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Welcome to the HelicaPileWorld Media Kit

HelicalPileWorld (HPW) was first introduced in October of 2006, and the site virtually went dormant in 2009 until the new owner and publisher, Bill Bonekemper, revamped major portions of the site and re-introduced it in late February, 2011. Until the re-release, HPW provided a significant amount of technical resource data primarily targeted to the engineering community, and this relevant and important information will remain an essential component of our site. In addition, a much broader and deeper vision for the direction for the HPW has been architected to bring a significant increase in overall value.

Significantly Increasing the Amount of Helpful and Useful Information for All Helical Pier Industry Professionals

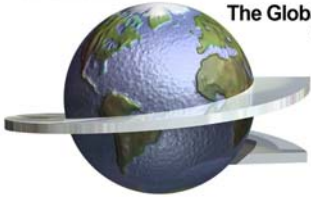
To accomplish this, HPW will be developing many different methods and formats for acquiring and disseminating much needed information necessary to fuel the growth of the industry. Our readers can expect to see technical forums, blogs, letters to the editor and other segmented communications venues designed to foster interactive dialogue between our readers, our Technical Review Panel and our contributing authors.

A New Quick and Easy Way to Identify and Locate Helical Pile Installation Contractors, Distributors and Manufacturers

This portion of the site will help Deep Foundation Engineers and Construction Project Managers find the necessary resources to help with product selections, bid preparation and solicitation, and other necessary project-specific information relating to helical pier design, cost and installation timelines.

Maintain a Consistent Flow of Relevant and Timely News and Information across the Entire Spectrum of the Helical Pile Industry

HPW is unique in its ability to attract a very, very targeted audience of people who visit the site for a single purpose – to seek information from within and about the helical pile industry. This highly focused visitor is anxious to locate relevant and timely information that will enlighten and help his or her organization with strategic and tactical planning.



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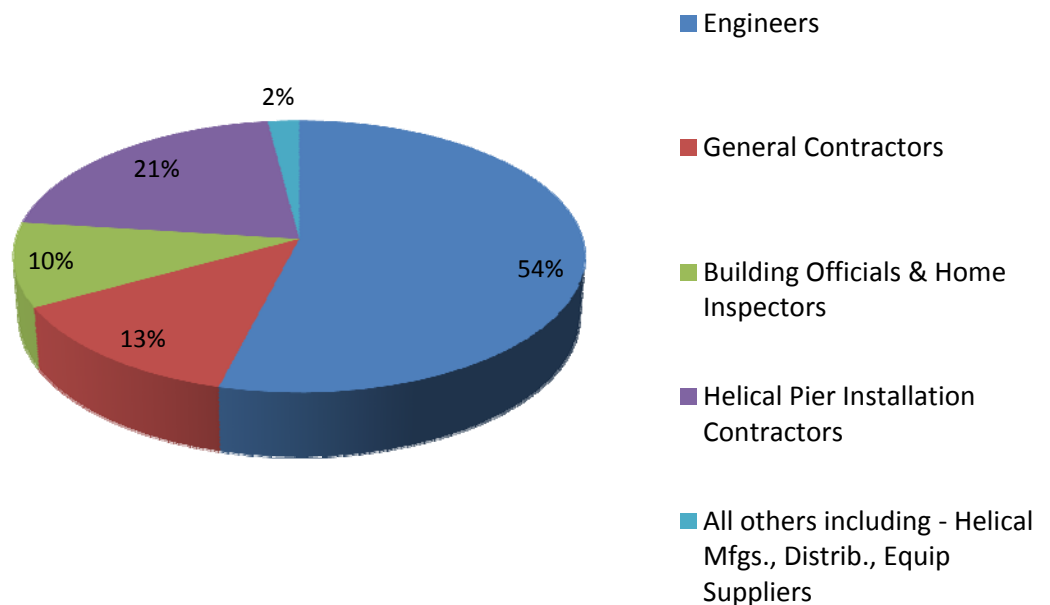
Offer a Variety of Methods for Our Supporters to Gain Exposure to Industry Decision Makers

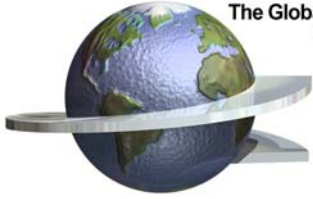
Companies need an efficient and effective outlet for getting important information to the marketplace, and HPW is uniquely positioned to offer this capability. For marketers and advertisers, HPW offers a dynamic tool to target and reach the professionals and markets most important to your business strategy. A partial list of items that are well suited for exposure on HPW includes:

- Product Information
- Advancements in Technology
- Load Test Data
- Case Studies
- Technical Papers
- Employee Announcements
- Seminars & Conferences

HPW eNEWS™ Subscription Distribution

Currently HPW eNEWS is distributed to approximately 3800 subscribers. HPW is planning to increase the total to more than 7000 by Q3 2011.





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Provide True Value for All HPW Readers and Supporters

HPW is uniquely positioned to provide true value for all of our readers and supporters by offering technical content, relevant and timely news, easy to use contractor locators and a very effective platform for equipment and materials suppliers to reach industry decision makers (see *HPW Value Profile*).

We hope you agree with us that the *New HelicalPileWorld.com* can play an important role in the explosive growth that is expected for our industry over the next decade. We invite our readers to join us in our efforts to make HPW the most important information resource tool for all helical pier professionals by communicating with us and making recommendations about how you think we can add even more value for our readers.

Thank you for taking this time, and we look forward to meeting and talking with as many of our readers as possible.

Yours in Helical Piles,

William W. Bonekemper
Publisher & Editor-in-Chief

Please send written, verbal or digital communications to:

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P.O. Box 43533
Cincinnati, OH 45243
513-386-8158

<mailto:bbones@helicalpileworld.com>

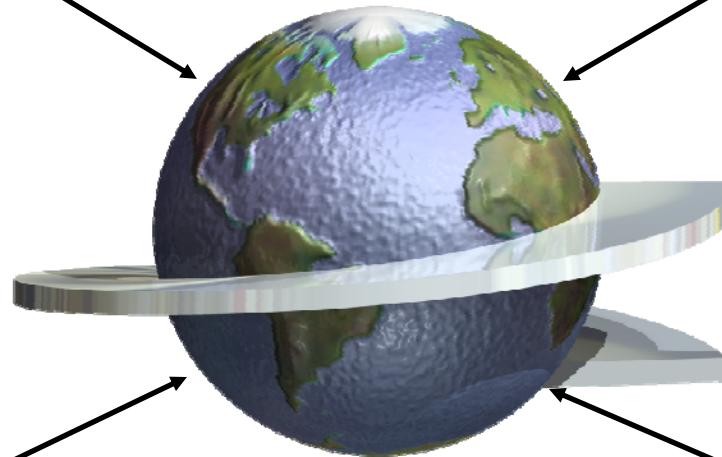
VALUE PROFILE

Value for Engineers

Engineers need access to technical information, project case histories, manufacturers with varying helical pier designs and capacities, and *HPW's Technical Review Panel*

Value for Project Managers

Construction Project Managers need access to both *Helical Pier Manufacturers* and *Installation Contractors* to obtain product and installation pricing

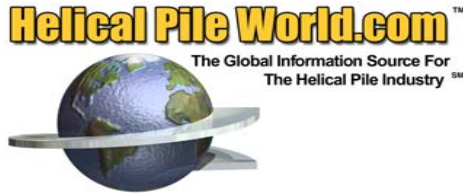


Manufacturers and Suppliers need exposure to Engineers, Project Managers and Installation Contractors to inform about and promote products

Installation Contractors need exposure to Construction Project Managers and information about helical piers and installation equipment from Suppliers

Value for Manufacturers & Suppliers

Value for Installation Contractors



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Advertisers Rate Sheet (6-14-11)

advertising@helicalpileworld.com

www.helicalpileworld.com

Ad Type	Pages & Location	Ad Width (pixels)	Ad Height (pixels)	Total # of Ad Placements	1 Month Contract	3 Month Contract	6 Month Contract
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INSTALLATION CONTRACTOR PAGES ONLY

Top Banner - for Installation Contractor Pages (U.S. States)	U.S. Installation Contractor Pages	570	108	52 Pages	\$1400 / mo.	\$1250 / mo.	\$1150 / mo.
Large Tower Ads - L Margin (Only) - for Installation Contractor Pages (U.S. States)	U.S. Installation Contractor Pages	175	450	52 Pages	\$1600 / mo.	\$1450 / mo.	\$1350 / mo.
Small Tower Ads - L Margin (Only) - for Installation Contractor Pages (U.S. States)	U.S. Installation Contractor Pages	120	280	52 Pages	\$1200 / mo.	\$1050 / mo.	\$950 / mo.
Top Banner - for Installation Contractor Pages (Canadian Provinces)	CA Installation Contractor Pages	570	108	5 Pages	\$700 / mo.	\$625 / mo.	\$575 / mo.
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Small Tower Ads - L Margin (Only) - for Installation Contractor Pages (Canadian Provinces)	CA Installation Contractor Pages	120	280	5 Pages	\$600 / mo.	\$525 / mo.	\$475 / mo.
European Union, Australia & New Zealand Installation Contractor Pages - Call or Email for Pricing	EU, AU & NZ Installation Contractor Pages	call or email	call or email	call or email	call or email	call or email	call or email
Installation Contractor Linked Logo Program	Single State or Multiple States	700	125	1 per page	\$50	n/a	\$500 / year

ALL PAGES OTHER THAN INSTALLATION CONTRACTORS

Logo & Contact Info Listing Ad - Linked to Web Site	Helical Manufacturer Listing Page(s)	Approx 150	Approx 150	1	n/a	n/a	\$1900 / Yr.
Logo & Contact Info Listing Ad - Linked to Web Site	Helical Distributor Listing Page(s)	Approx 150	Approx 150	1	n/a	n/a	\$1500 / Yr.
Top Banner - All Pages EXCEPT Installation Contractors	All Pages EXCEPT Installation Contractors Pages	570	108	Approx 20 Pages	\$950 / mo.	\$900 / mo.	\$825 / mo.
Large Tower Ads - R or L Margin - All Pages EXCEPT Installation Contractors	All Pages EXCEPT Installation Contractors Pages	140	360	Approx 20 Pages	\$650 / mo.	\$600 / mo.	\$560 / mo.
Small Tower Ads - R or L Margin - All Pages EXCEPT Installation Contractors	All Pages EXCEPT Installation Contractors Pages	120	280	Approx 20 Pages	\$450 / mo.	\$400 / mo.	\$360 / mo.
Large Article Inset	Articles Only	300	150	1	\$550	n/a	n/a
Small Article Inset	Articles Only	200	100	1	\$300	n/a	n/a
Small Box Ads - R or L Margin - All Pages EXCEPT Installation Contractors	All Pages EXCEPT Installation Contractors Pages	120	120	Approx 20 Pages	\$350 / mo.	\$300 / mo.	\$275 / mo.

Terms: Payment for all ads is due in full prior to placement on site.