

Equipment TODAY

Classified Advertising

REACH 77,000*
construction professionals

At *Equipment Today*, we're passionate about two things: 1) the tenacious, hard working people who move dirt, build roads, construct buildings and install utilities, and 2) the substantial capital investments required to compete in today's construction market. When you partner with *Equipment Today*, your message reaches construction professionals through our highly valued print magazine, website, email, webinars and mobile applications.

For more information:

Barb Levin
Phone-800-538-5544 / Fax: 847-831-2097
Barb.Levin@Cygnum.com

Payment conditions:

All rates listed are net rates per insertion.
All Special Section advertising is pre-paid prior to closing. MasterCard, Visa, American Express accepted.

Pre-Payment Mailing Address:

Cygnum Business Media
1233 Janesville Avenue
Fort Atkinson, WI 53538



Word Classified:

- 3-Inch Word Classified (2-1/4" x 3") \$375
- Word Classified: \$2.40 per word (\$85 minimum)
- Payment required with Order. Make checks payable to: Cygnum Business Media.
- Production charges billed at cost

Display Classified:

- Black & White ads only
- No inquiry number
- Production charges billed at cost

Word Classified Ad Rates 2012

	SIZE	PRICE
3-Inch	2-1/4" X 3"	\$375
\$2.40 per word (\$85 minimum)		

Display Classified Ad Rates 2012

	SIZE	1X	3X	6X	12X
Tabloid Page	9-3/8" x 12-3/4"	\$5,220	\$5,075	\$5,060	\$4,950
7X10 page	6-3/8" x 9-3/8"	3,275	3,195	3,060	2,990
1/4 Tabloid	4-5/8" x 6-1/8"	1,415	1,380	1,320	1,280
1/8 Tabloid - vert	3-1/8" x 4-1/2"	825	785	745	710
1/2 Tabloid - horiz	4-5/8" x 3-1/4"	825	785	745	710

Print advertising price net per issue



CYGNUS
BUSINESS MEDIA

*Based on June 2011 BPA statement

MarketLink Advertising

MarketLink Ad Rates 2012

	SIZE	PRICE
1 Unit	3" x 4"	\$1,395
2 Units	6" x 4"	2,795
2 Units Vert	3" x 8"	2,795
3 Units	9" x 4"	4,195
4 Units	6" x 8"	5,595
6 Units	9" x 8"	8,395
9 Units	9" x 12"	12,590

Two-color: \$395

Four-color: \$625

Print advertising price net per issue

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Small investment.

BIG RETURN.

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CYGNUS
BUSINESS MEDIA

A CYGNUS BUSINESS MEDIA BRAND