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Welcome to the HelicalPileWorld Media Kit

HelicalPileWorld.com (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

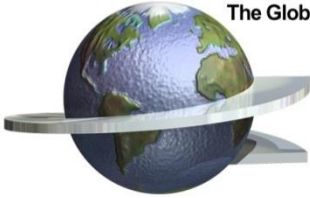
To accomplish this, HPW will be developing many different methods and formats for acquiring and disseminating much needed information necessary to fuel the growth of the industry. Our readers can expect to see technical forums, blogs, letters to the editor and other segmented communications venues designed 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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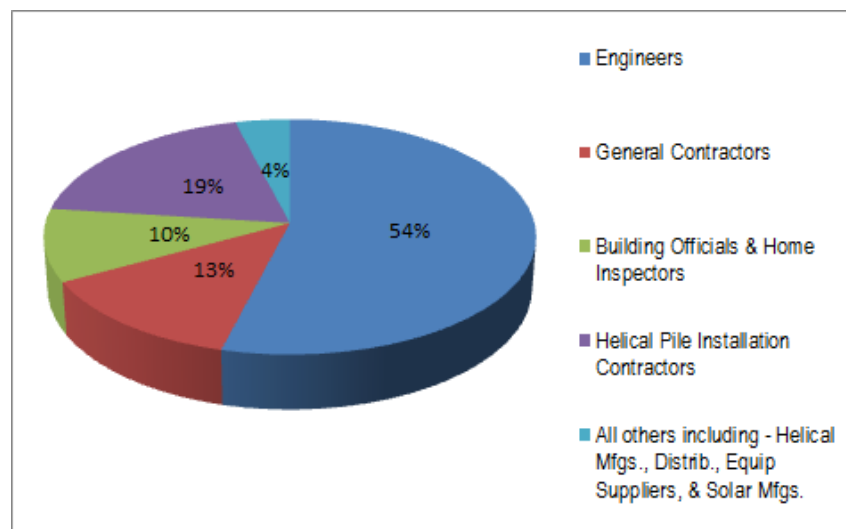
Offer a Variety of Methods for Our Supporters to Gain Exposure to Industry Decision Makers

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
- Building Codes Information
- Load Test Data
- Case Studies
- Technical Papers
- Employee Announcements
- Seminars & Conferences

HPW eNEWS™ Subscription Distribution

Currently HPW eNEWS is distributed to over 7,000 subscribers.



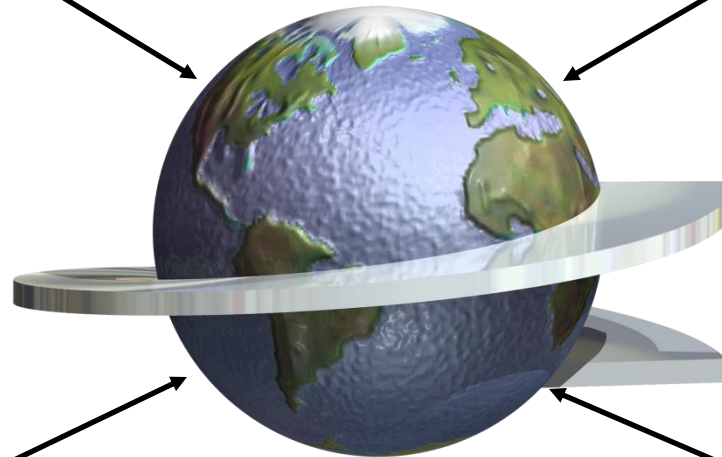
VALUE PROFILE

Value for Engineers

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

Value for Project Managers

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

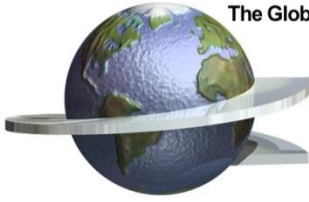


Manufacturers and Suppliers need exposure to Engineers, Project Managers and Installation Contractors to inform about and promote products

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

Value for Manufacturers & Suppliers

Value for Installation Contractors



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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 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.

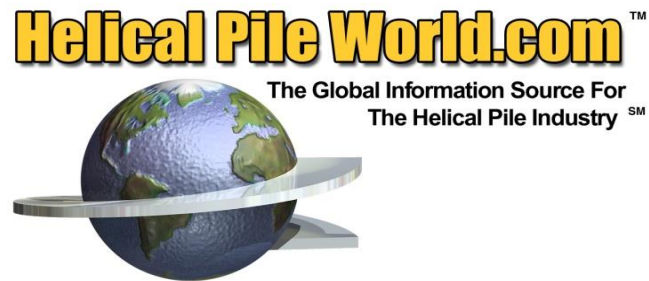
Thank you for taking this time, and we look forward to meeting and talking with as many of our readers as possible.

Yours in Helical Piles,

William W. Bonekemper
Publisher & Editor-in-Chief

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INSTALLATION CONTRACTOR PAGES ONLY							
Top Banner Ad	Installation Contractor Pages + Home Page	570	108	52 Pages	\$990 / mo.	\$920 / mo.	\$870 / mo.
Large Tower Ad	Installation Contractor Pages + Home Page	175	450	52 Pages	\$1600 / mo.	\$1450 / mo.	\$1350 / mo.
Small Tower Ad	Installation Contractor Pages + Home Page	120	280	52 Pages	\$1200 / mo.	\$1050 / mo.	\$950 / mo.
Installation Contractor Linked Logo Program	Single State or Province	700	125	1 per page	n/a	n/a	\$500 / year
ALL PAGES OTHER THAN INSTALLATION CONTRACTORS							
Logo & Contact Info Listing Ad	Helical Pile Manufacturer Listing Page	150	150	1	n/a	n/a	\$1900 / Yr.
Logo & Contact Info Listing Ad	Helical Pile Distributor Listing Page	150	150	1	n/a	n/a	\$1200 / Yr.
Top Banner	All Pages EXCEPT Installation Contractors Pages + Home Page	570	108	20 Pages	\$750 / mo.	\$700 / mo.	\$650 / mo.
Large Tower Ad - R or L Margin	All Pages EXCEPT Installation Contractors Pages + Home Page	140	360	20 Pages	\$1300 / mo.	\$1150 / mo.	\$1050 / mo.
Small Tower Ad - R or L Margin	All Pages EXCEPT Installation Contractors Pages + Home Page	120	280	20 Pages	\$900 / mo.	\$750 / mo.	\$650 / mo.
Small Box Ad - R or L Margin	All Pages EXCEPT Installation Contractors Pages + Home Page	120	120	20 Pages	\$350 / mo.	\$300 / mo.	\$275 / mo.
HPW eNEWS MONTHLY NEWSLETTER							
Tower Ad - R or L Margin	HPW eNEWS Newsletter Only	175	430	1	\$900 / mo.	\$775 / mo.	\$675 / mo.
Half Tower Ad - R or L Margin	HPW eNEWS Newsletter Only	175	260	1	\$575 / mo.	\$475 / mo.	\$400 / mo.
Small Box Ad - R or L Margin	HPW eNEWS Newsletter Only	175	65	1	\$425 / mo.	\$350 / mo.	\$300 / mo.

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