all, effective. For over 80 years, we've worked hard to stay out front and in sync with our customers and the "buy/sell" markets that we serve. That's why we're excited about transitioning from our singular print platform to our expanded, digital platforms.

Why the drive toward digital?

Recent studies show that 89% of established organizations have adopted or have plans to adopt a digital-first business strategy. Among IT decision-makers, 32% say that digital business has already helped their organization achieve revenue growth.¹ In 2019, there are more than 5 billion unique mobile users and nearly 4.4 billion Internet users worldwide. Nearly 3.5 billion use social media, and over 3 billion use social media on mobile devices.²

With digital, you're the real winner.

Of course, our move toward digital benefits you, our loyal customer, with a more diversified marketing strategy. It spreads your advertising budget into more channels and increases buyer access to your products and brand. We know your most important goal is to connect with buyers, fast and first. In a 365/24/7 digital world, we can help you do that faster and in more ways than ever before.

Whether with our website, social media, marketing services, email marketing or direct mail, the opportunities are endless. And yes, that's direct postal mail. Although digital is now in the driver's seat, print is still an important component of how we help you succeed. Our direct mail campaigns, exclusive for your business, reach the loyal audience that we've built and targeted for decades.

As we continue to grow and innovate, we're excited about the future. It's a new world that we live in, a digital world. We're excited to offer you better products and services that help you succeed. And we're excited about the ever-evolving technology that helps us connect you with buyers more efficiently.

Let us help you!



Dave Sojka
Director

¹2018 State of Digital Business Transformation, IDG

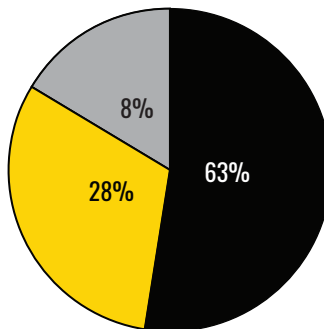
²2019 Global Digital Reports, Hootsuite and We Are Social

Snapshot of Rock & Dirt readers



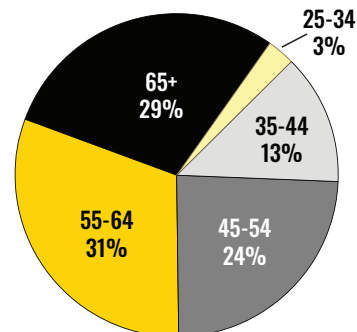
Rock & Dirt readers are mature, highly educated and affluent heavy construction professionals. They are also frequent users of the Internet and stay well connected with their mobile device.

Education



28% of Rock & Dirt's readers are college graduates, while 8% have graduate degrees.

Age



84% of Rock & Dirt's readers are 45 or older, while 16% are between 25 and 44.

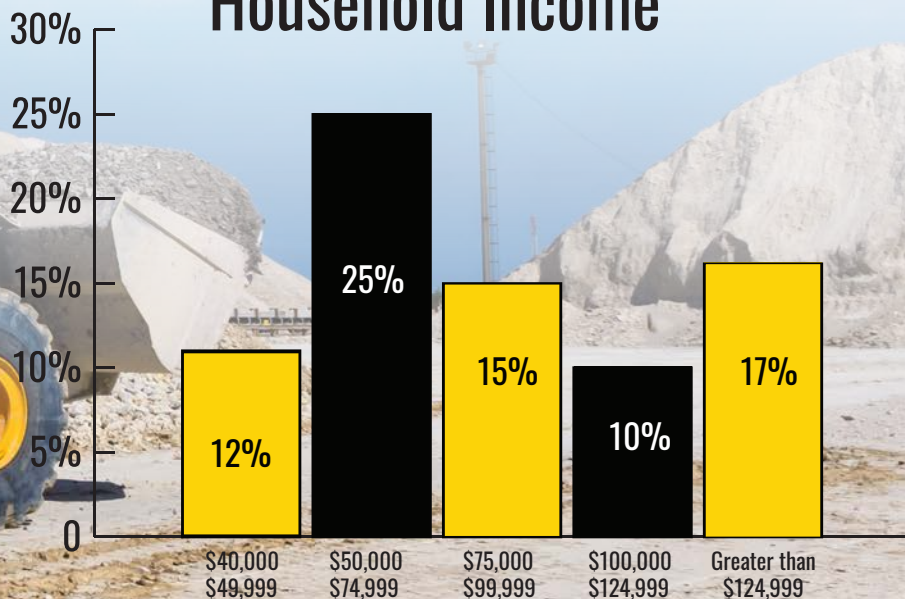
- Completed high school
- Completed college
- Completed graduate school

11% of Rock & Dirt's readers are self-employed.

50% of Rock & Dirt's readers are medium to heavy Internet users.

23% of Rock & Dirt's readers are heavy cell phone users.

Household Income



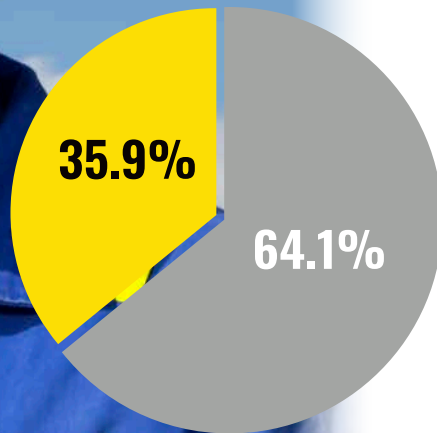
27% of Rock & Dirt's readers make \$100,000 or more per year.

Put your inventory where it matters most—
in front of buyers while they are shopping

2,621,433 USERS

(Jan. 1, 2018 - Jan. 1, 2019)

■ New ■ Returning



Average Time

3.01

Sessions

3,998,645

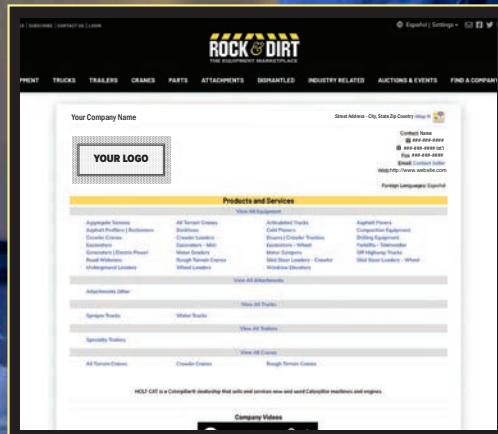
Page views

22,206,446

Pages/Session

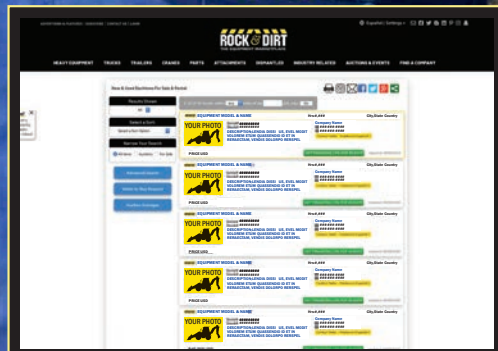
5.55

Company Profile



- Direct link to your website
- Comprehensive inventory
- Links to social media
- Contact info
- Branding w/your company logo
- Company bio

Inventory List



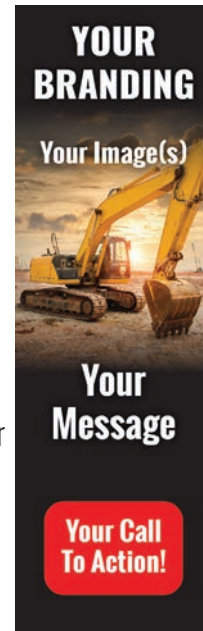
- Buyers find your inventory when searching.
- Buyers have quick access to call or email you directly.

• Premium Placement upgrade available for just \$50/item/month.

Feature your brand and products with web banners



Homepage Banner
450 x 245 pixels
\$2000 per month



Skyscraper Banner
125 x 400 pixels
\$600 per month



Auction Page Banner
350 x 263 pixels
\$1000 per month

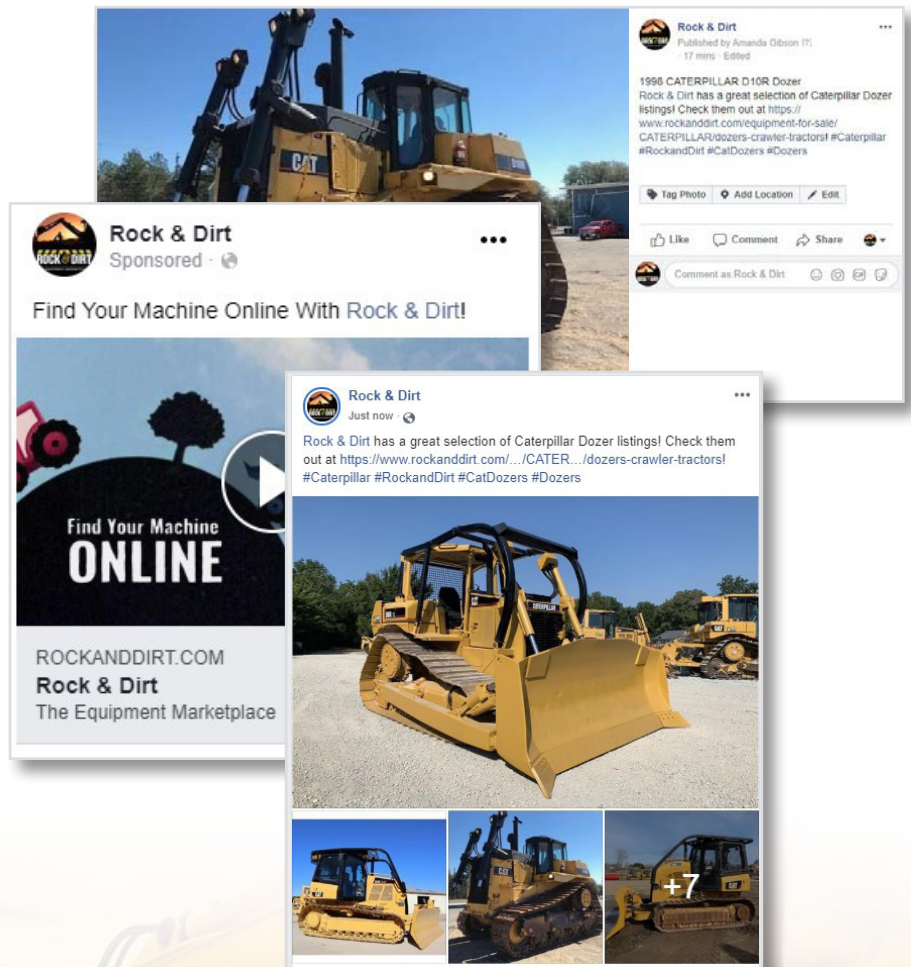
Web Banner Specifications

Banners must be RGB files at 96 ppi in JPG, PNG or GIF format. There is a 6-second time limit on all animated GIFs. Fixed banner placement and banner ad design services are available for an additional cost.



Increase marketing exposure with a social media boosted post

- Boosted exposure for a 7-day period to the Rock & Dirt Facebook audience of 426K+
- Choose a video or up to 25 pictures to promote and increase your exposure
- Link to your company Facebook page and website to drive awareness and build your audience and traffic
- Geotargeting available
- Post is also shared on Twitter and Instagram channels



RATES: Starting at \$1,000/post

Average Boosted Facebook Post Stats:

- Impressions: 139,000 • People Reach: 78,000 • Reactions: 1,400
- Shares: 76 • Post Clicks: 7,850 • Link Clicks: 204

**Facebook Likes: 426,000+ • Twitter Followers: 16,000+
Instagram Followers: 58,000+**



Engage your customers with a fully customized, branded email

- Brand and promote your inventory and sales message
- Targeted to Rock & Dirt's audience of 35,000+/-
- Promote calls to action with links to specific pages on your company website
- Measure email campaign performance (opens, clicks and click-through rates)

Average Email Campaign Stats

Audience Size: 35,000+/-
Opens 15% • Clicks:9-10%

Rates

- \$2,225 includes up to 3 hours of design time
- \$2,000 with provided html email

BRANDING

SEND A MESSAGE DIRECTLY TO POTENTIAL CUSTOMERS

Re perferrem dolupti busaper speditatet aliquid, ex ea simulant essendis cumet vena quations erferibus es excepud dectis ea dollaut e Acea cus aut eris rae poris eossimet minis quab magnimin consedit mod mos adis voliectem vol-

- maximendae volapla tiensedit aut pa que raeratur? Ipat, volor alit, officinium molonio bercidel
- ipenditatem et occum dolor magnim se simaxim perferi sape lautae. Nequisicia que nientissim
- ipsant ut quam ipsant doloror am delic cullesequi am, que nos ex eos quatid

Accus rem. Neaque aut is et autas aut que endit hiclatem quodio ea nimusci tasperi asincto ipidi dolupti voloratus.

Os derturto enis maximincto volorem ea di optatam volesto tototissimo delit etur sincto tem id borio nsequas nostota tatatur, exerum facerum numquia consensibusam liquam eveirecat odi od

YOUR BRAND LOGO

your contact information | your contact information

ADVERTISE YOUR AUCTION DIRECTLY TO THE INDUSTRY

A custom email spreads your message to thousands of industry contacts in the market. Expand your market today.

PROVIDE POTENTIAL BUYER UP TO DATE INFORMATION

Dates, Locations Inventory

your Graphic YOUR MESSAGE

Email Campaign's Reach an Audience of 35,000*

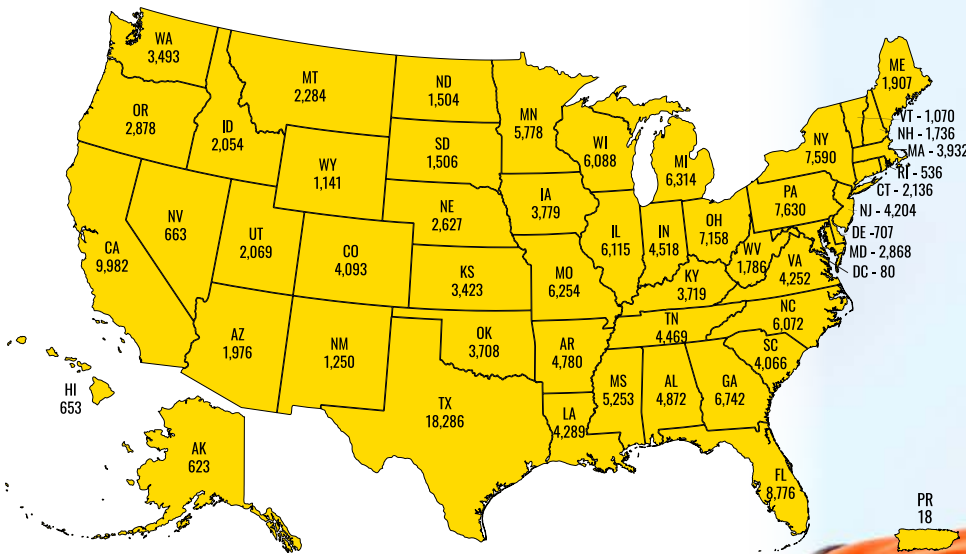
Ovit quam esed millam, simus dolorep eraesperum an vel Temquias enducia por sum quo totacetis etuscimus volorit

YOUR CAMPAIGN, YOUR CONTENT

BRAND & MODEL PRICE \$##,###	BRAND & MODEL PRICE \$##,###	BRAND & MODEL PRICE \$##,###
BRAND & MODEL PRICE \$##,###	BRAND & MODEL PRICE \$##,###	BRAND & MODEL PRICE \$##,###
BRAND & MODEL PRICE \$##,###	BRAND & MODEL PRICE \$##,###	BRAND & MODEL PRICE \$##,###
BRAND & MODEL PRICE \$##,###	BRAND & MODEL PRICE \$##,###	BRAND & MODEL PRICE \$##,###
BRAND & MODEL PRICE \$##,###	BRAND & MODEL PRICE \$##,###	BRAND & MODEL PRICE \$##,###

It's time to make an **IMPACT**

with active buyers in the heavy construction market. We've got you covered nationwide so you can reach our loyal database of active buyers or buyers who are in the market and ready to buy.



203,707

Verified recipients with valid mailing addresses

AL - 4,872
AK - 623
AZ - 1,976
AR - 4,780
CA - 9,982
C - 4,093
CT - 2,136
DE - 707
FL - 8,776
GA - 6,742
HI - 653
ID - 2,054
IL - 6,115

IN - 4,518
IA - 3,779
KS - 3,423
KY - 3,719
LA - 4,289
ME - 1,907
MD - 2,868
MA - 3,932
MI - 6,314
MN - 5,778
MS - 5,253
MO - 6,254
MT - 2,284

NE - 2,627
NV - 663
NH - 1,736
NJ - 4,204
NM - 1,250
NY - 7,590
NC - 6,072
ND - 1,504
OH - 7,158
OK - 3,708
OR - 2,878
PA - 7,630
PR - 18

RI - 536
SC - 4,066
SD - 1,506
TN - 4,469
TX - 18,286
UT - 2,069
VT - 1,070
VA - 4,252
WA - 3,493
DC - 80
WV - 1,786
WI - 6,088
WY - 1,141

Engage your customers with direct mail postcards

Mailed to active buyers in your market. We've got you covered nationwide so you can reach our loyal, heavy construction database.

76% of customers trust direct mail when they want to make a purchase

54% of customers surveyed said they want to receive mail their interested in

Choose from three sizes and promote your business exclusively!

We can promote your business exclusively with custom postcards mailed to our loyal construction database. Sell your equipment, parts and services, or feature your business in general. Whatever you're promoting, get your sales message directly into the hands of decision-makers in the construction industry that are actively in the market to buy. Ask your marketing consultant for more information and pricing! Lets mail!

Three postcard sizes from which to choose

Plenty of promotional space

Design, printing, mailing included

Nationwide construction audience

Targeted, geo-selects available

Postal presorts for maximum discounts



Target buyers in your market & promote more of what you sell!

TITLE MOCKUP
MAGAZINE

EVENT FLYERS

TARGETED MAILING

Have a lot of products and services or an entire inventory to sell? We can promote all of your items in custom catalogs, booklets or brochures that are mailed to our loyal construction database. No matter what you're selling, you can feature more of it in a professional, direct mail piece sent to construction professionals that are ready to buy now. **Ask your marketing consultant for more information and pricing! Let's mail!**

Various sizes available
Design, printing, mailing included
Targeted, geo-selects available

Multiple pages, few or many
Nationwide construction audience
Postal presorts for maximum discounts

Catalogs, booklets and brochures also available.

Digital advertising doesn't have to be complicated

Introducing Smart Campaigns with Google Ads

Managed by Rock & Dirt

Google smart campaigns involve campaign ad creation, audience targeting and ad delivery optimization across Google channels, based on the product or service being advertised and the advertiser's goal. Campaign goals can include phone calls, website visits, requests for directions, etc.

Smart Campaigns were specifically designed for small and local businesses, without a dedicated marketing or advertising staff.

Let us take care of the heavy lifting so you can focus your attention on other aspects of your business. We can optimize campaigns and ads, ensuring they get the results that you want.

- 72% of consumers who did a local search visited a store within five miles. (Wordstream)
- 82% of smartphone shoppers conduct 'near me' searches. (Search Engine Land)
- 28% of searches for something nearby result in a purchase. (Google)
- 50% of mobile users to visit stores within one day. (Google)
- Google drives 96% of mobile search traffic. (Jody Nimetz Co.)
- 86% of people look up the location of a business on Google Maps. (Junto)

Your complete portfolio of expert marketing products and services



CONSULTING

Establish a marketing strategy that maximizes your business objectives.



CONTENT

Cut through the clutter with thoughtful and engaging copy and messaging.



BRANDING

Great brands attract and it all starts with how you are perceived.



SEARCH

Become more accessible and relevant to your customers.



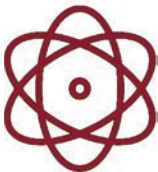
WEBSITE/UX

Provide customers with a compelling and informative online user experience (UX).



SOCIAL MEDIA

Engage customers in the voice of the platforms they use daily.



INTERACTIVE

Let your customers experience your brand. Exceptionally.



PRINT

Tangible is still effective.



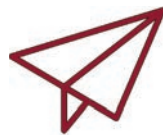
MULTIMEDIA

Tell the story of your business.



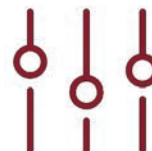
SHOWS & EVENTS

Create experiences that keep your business front-of-mind.



EMAIL

Stay front-of-mind with your customer.



ANALYTICS

Use the tools. Gain valuable insights. Make informed next steps.

Tap into the potential of search

- If your business is not visible in Google search, it can cost you money
- Search is your first line of defense to compete and win business
- Winning at search requires month-over-month marketing
- Be there when customers search by location, product, part or service

TIER 1:

- Google Ads Campaigns
- Click to Call feature
- Detailed competitive keyword research to create your business's unique campaign
- Customized ad copy
- Analysis and 1 recommended website change per month to support search campaign
- 1 Call to Action landing page created per quarter
- Quarterly Competitive Analysis
- Monthly Optimization and Budget management
- Monthly Lead Tracking

\$1,200/MONTH
(includes media spend)

TIER 2:

- Google Ads Campaigns & Organic Search Optimization
- Click to Call feature
- Detail competitive keyword research
- SEO Copywriting
- Analysis and 2 recommended website changes per month to support search campaign
- 2 Call to Action landing pages created per quarter
- Bi-Monthly Search Engine Optimization
- Quarterly Competitive Analysis
- Monthly Optimization and Budget Management
- Monthly Lead Tracking

\$1,800/MONTH
(includes media spend)

TIER 3:

- Google Ads Campaigns & Organic Search Optimization
- Click to Call feature
- Detail competitive keyword research
- SEO Copywriting
- Analysis and 4 recommended website changes per month to support search campaign
- 3 Call to Action landing pages created per quarter
- Ongoing Search Engine Optimization
- Monthly Competitive Analysis
- Monthly Client Review
- Monthly Optimization and Budget Management
- Monthly Lead Tracking

\$2,400/MONTH
(includes media spend)

Stay in front of your audience with social media

- More than 3.4 billion users are on social media
- Consumers spend over 2.5 hours a day on social media
- More than 40% of digital consumers utilize social media for research
- One of the most cost-effective forms of marketing

TIER 1:

- 1 Social Media Platform
- 4 Posts per month
- 1 Original Graphic per month
- Up to 3 image edits
(client provided images)
- 1 Targeted ad
- Monthly Tracking & Reporting

\$1,500/MONTH
(includes media spend)

TIER 2:

- 2 Social Media Platforms
- 8 Posts per month
- 2 Original Graphics per month
- Up to 6 image edits
(client provided images)
- 1 Social Media Story Program
- 2 Targeted ads
- Monthly Tracking & Reporting

\$2,500/MONTH
(includes media spend)

TIER 3:

- 3 Social Media Platforms
- Content Calendar
- 12 Posts per Month
- 3 Original graphics per month
- 1 Vertical Boosted Post per quarter
- 2 Social Media Story Programs
- 3 Targeted ads
- Platform Monitoring
- Quarterly Competitor Tracking
- Monthly Tracking & Reporting

\$3,500/MONTH
(includes media spend)

Give your business the website it deserves

- **Winning business online starts with a great website**
- **Your online presence is crucial to business success**
- **Give prospective customers the information they need to choose you**
- **Great websites generate interest, inquiry and sales**

TIER 1:

- Up to 5 Pages
- Mobile responsive
- Up to 10 images
- Contact form
- Google Maps integration
- Social links
- Quarterly Dashboard
- Up to 1 Hr Monthly support & updates
- Website Hosting
- Website Back-up
- Monthly Lead Tracking

\$900/MONTH
(12-month term)

TIER 2:

- 5-9 Pages
- Mobile responsive
- Custom homepage design w/ rotating banner
- Up to 3 hrs of content creation
- Up to 20 images
- Image gallery
- Contact form
- Social links
- Google Maps integration
- Monthly Dashboard
- Up to 2 Hr Monthly support & updates
- Website Hosting
- Website Back-up
- Monthly Lead Tracking

\$1,400/MONTH
(12-month term)

TIER 3:

- 10-15 Pages
- Mobile responsive
- Custom homepage design w/ rotating banner
- Up to 5 hrs of content creation
- Up to 30 images
- Image gallery
- Contact form
- Social links
- Google Maps integration
- Monthly Dashboard
- Up to 3 Hr Monthly support & updates
- Website Hosting
- Website Back-up
- Monthly Lead Tracking

\$1,900/MONTH
(12-month term)

Put your business in front of our global, digital audience



Email:

sales@rockanddirt.com

Rock & Dirt Phone:

Advertising

(800) 251-6776 (US/Canada)

(931) 484-5137 (Int'l)

Rock & Dirt en Español Phone:

Advertising

(931) 459-4769 (US/Canada)

Web Site Technical Support:

931-459-4768

Deliveries:

174 Fourth Street

Crossville, TN USA 38555

Mail:

P.O. Box 509

Crossville, TN USA 38557

Fax:

(800) 423-9030 (US/Canada)

(931) 707-3810 (Int'l)

Business Hours:

8:00 AM - 4:00 PM CST M-F

ROCK & DIRT



ROCK & DIRT

THE EQUIPMENT MARKETPLACE

A division of  **TRADER**
INTERACTIVE

174 4th Street, Crossville, TN 38555 • 800-251-6776 • adinfo@rockanddirt.com