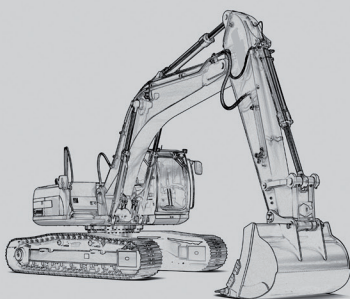




CONSTRUCCION



2012

The leading construction
magazine for Latin America
and the Spanish speaking
Caribbean since 1972



2012 marks a milestone for **Construcción Pan-Americana (CPA)**. Launched in 1972 as a local construction magazine and later introduced in Latin America, CPA has since become the portal for all things construction related. From print advertising to extensive digital offerings including a regional online marketplace for used equipment, CPA is equipped to meet all your marketing needs.

CPA proudly celebrates its 40th anniversary as the most recognized construction magazine in the marketplace serving the entire Latin American market including Mexico, Central America, South America and the Spanish-speaking Caribbean. Like a loyal confidant, CPA has become the constant in the ever-changing construction industry in Latin America.

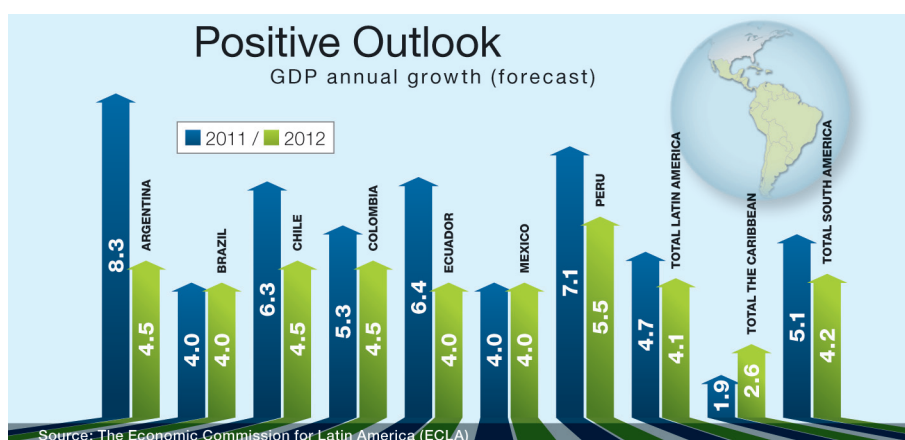
More than *97% of readers consider CPA the primary or leading source of information for the industry. Each month, nearly 13,000 copies of CPA are distributed among professionals and end-user firms involved in, but not limited to: construction, earthmoving, paving, lifting and material handling, trucking and hauling equipment, as well as, sales, rental, distribution, and manufacturing of construction equipment and technology. We ensure cost-free distribution to quality professionals who meet our strict criteria. Seeking out and qualifying each reader, gives your advertising program maximum impact.

CPA's print and digital content features in-depth industry news, technological advances and key economic indicators of the sector. Product reviews, job stories and executive interviews are also regularly presented. Over 83% of our readers have conducted further research based on articles published in CPA and over 67% of the readers are the primary decision makers for their company.

*Based on 2009 Readers Survey



Construcción Pan-Americana,
earning unparalleled
customer loyalty
one reader at a time!



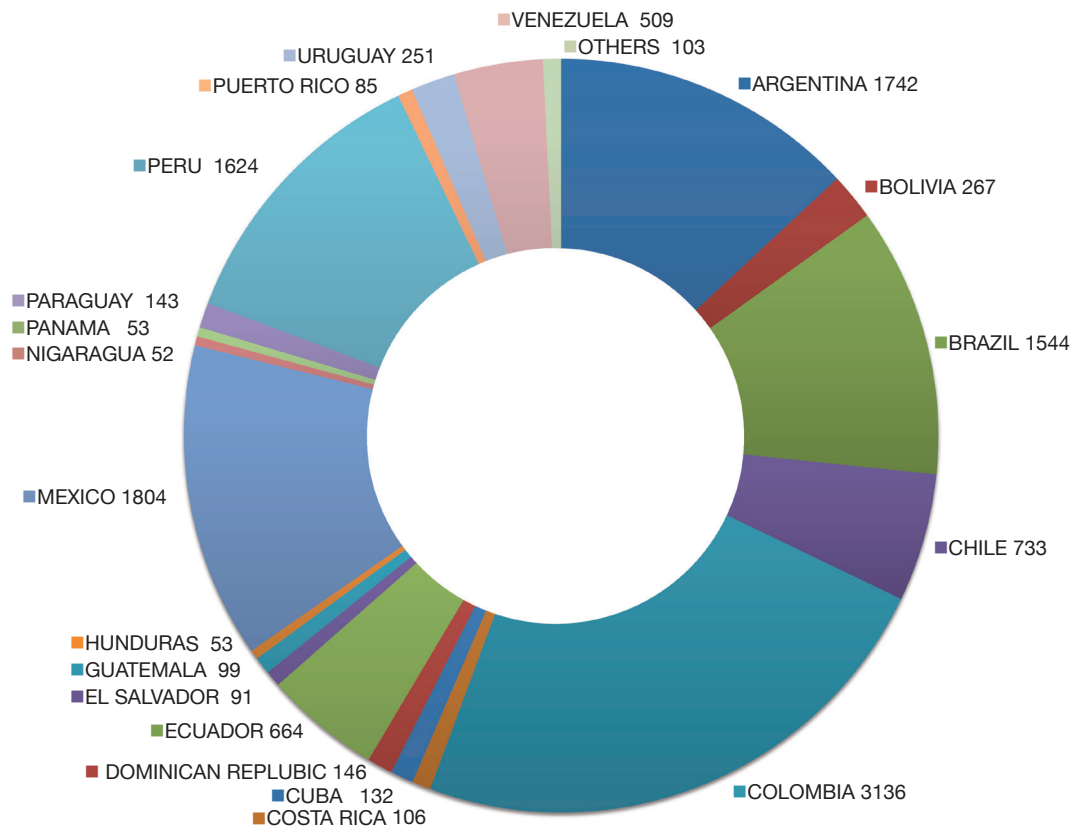
When it comes to business and economic opportunities in Latin America the best word to describe the near future is: Optimism.

The region has not only overcome the global financial crisis but it is also showing strong signals of rapid growth in most markets. The region is becoming more attractive to international investors especially in both the infrastructure and mining sectors.

According to The Economic Commission for Latin America (ECLA), the GDP of Latin America and the Caribbean is expected to grow by 4.1% in 2012, which is the equivalent of a 3.0% rise in per capita GDP, despite the uncertainty that remains in the light of the situation in the rest of the world.

OVER 60,000 READERS!

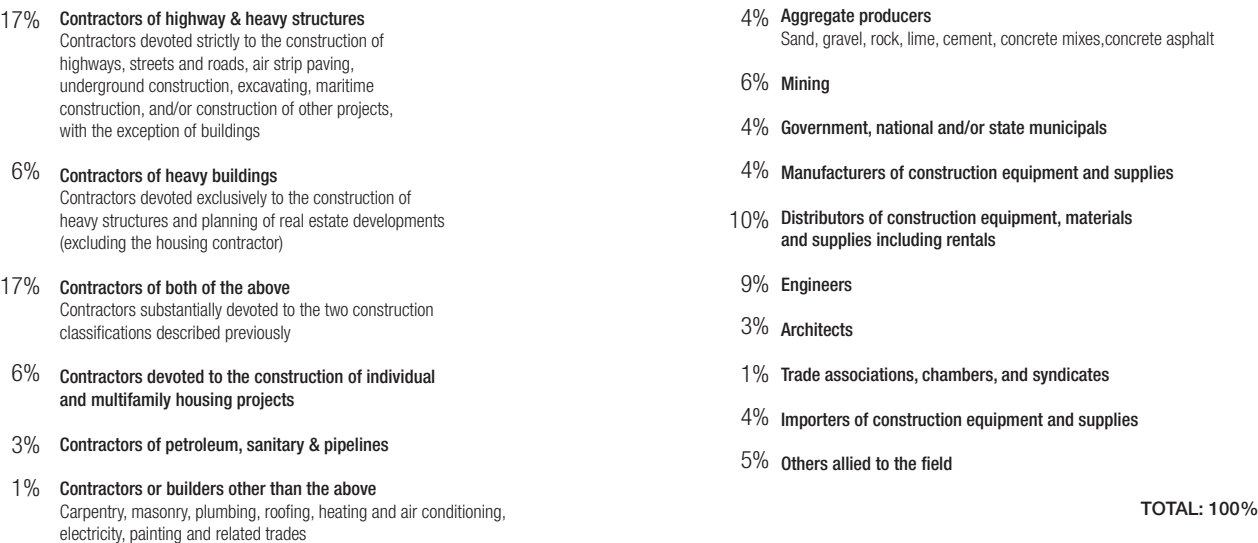
The overseas pass-along readership of Construcción Pan-Americana has a broad base and is highly selective. It includes not only builders, contractors and sub-contractors in the construction field, but also professionals, such as construction engineers, builders of roads, tunnels and bridges, distributors of construction machinery and equipment, earthmoving and excavating contractors, paving contractors, government officials in charge of housing and public works, buying and exporting agencies, manufacturers' representatives and distributors handling heavy construction equipment and materials. In addition, Construcción Pan-Americana is mailed regularly to the complete membership rosters of all construction chambers of the countries shown below (Chambers include the most active contractors and builders in each country). Following is the international territorial distribution and reader breakdown of Construcción Pan-Americana.



Total: 13,337

* October 2011

READERSHIP DESCRIPTION & CIRCULATION



2012 EDITORIAL CALENDAR

Issue	Special Issue	In this Edition	Equipment & Technology	Country Focus
January	GRÚAS y ELEVACIÓN PAN-AMERICANA	The Forecast Report: The construction sector in 2012 & the impact on the Latin American economy	Compact Equipment Transportation & Fleet	The Caribbean
February	World of Asphalt Charlotte, NC USA March 13-15, 2012 Brazil Road Expo Sao Paulo, Brazil April 2-4, 2012	The Roadbuilding Report: Developments in the region	Surveying Road Construction	Central America
March	2012 International Buyers' Guide	The Housing Report: Challenges and opportunities in the residential sector	Aggregate Site Preparation	Ecuador
April	GRÚAS y ELEVACIÓN PAN-AMERICANA Expo Construcción Merida, Yucatan, Mexico May 24-26, 2012 M&T Expo Sao Paulo, Brazil May 29-June, 2 2012	The Infrastructure Report: Advancements in the region	Pumping Equipment Paving Maintenance & Parts	Brazil
May	World of Concrete Mexico Mexico City, Mexico June 19-21, 2012	The Cement and Concrete Industry in Latin America	Earthmoving Concrete Transportation & Fleet Engines	Mexico
June		The Finance Report: Investment trends	Underground Construction Cranes, Lifting, Hoisting, & Material Handling Safety Equipment	Panama
July	GRÚAS y ELEVACIÓN PAN-AMERICANA Expo Camacol Medellin, Colombia August 22-25, 2012 The Concrete Show South America Sao Paulo, Brazil August 29-31, 2012	The Dealers Report: The leading equipment distributors and new market trends	Asphalt Demolition & Recycling	Venezuela
August	EXCON Lima, Peru October 2-7, 2012	The Green Report: Trends in environmentally friendly construction	Earthmoving Communications & Information Tunneling & Drilling	Peru
September	Feria Internacional de Bogotá Bogota, Colombia October 1-5, 2012 Expo Cihac Mexico City, Mexico	Construction's Big Players: The largest construction and engineering firms in Latin America	GPS & Laser Technology Power Equipment	Colombia
October	GRÚAS y ELEVACIÓN PAN-AMERICANA		Road Construction Crushing & Screening Foundation, Piling & Drilling	Chile
November		The Leading Commercial Development Projects in Latin America	Compact Equipment Used & Rental Equipment	Argentina
December	World of Concrete 2013 Las Vegas, Nevada USA February 5-8, 2013	Year-End Review: 2012 Latin American construction industry & the impact on the economy	Concrete Attachments Hammers & Breakers	Costa Rica

The Equipment & Technology Focus section represents the emphasis within each edition. However, the editorial staff will cover all the major construction related topics throughout the calendar year.

Other products and services to be covered:

Asphalt Plants
Articulated Haulers
Concrete Plants
Backhoes
Bulldozers

Compressors
Drilling Equipment
Dumper Trucks
Excavators
Generators

Haulers
Hydraulic Hammers
Light Plants
Milling Machines
Mixers

Motor Graders
Pavers, Rollers, Curbers
Reclaimers
Scrappers
Tractors

Trenchers
Trucks & Transportation
Welders
Wheel Loaders



Advertising Closing Date: On the 1st prior to publication month

Publication Date: On the 1st of the month

RATES 2012

MONTHLY ISSUE
ADVERTISING CLOSING DATE:
 On the 1st prior to publication month
DISTRIBUTION DATE:
 On the 1st of publication month

2012 INTERNATIONAL BUYERS' GUIDE
ANNUAL DIRECTORY
LISTING CLOSING DATE: November 30th 2011
ADVERTISING CLOSING DATE: January 15th 2012
DISTRIBUTION DATE: March 2012

FOUR COLOR	1 X	3 X	6 X	9 X	12 X	24 X
Two page spread	8470	7910	7420	6940	6690	6410
Jr. spread	5540	5180	4860	4540	4380	4200
Full page	4485	4205	3960	3720	3595	3455
2/3 page	3940	3705	3500	3295	3190	3075
1/2 page isl. / vrt.	3485	3285	3110	2940	2850	2750
1/2 page hrz.	3270	3090	2930	2770	2690	2600
1/3 page	2910	2760	2625	2490	2425	2345
1/6 page	2380	2270	2175	2075	2030	1975

Rates in US Dollars

COVER RATES AND SPECIAL POSITIONS	1 X	3 X	6 X	9 X	12 X
Front Cover Plus 3 pages of editorial	9235				
2 nd Cover	5085	4760	4515	4390	4185
3 rd Cover	4850	4540	4310	4195	4005
4 th Cover	5545	5180	4910	4775	4545
Page 3	5085	4760	4515	4390	4185
2 nd Cover & page 3 (spread)	9200	8585	8120	7890	7505

(Non cancellable)

Rates in US Dollars

Other Sizes (NET)

(Net rates not subject to any discounts)

Professional Card A (2" X 3.375")	275
Professional Card B (1" X 3.375")	150
Dealer Listing (1/3 page b/w)	1150
Literature Review (3.75" X 3")	850

Black & White Rates: Color rate -\$1000

Other Charges: Guaranteed Positions +10%

MECHANICAL REQUIREMENTS

Ad Material: Due on the 1st prior to publication month

Formats

PDF (preferred) - high resolution 300dpi, CMYK, all fonts included, QuarkExpress, Photoshop, Illustrator, InDesign

Photos

300dpi in JPEG, TIFF or EPS Format; CMYK Color Mode

Fonts

Include both screen and printer fonts used

Material Submission:

Color Proofs recommended for quality control

PUBLISHER RESERVES THE RIGHT TO REFUSE ANY ADVERTISEMENT IF IT DOES NOT MEET THE STANDARDS OF THIS PUBLICATION.

FTP

Visit www.cpa-mpa.com and click the FTP link at the top of the page and follow prompts

CD Rom or DVD

Send to the address below

Special Services:

Translations

Translation of advertising material from English to Spanish is done free of charge for all advertisements. Any other translations including literature, catalogs or websites may be quoted upon request.

Text or ads for translations, material instructions, questions or concerns can be submitted directly to the Production Department at ads@cpa-mpa.com

Design & Production

Production of ad material, typesetting, layout, or retouching may be quoted upon request.

Inserts & Reprints

Gatefolds, bookmarks, tipping, reprints and other promotional material and inserts may be quoted upon request.

Agency Commission:

15% commission is given to recognized advertising agencies only on space and position if payment is made within 30 days of invoice. Commission is not granted on reprints, production charges, etc. and will not be given to accounts that are 60 days past due.

Terms of Payment:

All billings are due and payable 30 days from the date of the invoice and both the advertiser and its agency are jointly liable for the payment of the invoice.

PUBLISHER WILL TREAT ALL POSITION STIPULATIONS ON INSERTION ORDERS AS REQUESTS ONLY AND CANNOT BE GUARANTEED. The Publisher's inability or failure to comply with any such condition shall not relieve the agency or advertiser of the obligation to pay for the insertion.

Cancellations:

Insertion order cancellations or changes to ad material must be submitted in writing two weeks prior to closing date. An incomplete schedule will be subject to a short-rate computed at the earned rate.

SIZE specifications

SPREAD

16.75" x 11"
 (425.45 mm x 279 mm)

JR. SPREAD

16.75" x 5.5"
 (425.45 mm x 139.7 mm)

FULL PAGE

8.5" x 11"
 (216 mm x 279 mm)

Trim Size: 8.25" x 10.75"
 (210 mm x 273 mm)

Keep live matter: 0.125" (3.175 mm)
 from the trim size edges

2/3 PAGE

4.7" x 9.75"
 (119 mm x 247.65 mm)

1/2 PAGE ISLAND

4.7" x 6.75"
 (119.5 mm x 171.5 mm)

1/2 PAGE HORIZONTAL

7.15" x 4.75"
 (181.6 mm x 120 mm)

1/2 PAGE VERTICAL

3.5" x 9.75"
 (90.6 mm x 247.65 mm)

1/3 PAGE VERTICAL

2.25" x 9.75"
 (57.15 mm x 247.65 mm)

1/3 PAGE SQUARE

4.7" x 4.75"
 (119.5 mm x 120.65 mm)

1/6 PAGE

2.25" x 4.75"
 (57.15 mm x 120.65 mm)



4913 S.W. 75 Ave. Miami, Florida 33155-4440, USA. Tel.: (305) 668-4999 • Fax: (305) 668-7774
 E-mail: info@cpa-mpa.com • Website www.cpa-mpa.com

RATE FREQUENCY DISCOUNT CAN BE COMBINED WITH MINERIA PAN-AMERICANA TO EARN A LOWER RATE IN BOTH PUBLICATIONS

30th ANNUAL EDITION INTERNATIONAL BUYERS' GUIDE

The only International Construction Buyers' Guide for the multibillion dollar construction industry in Latin America!



CONSTRUCCIÓN PAN-AMERICANA INTERNATIONAL BUYERS' GUIDE 2012 is your company's outlet for added exposure in the booming Latin American construction market. Boasting over 30 years of serving the Latin American market, this easy to use guide includes more than 1,000 manufacturers and suppliers of construction equipment, accessories and technology from all over the world organized in alphabetical order by product listing and company name.

This annual issue is distributed to 13,000 buyers and decision-makers in the field of construction equipment, supplies and technology in over 20 countries in Latin America and the Spanish-speaking Caribbean. Bonus copies are circulated at construction expositions around the world throughout the year. Additionally, the digital edition of the Guide is available at www.cpa-mpa.com/cpa/guia/ and provides opportunity for additional exposure and viral sharing by users.

Your general company listing can be included in this guide at no cost simply by logging on to www.cpa-mpa.com and filling out the Free Listing Verification Form in the Media Kit section of the website. If you have advertised in any issue of Construcción Pan-Americana during 2011, your organization will also benefit from a Detailed Company Listing including executive personnel, products, and distributors.

Maximize visibility and enhance your online presence for only \$325 with a four-color logo displayed directly above your Detailed Company Listing and a hotlink to your website.

Additionally, Construcción Pan-Americana is offering to **DOUBLE YOUR EXPOSURE FOR THE SAME LOW PRICE**. Companies advertising with a half page or larger will receive a **FREE** corporate profile!



ISSUE DATE: March 2012

LISTING CLOSING DATE: November 30th 2011

ADVERTISING CLOSING DATE: January 15th 2012



GRÚAS Y ELEVACIÓN PAN-AMERICANA

Construcción Pan-Americana (CPA) in collaboration with **Crane Hot Line** and **Lift & Access** offers information and news for crane buyers, sellers, owners and operators via **Grúas y Elevación Pan-Americana**. This quarterly section, to be included in the January, April, July and October issues of CPA features in-depth industry news on crane, lifting and related equipment and technology for the vastly emergent Latin American market. According to the Association of Equipment Manufacturers (AEM), exports of US made construction machines to South America alone rose over 31% in the second quarter of 2011 compared to the same period in the previous year. Can your business afford to overlook this market? If your business is selling new or used cranes, lifting equipment, parts, services, rigging equipment, training services, accessories or rentals, **Grúas y Elevación Pan-Americana** is your outlet for added exposure in this booming market!

FOR MORE INFORMATION, VISIT US ONLINE: www.cpa-mpa.com

Did you know that the number of internet users in Latin America is growing exponentially? In 2010 alone, internet usage rose by nearly 113 million users. That is an increase of 15%*! It is more important than ever that your brand is actively marketing towards this growing population!

CPA-MPA.com is the portal for the Latin American construction community. The robust website provides users with access to the latest industry news, information on global events, and access to a library of digital issues. In 2011, CPA-MPA.com also launched a virtual used equipment marketplace where users can browse used machinery for sale throughout the region and contact sellers directly – a tool designed to ensure their fleet meets their project's demands.



Web Banners

Rates in US Dollars

Banner	Description	Pixel Size	Net Rate
A	Top Right	300x100	\$650
B	Top Right Side Button	180x150	\$450
C	Vertical Skyscraper	160x600	\$680
D	Side Button	180x150	\$400
E	Horizontal Banner	728x90	\$475

Web Banners will benefit from a dual presence throughout all main sections of both Construcción Pan-Americana and Minería Pan-Americana websites with a limited number of banners in concurrent rotation to ensure maximum exposure.

CPA E-Newsletter Banners

Description	Pixel Size	Net Rate
Vertical Skyscraper	160x600	\$780
Side Button	180x150	\$520
Horizontal Banner	728x90	\$545

Exclusive Sponsorship

Description	Pixel Size	Net Rate
Vertical Skyscraper	160x600	\$1475

Exclusive Sponsorship & Advertorial

(All advertiser content will be labeled as advertorial)

Description	Pixel Size	Net Rate
Vertical Skyscraper	160x600	\$1975

Format Sizes and Specs:

CPA & MPA accepts JPEG, PNG, SWF and GIF files for all web banners and buttons. SWF is not accepted for the e-newsletter.

Total file size should not exceed 40kb. All files and links should be sent to: ads@cpa-mpa.com

Now boasting over 10,000 opt-in subscribers, CPA is proud to announce an increased publication schedule. The informative E-newsletters will now be released on a weekly basis in order to meet the demand expressed by loyal readers. In addition to E-newsletter banner ads, advertisers can now opt to be the exclusive sponsor of an E-newsletter. As a sponsor, your company's message will be exclusively displayed alongside editorial content free of other advertisements. Additionally, sponsors also have the option to include an advertorial to be hosted on CPA-MPA.com with direct links to your website providing maximum exposure and visibility for your brand's message. Get your message heard! Inquire today about availability on CPA-MPA.com; space is moving fast!

*Source: comScore Media Metrix

Webinars

• Benefits:

- Conduct large scale meetings from hundreds to thousands of participants at a fraction of the cost of traditional seminars.
- Maximize your reach to any location under any condition
- Extend the life and ROI of your event with an archived version for viewing on-demand
- Provide interactive communications

• Features:

- Reinforce your corporate branding and messages with customizable registration pages and event consoles
- Analyze and measure the impact of your initiatives with real-time reporting features
- Provide immediate, hassle-free access to webinars with Windows Media Player or Real Player
- Engage your viewers with interactive polls, surveys, and Q & A's
- Generate Leads!

CPA Audio Webinar Sponsorship Packages

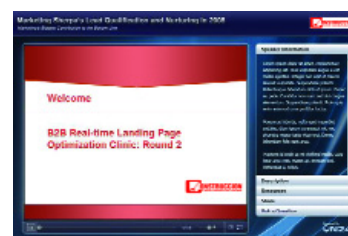
- Includes:
 - 60 minute event; Available on-demand for 90 days
 - 500 registrants
 - Audio presentation with slides
 - Custom registration page and console with Corporate Branding
 - Pre-event email & reminder emails
 - Live surveys and Q&A
 - Event promotion on cpa-mpa.com and e-newsletters
 - Post event reporting

COST: \$6,830 NET (Travel or post production costs additional, if any)

CPA Video Webinar Sponsorship Packages

Includes the comprehensive CPA Audio Webinar Sponsorship Package with the addition of:
One HD camera and basic lighting package.

COST: \$11,510 NET (Travel or post production costs additional, if any) Live and/or Multi-camera events, quoted upon request.



ADVERTISING OFFICES

UNITED STATES

Southwest & West Territories, Florida (USA) & Spain

Teresa Downing
4913 S.W. 75th. Ave. Miami, Florida 33155, USA
Tel.: (305) 807-3319
Fax: (305) 668-7774
E-mail: tdowning@cpa-mpa.com

Midwest Territory

Hooper R. Jones
1920 Waukegan Road. Suite 211. Glenview, Illinois 60025, USA
Tel.: (847) 486-1021
Fax: (847) 486-1025
E-mail: hooperhja@aol.com

Northeast & Southeast Territories (except Florida)

Bertha A. Sánchez
P.O. Box 23. Knoxville, TN 37901
Tel.: (865) 681-8846
Fax: (865) 681-8846
E-mail: BeeOriginl@aol.com

BRAZIL

Luiz Fernando Serra
Rua Joao Passalacqua 142, Bairro Bela Vista
01326-020, Sao Paulo, Brazil
Tel.: (55) 11-3107-1899
Fax: (55) 11-3107-7997
E-mail: engenews@terra.com.br

CANADA

Lewis Bonder
4965 Borden Avenue, Ste. 200 Montreal, QC Canada H4V 2S9
Tel.: (514) 485-3083
Cel.: (514) 949-1845
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Tel: +86 10 6497 8058, 6497 2231
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Torre No. 3 Apto. 501 (Conjunto Aragon - Suba)
Bogotá, Colombia
Tel. - Fax: (571) 685-4078
Cel.: (573) 315-339-8675
E-mail: gloriabeltran7@yahoo.com

GERMANY, SCANDINAVIA, AUSTRIA, FRANCE, THE NETHERLANDS & SOUTH AFRICA

Annelie Baeck Heuser
Kaiser-Wilhelm-Allee 13 - DE-42117 Wuppertal, Germany
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Fax: 49 (0) 202-2838-127
Cel.: 49 (0) 172-210-9495
E-mail: Baeck-Partner@t-online.de

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Fax: (39) 02-477-113-60
E-mail: milano@ediconsult.com

PERU

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Cel.: 51-1-988-031-392
Fax: 51-1-718-6179
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Facebook: www.facebook.com/construccionpa

DISTRIBUTION: Argentina, Bolivia, Brazil, Chile, Colombia, Costa Rica, Cuba, Dominican Republic, Ecuador, El Salvador, Guatemala, Honduras, Mexico, Nicaragua, Panama, Paraguay, Peru, Puerto Rico, Uruguay, and Venezuela.