

Ad Sizes & Specifications

	SIZE	BLEED	TRIM
Tabloid Spread*		22" x 14.75"	21.75" x 14.5"
Tabloid Page*		11.125" x 14.75"	10.875" x 14.5"
1/2 Tabloid*		11.125" x 8.25"	10.875" x 8"
Journal Spread*		16.25" x 11"	16" x 10.75"
Journal Page*		8.25" x 11"	8" x 10.75"
2/3 Page	4.5625" x 10"		
1/2 Page Standard	4.5625" x 7.375"		
1/2 Page Horizontal	7" x 4.875"		
1/2 Page Vertical	3.375" x 10"		
1/3 Page Standard	4.5625" x 4.875"		
1/3 Page Vertical	2.1875" x 10"		
1/4 Page	3.375" x 4.875"		

*LIVE AREA: All logos and type must be .25" (1/4") away from the trim

Send materials to:

Equipment Today

Patti Brown, Media Production Rep

1233 Janesville Avenue, Fort Atkinson, WI 53538

800-547-7377 x1637 / Patti.Brown@Cygnus.com

FTP: (If files are larger than 10MB) <http://webftp.cygnuspub.com>

PDF is the preferred format for file submission.

For complete mechanical specs, please visit our

marketing and advertising online resource at

ForConstructionPros.com/Advertise

Contract and copy conditions

Advertisements are accepted upon the representation that the advertiser and its agency have the right to publish the content. Advertisers and agencies agree to indemnify, defend and save harmless the publisher from any and all liability for content of published advertisements whether in print or in electronic format. Publisher reserves the right to refuse any advertisement.

For Rate Protective Clause, Short Rates and Rebates, Publisher's Copy Protective Clause and Insert information, please visit our marketing and advertising online resource at ForConstructionPros.com/Advertise

Display Ad Rates 2012

	1X	4X	6X	8X	12X
Tabloid Spread	\$32,861	\$32,015	\$31,155	\$30,950	\$30,090
Tabloid Page	18,700	18,000	17,285	16,930	16,185
1/2 Tabloid	12,685	12,180	11,690	11,435	10,850
Journal Spread	21,265	20,700	20,095	19,960	19,235
Journal Page	12,685	12,180	11,695	11,400	10,850
2/3 Page	8,790	8,510	8,215	8,115	7,770
1/2 Page	6,530	6,390	6,235	6,165	5,935
1/3 Page	4,610	4,575	4,335	4,280	4,165
1/4 Page	3,575	3,410	3,275	3,190	3,045

Color Rates: Four-color process \$2,500

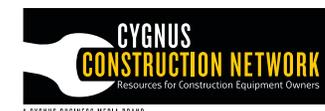
52% of business-to-business print magazine subscribers say print-only is their preferred format.[†] Don't miss out on half of your market. Ask us about a strategic mix of print and digital solutions to reach your entire target market.

[†]Signet Research AdStudies

More information is available at ForConstructionPros.com/Advertise or call your Cygnus integrated media consultant at **800-547-7377**.

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Equipment
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BUSINESS MEDIA