

# MEDIA KIT

[www.geoengineer.org](http://www.geoengineer.org)





# Who we are



**23**  
YEARS  
online  
presence

Founded by Dimitrios Zekkos,  
P.E. Professor, University  
of California, Berkeley.  
Constantly innovating  
and growing since

**No.1**  
in traffic

Presently the most visited  
website in geotechnical  
engineering

**Serving  
industry  
leaders**

Serving leading organizations  
in geotechnical engineering  
such as ISSMGE,  
ASCE Geo-Institute  
and many other leading  
companies in the industry

**In-house team  
of diverse  
professionals**

In-house team of  
Geoprotessionals,  
Computer Scientists and  
Marketing Specialists  
that will work to achieve  
best results for your company



# What we do

We provide professionals and academia in the geotechnical engineering industry valuable information and communication services



## Our Content

- 1 Industry News
- 2 Software & Product Databases
- 3 Educational Resources
- 4 Scientific Papers
- 5 Industry Events
- 6 Career Opportunities



## How we deliver our content

- 1 Users insert their specific interest in geotechnical engineering (e.g. foundations, slope stability, etc.)
- 2 Users access their own personalized Dashboard to read content that fits their geotechnical interests
- 3 Users receive weekly or monthly newsletters containing our latest resources that fits their interests
- 4 Users interact with all content by commenting, sharing and requesting additional information





# Our Reach

We have unique insights on our users' interests.  
Our users value our expertise in delivering the best,  
most interesting and relevant content to them.

**750,000+**  
Unique visitors  
per year

**12,000+**  
Registered  
users

Receiving weekly / bi-weekly /  
monthly newsletters



**13,900+**  
followers



**15,300+**  
followers



**7,200+**  
followers



**3,700+**  
followers





# How we can help you

We are uniquely positioned to promote your company, products and services to the geotechnical profession. We use our analytics data to position your firm in the optimum way to maximize its impact.



## We achieve this by:

BRAND  
PROMOTION

PRODUCT  
PLACEMENT

DISPLAY  
ADVERTIZING

and you assess the results in real-time through your personalized private Promotional Panel





# Brand promotion



01

## Disseminate

your latest News, Announcements and Press Releases

02

## Promote

your latest projects, products and services

03

## Advertise

your upcoming events, such as seminars, short courses and webinars

04

## Enhance

your presence (#Booth) in all major geotechnical events by promoting you before, during and after a conference

05

## Incorporate

your material in our databases by placing recommended blocks

06

## Amplify

your messaging through our social media channels to 40,100+ followers

07

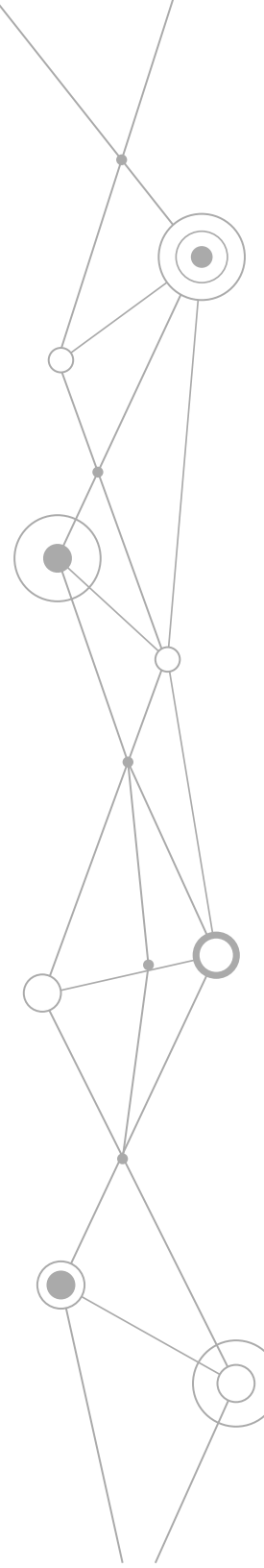
## List

your content in our customized newsletters to 12,000+ registered users

08

## Distribute

customized branded newsletters to targeted audience of your choice







# Product Placement

## Need to promote specific products?

Ask us for more information!

1

### We place

your product to the most relevant content within our directories

2

### Directly

link to your product page on your website

3

### Enable

a direct communication form so that our users can contact you





# Display advertising



## Page Banner

**150 x 150 pix**  
banner ad display  
on a distinct place  
of 95% of our pages



## Footer Banner

**120 x 60pix**  
banner ad display  
on our footer slider  
of every single page  
of our website



## Newsletter Banner

**150 x 150 pix**  
banner ad display  
on all newsletters



## Category Banner

**160 x 600 pix**  
skyscraper or larger ad display  
on relevant geotechnical  
categories or website sections  
of your choice





# Personalized private promotional panel



Real time monitoring impact of your promotional activity through detailed statistics dashboard



Take full control of your entire promotional activity. Create or edit any promotional activity in real time with your own account

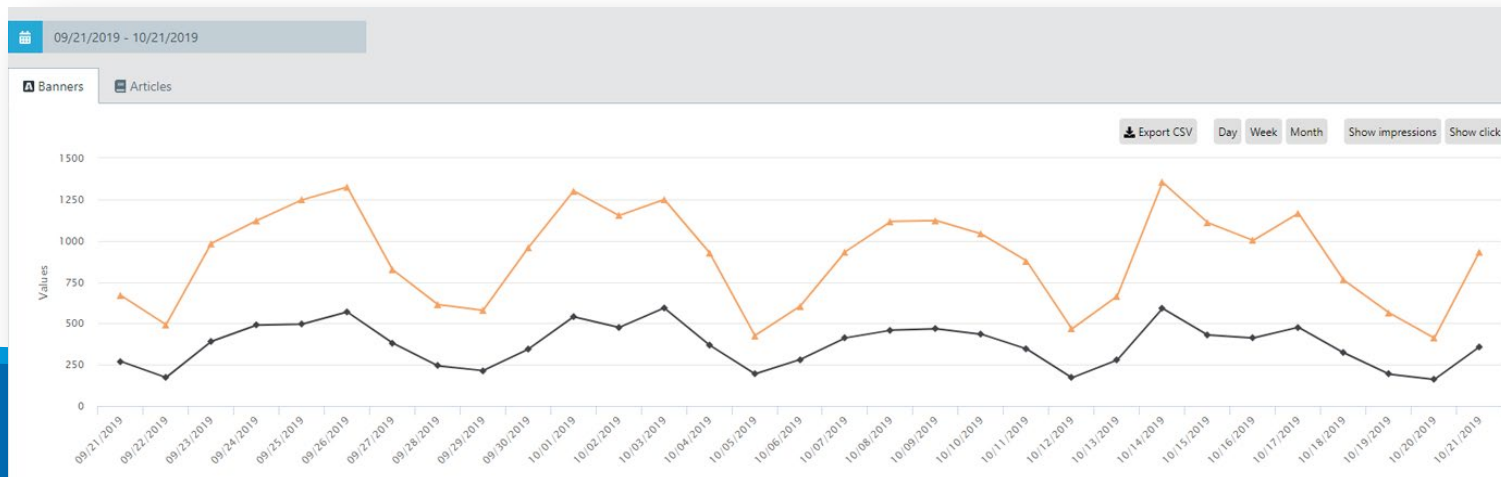


Unique public company profile to showcase your services and promotional activities



Unlimited number of agents to control your company activities

See a demo page of your panel





Still thinking about it?  
Don't!

Experience our data-driven promotion,  
and find out why most of our business  
partners work with us for many years

Contact us at: [marketing@argo-e.com](mailto:marketing@argo-e.com)



Part of our network of online platforms:



CEEcareers.com  
THE JOB PORTAL FOR CIVIL, ENVIRONMENTAL  
& CONSTRUCTION INDUSTRY

