



**International Society of  
Explosives Engineers**

[WWW.ISEE.ORG](http://WWW.ISEE.ORG)

# INTERNATIONAL SOCIETY OF EXPLOSIVE ENGINEERS MEDIA GUIDE

**CONNECT WITH MEMBERS OF THE  
WORLD'S LARGEST ASSOCIATION FOR  
EXPLOSIVES ENGINEERS!**

FOR MORE INFORMATION, PLEASE CONTACT:

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**NAYLOR**   
ASSOCIATION SOLUTIONS



# THE ISEE ADVANTAGE

- Our industry spends over **\$2 billion** annually on products and services in the U.S. and Canada and between **\$6 billion** and **\$8 billion** a year worldwide!\*
- ISEE is the **world's largest** professional association for explosives engineers!



**ISEE HAS OVER  
4,000 MEMBERS**



**ACROSS 45 CHAPTERS**



**IN MORE THAN  
90 COUNTRIES**

Our members include explosives engineers who work in fields such as:

- Mining
- Quarrying
- Construction
- Manufacturing
- Demolition
- Aerospace
- Forestry
- And More!



**ONLINE BUYERS' GUIDE**

**CONNECT WITH LEADERS IN  
THE MULTI-BILLION DOLLAR  
CONTROLLED EXPLOSIVES INDUSTRY.**

**CONTACT YOUR NAYLOR  
REPRESENTATIVE TODAY!**

**EXPLOSIVE INDUSTRY NEWS**

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**International Society of  
Explosives Engineers**

Source: ISEE 2017 Marketing Questionnaire

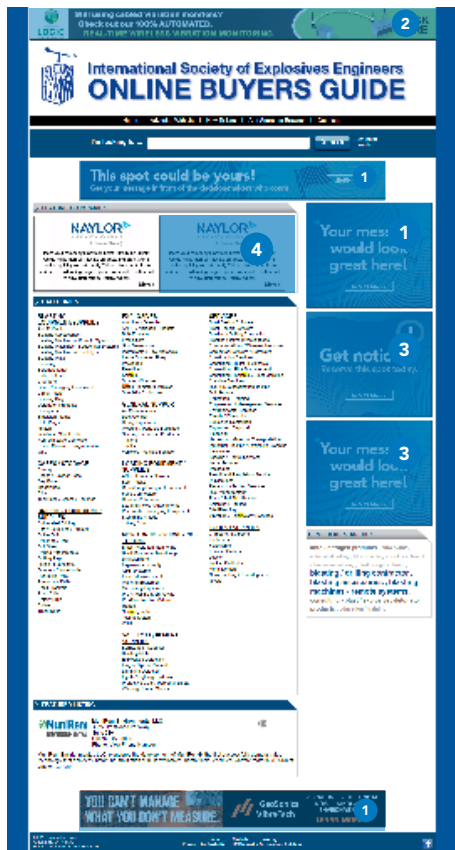
# ONLINE BUYERS' GUIDE

## ABOUT ISEE.ONLINEBUYERSGUIDE.NET

The *Online Buyers' Guide* is a user-friendly forum designed to bring suppliers and end-users together. Available whenever you need it, our *Online Buyers' Guide* makes it easy to locate products and professional services geared to the explosives industry.

### A Reference at Your Fingertips:

- Cross-promoted in other ISEE communication pieces
- Optimized to drive traffic from search engines and the ISEE home page
- Efficient browsing with fewer clicks
- Users can set the Online Buyers' Guide as their default browser, bringing them to your listing
- Directs visitors to a landing page to learn more about your business
- Google™ integration returns richer results
- Consumers come to you when they are ready to buy
- Customized listing and enhanced content



### 1 Rectangle Package | 12 Months \$2,835

728 x 90 pixels

No matter what page of the Online Buyers' Guide visitors click on, your message will be prominently displayed! Your ad will be displayed on both Leaderboards, as well as in the Rectangle Ad position. Run-of-site. Only ten banner packages are available.

### 2 Curtain Ad | 12 Months \$2,835

970 x 90 pixels

Showcase your ad at the top of every page with a call to action. Viewers can click and expand the ad to view your full message. This exclusive position is only available to one advertiser!

### 3 Category Rectangles | 12 Months \$945

300 x 250 pixels

The Category Rectangle appears in the third rectangle position on the right column of the category of your choice, as well as on the home page, ensuring your message impacts those in the market for your specific products and services. Only one advertiser per category.

### 4 Featured Company | 12 Months \$1,100

300 x 180 pixels

The Featured Companies section allows five companies to showcase their offerings through two rotating rectangle positions. Includes company logo and short description. Run-of-site.

**THE ONLINE BUYERS' GUIDE  
RECEIVES AN AVERAGE OF 1,950  
PAGE VIEWS A MONTH.**

For the latest online specs, please visit: [www.naylor.com/onlinepecs](http://www.naylor.com/onlinepecs)

Naylor charges a \$50 artwork surcharge for artwork creation or changes.

This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

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# ONLINE BUYERS' GUIDE

ISEE.ONLINEBUYERSGUIDE.NET

## Premier Listing Package | 12 Months \$370

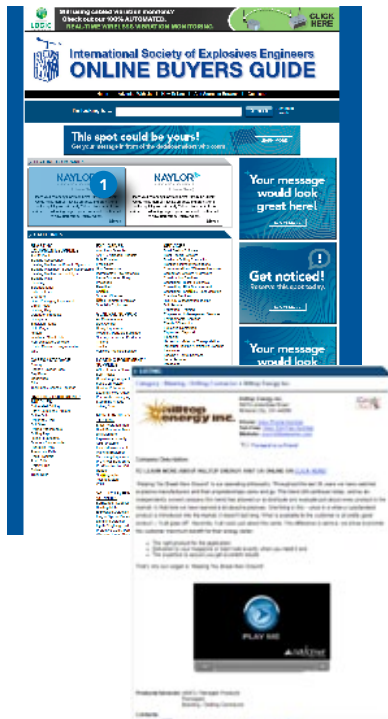
Premier Listings are designed to offer heightened visibility within *Online Buyers' Guide*. Premier Listings appear on a first-reserved, first-listed basis on top of all basic listings, ensuring they are seen first. Premier Listings contain all basic information, including company name, address, phone and fax. Includes five (5) product/service category listings of your choice. Additional category listings are \$50 each.

### Premier Listing additional features:

- Full-color company logo
- Active website, Facebook, Twitter and LinkedIn links, email address and up to five detailed contacts
- Extended company profile and products and services listing
- Full-color product image and description — can be hyperlinked to any Web page of your choice
- Google™ Map It! — displays a Google™ map of your business location
- Google™ site search — allows users to search your company website directly from your Premier Listing
- Request for information — generates a form through which users can contact a designated representative from your business directly



## MAXIMIZE THE IMPACT OF YOUR PREMIER LISTING WITH THESE UPGRADES



### 1 Guaranteed Position

For companies that want to ensure top visibility in their category, we offer guaranteed placement above your competitors. No scrolling required—when visitors click on a product/service category on the home page of the Online Buyers' Guide, your company is the first that they see. Includes Premier Listing Video upgrade.

**Category Sponsor #1 | \$1,435**

**Category Sponsor #2 | \$1,155**

**Category Sponsor #3 | \$880**

### 2 Video Upgrade | \$260

Bring your Premier Listing to life! Add a video with sound that shows your product or company in real life. Videos can run up to five minutes.



Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

**NAYLOR** ASSOCIATION SOLUTIONS



# PREMIER LISTINGS VERSUS BASIC LISTINGS



## Premier Listing includes:

- Premium Placement Above Basic Listings
- **Full-Color Company Logo**
- Company Name
- **Company Contacts**
  - Up to five with separate title, email and phone number for each person
- Full Mailing Address
- Phone Number
- Fax Number
- **Active Web link**
- Active Email
- **Active Facebook, Twitter and LinkedIn links**
- **"Forward to a Friend" Capability**
- **Product/Service Category Listings**
  - Includes five categories of your choice
  - Additional categories available for \$50 each
- Extended Company Profile
- Full-Color Product/Service Image
- Extended Product/Service Description
- Google™ Map It!
- Google™ Site Search
- Request for Information Feature
- Request for Proposal Enabled

## Upgrade Opportunities:

- Category sponsorship
- Add a video to your listing



## Basic Listing includes:

- Company Name
- Company Contact
  - Limited to one person
- Full Mailing Address
- Phone Number
- Fax Number
- Active Email
- Product/Service Category Listing
  - Limited to one category
  - Assigned by association

# ONLINE BUYERS' GUIDE

## PREMIER LISTING CATEGORIES

Our *Online Buyers' Guide* allows visitors to locate your business quickly and easily. Your Premier Listing will appear under the categories of your choice, ensuring that your company is seen by those in the market for your products and services.

**Five free categories are included with your Premier Listing**, and additional categories are only \$50 each. Bold terms are for grouping purposes only and are not available for selection.

### Blasting Equipment/Supplies

- ☐ ANFO Plants
- ☐ Blasting Accessories
- ☐ Blasting Machines - Remote Systems
- ☐ Blasting Machines - Sequential Systems
- ☐ Blasting Machines - Twist Type
- ☐ Blasting Mats
- ☐ Blending
- ☐ Borehole Liner
- ☐ Bulk Explosive
- ☐ Chub Packaging Equipment
- ☐ Circuit Tester
- ☐ Decking Bags
- ☐ Detonator Products
- ☐ Disrupters
- ☐ Emulsion Plants
- ☐ Hole Plugs
- ☐ Igniters
- ☐ Initiators / Shock Tube
- ☐ Non-explosive Demolition
- ☐ Rock / Concrete Fragmentation
- ☐ Wire
- ☐ Chargers

### Cases / Storage

- ☐ Armory
- ☐ Cases / Powder Bags
- ☐ Day Boxes
- ☐ Magazines
- ☐ Silos
- ☐ Tool Bags / Cases / Pouches

### Drilling Equipment / Supplies

- ☐ Automated Drilling
- ☐ Bits / Couplings / Strikers
- ☐ Drifter Drills
- ☐ Drill Pipe / Rod
- ☐ Drill Steel
- ☐ Drilling Attachments
- ☐ Drilling Rigs

- ☐ Fluids / Lubricants
- ☐ Grinders / Accessories
- ☐ Hydraulic Drills
- ☐ Pneumatic Drills
- ☐ Rock Breakers
- ☐ Rock Drills
- ☐ Rotary Drills
- ☐ Swivels
- ☐ Track Drills

### Explosives

- ☐ Aluminum Granules
- ☐ ANFO / Nitrogen Products
- ☐ Bulk Emulsion
- ☐ Emulsifiers
- ☐ Gas Generators
- ☐ Ingredients / Raw Materials
- ☐ Large Diameter Slurry
- ☐ Packaged
- ☐ Permitted
- ☐ Seismic
- ☐ Shaped Charges
- ☐ Small Diameter Emulsion

### General Support

- ☐ Air Compressors
- ☐ Dust Control
- ☐ Heavy Equipment
- ☐ HVAC / Ventilation Systems
- ☐ Modular / Portable Buildings
- ☐ Security Services / Products
- ☐ Trailers
- ☐ Trucks
- ☐ Vehicles / Vehicle Service

### Loading Equipment / Supplies

- ☐ ANFO Loaders / Hoses
- ☐ Bulk Trucks
- ☐ Dewatering Pumps / Equipment
- ☐ Fuse Connectors
- ☐ Hooks / Retrievers
- ☐ Loading Poles /

- ☐ Attachments
- ☐ Pneumatic Conveying Equipment
- ☐ Stemming / Plugs
- ☐ Tubing / Cord

### Monitoring / Surveying / Testing

- ☐ Blast / Vibration Monitoring
- ☐ Blast Movement Monitoring
- ☐ Drill Monitors
- ☐ GPS Systems
- ☐ Laser Measurement
- ☐ Marking Equipment
- ☐ Measuring Equipment
- ☐ Pre / Post Blast Surveying
- ☐ Pre-Construction Videos
- ☐ Robots
- ☐ Seismographs
- ☐ Testing Meters
- ☐ VOD

### Safety Equipment / Supplies

- ☐ Barricades / Supplies
- ☐ Blasting Mats
- ☐ Explosives Detection
- ☐ Flags / Signs / Placards
- ☐ Lightning Detector
- ☐ Lights / Lighting Systems
- ☐ Protective Gear / Personal Safety
- ☐ Warning Horns / Sirens

### Services

- ☐ Blast Design Software
- ☐ Blast Report Software
- ☐ Blasting / Drilling Contractor
- ☐ Blasting Claims Investigations
- ☐ Communications / Wireless Networks
- ☐ Computer Software / Hardware
- ☐ Construction Services
- ☐ Consulting - Blast /

- ☐ Explosive
- ☐ Consulting - Risk Management
- ☐ Consulting - Seismic / Blast Vibration
- ☐ Creative Services
- ☐ Drill Service
- ☐ Education / Training
- ☐ Engineering / Management Services
- ☐ Environmental Services
- ☐ Events / Fireworks
- ☐ Explosive Demolition
- ☐ Explosives Disposal
- ☐ Financial
- ☐ Hazardous Materials Transportation
- ☐ Industrial Blasting / Explosive Cleaning
- ☐ Insurance
- ☐ Leasing / Rental Services
- ☐ Legal Services
- ☐ Packaging
- ☐ Permit and Regulatory Services
- ☐ Publications
- ☐ Research / Testing Services
- ☐ Risk Management
- ☐ Rock / Soil Stabilization
- ☐ Shipping / Hauling
- ☐ Site Planning
- ☐ Software Development
- ☐ Vibration / Seismology Services
- ☐ Tools / Supplies
- ☐ Crimpers / Strippers
- ☐ Fasteners
- ☐ Flashlights
- ☐ Knives / Cutters
- ☐ Levels
- ☐ Locks / Padlocks
- ☐ Metal Detector
- ☐ Non-Sparking / Non-Magnetic
- ☐ Rivets

Five (5) free categories with any Premier Listing. Additional listings are \$50 each. No limit.

\_\_\_\_\_ Additional Categories X \$50 = \$\_\_\_\_\_

Initial: \_\_\_\_\_ Date: \_\_\_\_\_



# PREMIER LISTING CHECKLIST

**Below is a checklist of all elements required in order to process your Premier Listing.**

☐ **Full-Color Company Logo**

The size of your logo should be **240 pixels wide x 120 pixels high** and no larger than 100kb. We accept JPG or GIF format. *Your logo will link to your website, so please provide the URL to which you would like your logo to link.*

☐ **Company Contacts - Up To Five**

Please include job title, phone number and email address. All email addresses will be hyperlinked and active.

☐ **Primary Contact for RFP Automator and Request for Information (OPTIONAL)**

Indicate which person or email should be referenced as the "primary" contact. This designation is **necessary** for your company to be visible in the RFP Automator and to be available for requests for information.

☐ **Company Description**

This is strictly **textual information about your company**. You can include your company's mission statement or a description of the products and services you offer. No graphics are allowed in this section. The initial viewable text is 3,000 characters that can be extended upon click by an additional 3,000 characters for 6,000 characters maximum. *All text should be provided to us in a Word document that allows us to cut and paste your description to your order.*

Keep in mind that each word in your company description is searchable via the "keyword" search function. Be thorough and include all elements of the products/services you provide. We allow you to change your listing on a monthly basis. If changing your listing or adding more information, please email this to your Naylor account executive.

☐ **Website Activation**

Please provide us with the **website, Facebook, Twitter and LinkedIn URLs to which your listing should link**. *Your website will be listed along with your contact information and will be included each time anyone searches for your company by the various searching capabilities available.*

☐ **Product/Service Categories**

All extra information will show up under all of the categories you select. **Five category listings are included** in the initial price of the Premier Listing. *Additional category listings can be purchased for \$50 each.*

☐ **Full-Color Product Image and Description**

The size of your product photo should be **240 pixels wide x 240 pixels high** and no larger than 100kb. We accept JPG or GIF (animation must be no longer than 25 seconds). *Please provide the URL to which you would like your product image to link.* You can also include a brief product description (500 characters maximum) that will appear next to the product image.

☐ **Video Upgrade - Additional cost: \$260 (OPTIONAL)**

Your video should run no longer than five minutes. We accept the following video formats: MP4, MOV, and AVI. Video dimensions should be 400 pixels by 300 pixels.

☐ **Category Sponsorship Video (INCLUDED WITH YOUR CATEGORY SPONSORSHIP PURCHASE)**

Your video should run no longer than five minutes. We accept the following video formats: MP4, MOV, and AVI. Video dimensions should be 400 pixels by 300 pixels.

Once we receive all elements of your Premier Listing, we will post it to the site on a first-come, first-listed basis. Your one-year time frame begins the day we post your listing. Feel free to contact your Naylor account executive should you have any questions or concerns. We look forward to getting you posted on the site. Thank you.

# EXPLOSIVE INDUSTRY NEWS

## ABOUT THE ENEWSLETTER

Now more than ever, professionals consume information on the go. Our *Explosives Industry News* eNewsletter allows members to stay informed about timely industry topics and association news whether they are in the office or on the road.

### Enjoy the benefits of a targeted eNewsletter:

- Delivers your message directly to the inbox of more than 3,500 decision-makers on a regular basis
- In addition, opt-in subscription means that additional professionals in the market for your products and services see your message
- Frequently forwarded to others for additional exposure
- Cross-promoted in other ISEE publications and communications pieces
- Directs visitors to the landing page of your choice to facilitate the purchasing process
- Archives are accessible for unlimited online viewing
- Limited available ad space makes each position exclusive



[www.naylornetwork.com/ise-nwl](http://www.naylornetwork.com/ise-nwl)



### 1 Medium Rectangle

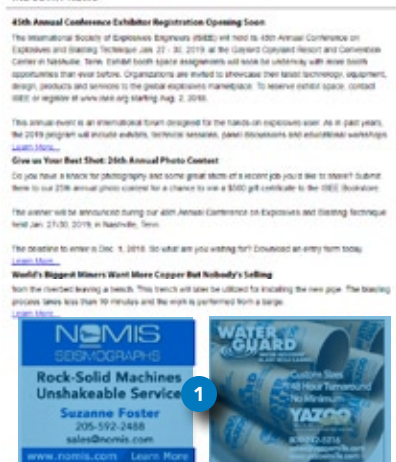
12 Months | \$1,735

- Only six spots available – NO ROTATION
- Located between popular sections of the eNewsletter

### Sections include

- Industry News
- Member News
- Chapter News
- Regulatory Spotlight
- Calendar of Events
- ISEE Member Benefit Spotlight

**EXPLOSIVE  
INDUSTRY NEWS IS  
DELIVERED TO OVER  
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