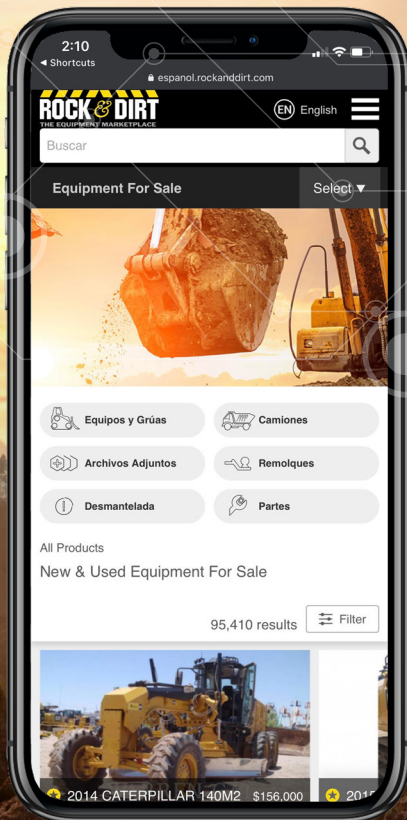


# ROCK & DIRT<sup>®</sup> SETS THE PACE: CONSTANT CHANGES MET WITH CONSTANT INNOVATION



## 2021 MEDIA KIT

2020 was a year of change. Rock & Dirt and Rock & Dirt Español have remained industry leaders because we are all about innovation with our digital marketplace for all things equipment and our full range of business marketing services.

Dear Valued Customer,

## **Industry Leader 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. With our world constantly changing, Rock & Dirt is constantly evolving to better serve you.

## **Why Rock & Dirt?**

Rock & Dirt is your number one source for all things equipment, trailers, attachments, and parts. Imagine selling your heavy equipment while spending less with affordable pricing and being able to place your truck ad in front of millions of monthly visitors.

## **Rock & Dirt is Here for You**

We make it easy to access information on financing, insurance, auctions, and shipping while you search, from excavators and dozers to skid steers and forklifts.

Whether with our website, social media, marketing services, or email marketing the opportunities are endless.

As we continue to grow and innovate, we're excited about the future. It's a new world that we live in, but luckily you have an industry leader that's here to help. We're excited to offer you great products and services that help you succeed.

**Let us help you!**





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

**1,049,420 RAD USERS / 399,745 ESP USERS**

(Jan. 2020 - Dec. 2020)

**Average Time (RAD/ESP)**

**2:22 / 1:40**

**Sessions (RAD/ESP)**

**1,445,477 / 532,018**

**Pageviews (RAD/ESP)**

**7,059,193 / 1,502,940**

**Pages/Session (RAD/ESP)**

**4.88 / 2.82**

## Age Range

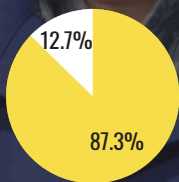
**RAD**

1. 55-64
2. 45-54
3. 35-44
4. 25-34
5. 65+

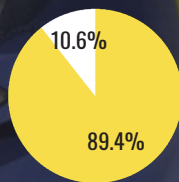
**ESP**

1. 25-34
2. 35-44
3. 18-24
4. 45-54
5. 55-64

**New** **Returning**



**RAD**



**ESP**

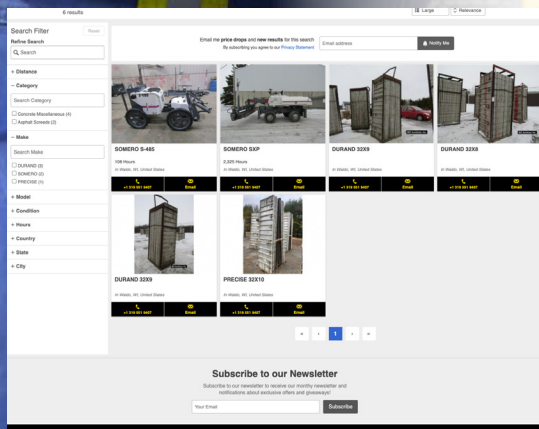
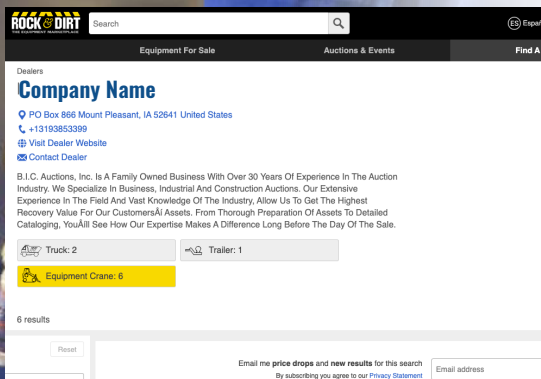
## Company Profile

- 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



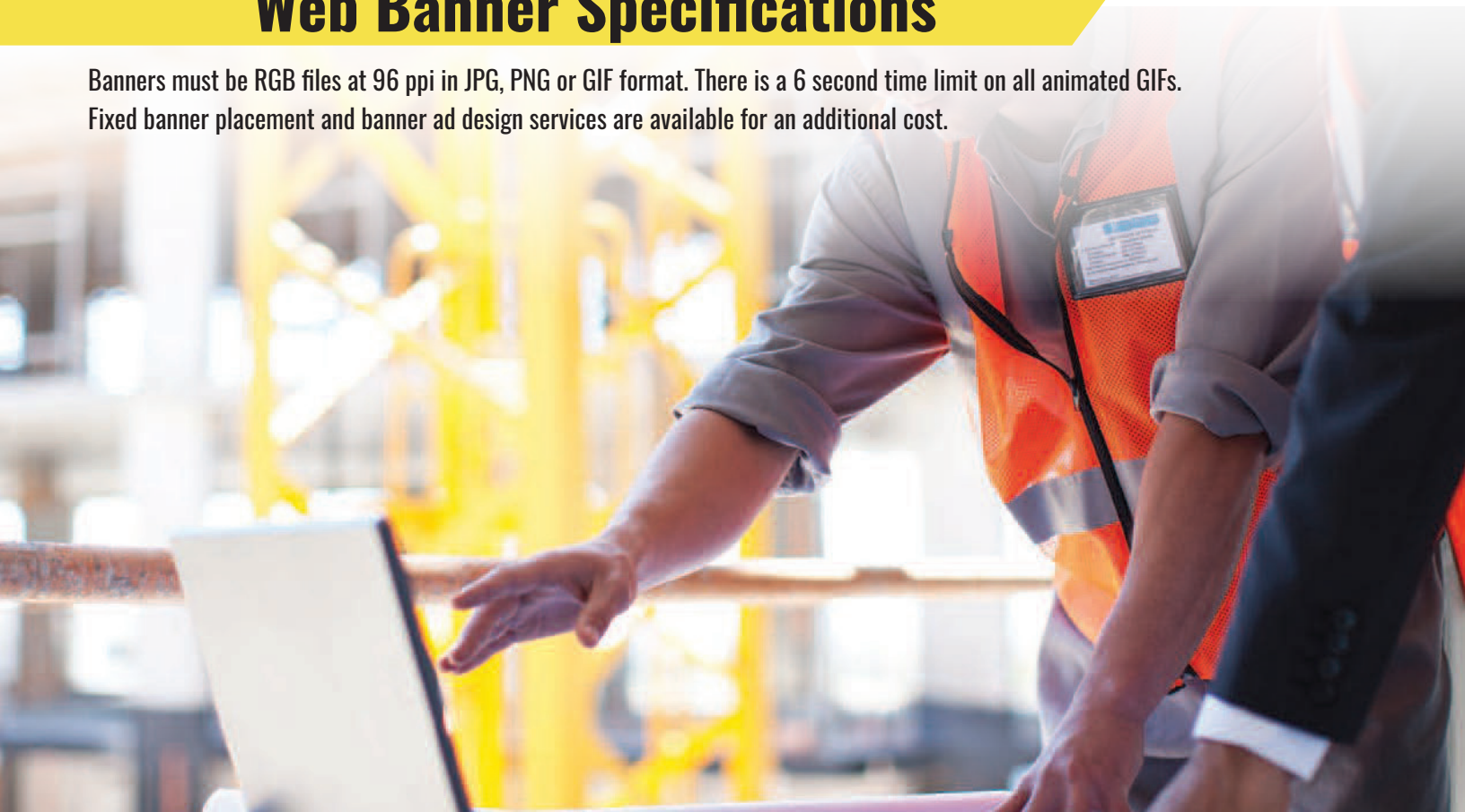
Skyscraper Banner  
160 x 600 pixels  
\$600 per month



Auction Page Banner  
300 x 250 pixels  
\$1000 per month

## Web Banner Specifications

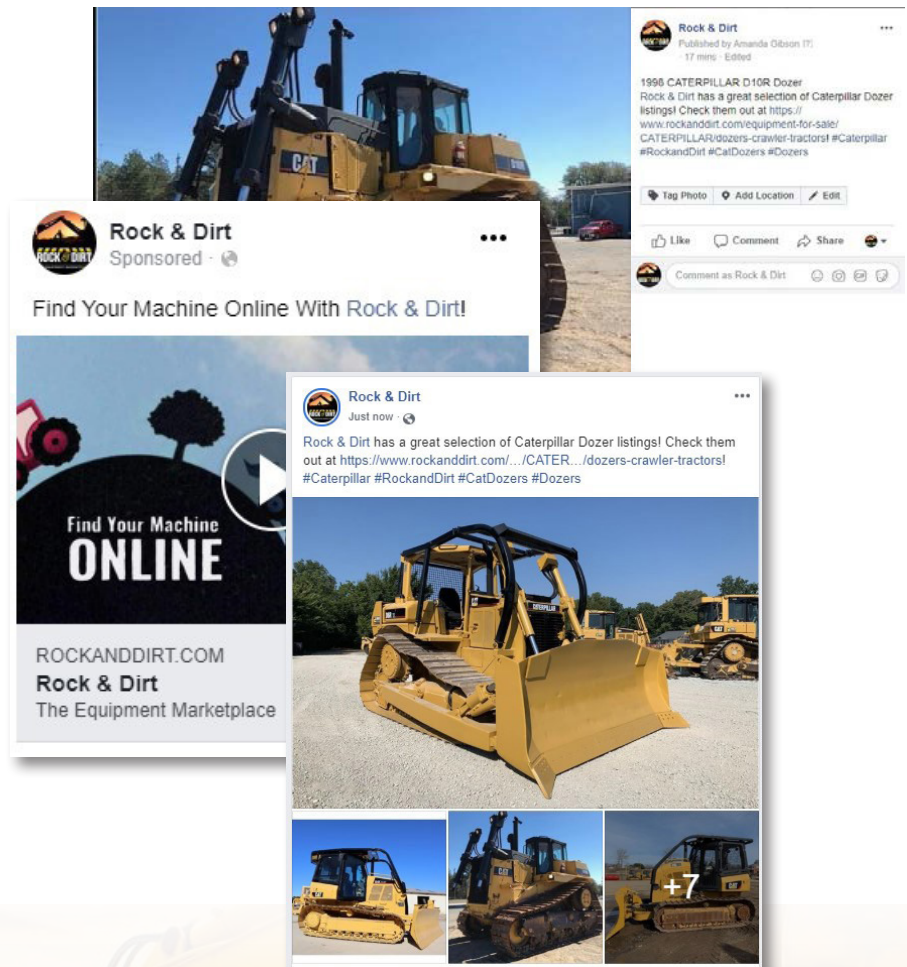
Banners must be RGB files at 96 ppi in JPG, PNG or GIF format. There is a 6 second time limit on all animated GIFs. Fixed banner placement and banner ad design services are available for an additional cost.





# Increase marketing exposure with a social media boosted post

- Boosted exposure for a 7-day period to the Rock & Dirt Facebook audience of 453K+
- 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 (RAD/ESP):

- Impressions: 156K / 412K • People Reach: 84.5K / 184K
- Reactions: 1.2K / 6.8K • Shares: 45 / 174
- Post Clicks: 8.4K / 23K • Link Clicks: 392 / 440

- Facebook Likes: 453K+ / 312K+ • Twitter Followers: 16.5K+ / 1.7K+
- Instagram Followers: 74K+ / 4.5K+



# 3 Ways To Connect

WITH POTENTIAL BUYERS THROUGH EMAIL

Meet Rock & Dirt's engaged audience in their inbox. Offering 3 ways to connect with over 35,000 potential buyers via email with:

## HOT DEALS

(Starting at \$100/month)

- Targeted, inventory-based email that features 3 or 6 listings of your choice
- Drive engagement back to your listings on Rock & Dirt
- Increase your brand awareness with your logo, address, and phone number

## NEWSLETTER FEATURES

(Starting at \$200/month)

- Feature newsworthy articles specific to your business
- Drive brand awareness through banner advertisements that support your business goals
- Option for multiple sends per month, keeping you top of mind with engaged buyers

## ADVERTISER EXCLUSIVE EMAILS

(\$1,000 with provided HTML Email)

(\$1,225 with up to 3 hours of design time)

- Custom email campaign that drives traffic and engagement back to your business's website
- Promote your business by targeting the inbox of buyers while they research
- Decide the message, design, and targeting to ensure maximum ROI

# 35K

Connect with over 35,000 potential buyers

(RAD, 2020)

# 60%

of consumers say they've made a purchase as the result of a marketing email they received

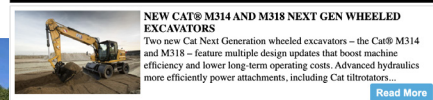
(Constant Contact, 2020)



STARK INDUSTRIES

1200 INDUSTRIAL AVE  
LONG BEACH, CA 10101  
(558) 555-5555

View Inventory



WE PAY INSTANT CASH FOR BEARINGS



# 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:

999 Waterside Drive

Norfolk, VA USA 23510

## Mail:

999 Waterside Drive

Norfolk, VA USA 23510

## Fax:

(800) 423-9030 (US/Canada)

(931) 707-3810 (Int'l)

## Business Hours:

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

**ROCK & DIRT**<sup>®</sup>





**ROCK & DIRT**

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