

Equipment TODAY

2012 CONTRACTORS' TOP 50 New Products

Congratulations!

As a winner of an *Equipment Today* 2012 Contractors' Top 50 New Products award, you have a new and exciting marketing opportunity.

We want to assist you in capitalizing on this honor.

About the award

Contractors have spoken! The readers of *Equipment Today*, which reaches 77,000 construction equipment owners and end users, and visitors to the Buyers Guide on ForConstructionPros.com, the industry's #1 construction web portal, have chosen your product to be a recipient of a **2012 Contractors' Top 50 New Products** award. Your product was selected out of hundreds of new products featured in print and online over a 12-month period based on feedback from the only real judges of construction products — the end users.

The *Equipment Today* **2012 Contractors' Top 50 New Products** represent the construction industry's foremost game changers. Additional information on all of the award winners will be available in the September issue of *Equipment Today* and online at ForConstructionPros.com.

Add award icon to all ad materials

We encourage you to add the **Contractors' Top 50 New Products** icon to all of your advertisements, including print ads in trade magazines, web ads, and email promotions. Be sure to add it to your company website, social media pages, and all materials used in promoting your product.



We have attached a JPG version of the logo for your use throughout 2012. If you need another format, please contact your *Equipment Today* integrated media consultant or Sean Dunphy, publisher, at sean.dunphy@cygnus.com or 800-547-7377.

News release

We have provided you with a news release template (see page 3) that you can modify and send to your media list, including local and business media.

Promotion

Your award-winning product is automatically included in the following:

- **News release announcing the 2012 Contractors' Top 50 New Products** sent throughout the construction industry and posted on ForConstructionPros.com, the industry's #1 construction web portal
- Editorial coverage in *Equipment Today's* September issue
- Congratulatory ad in *Equipment Today's* October issue
- E-newsletters directing subscribers to the **2012 Contractors' Top 50 New Products** on ForConstructionPros.com

ForConstructionPros.com	
Average Monthly Page Views	171,313
Average Monthly Visitors	72,508

Equipment Today marketing opportunities

We would like to partner with you to promote your product as an *Equipment Today* **2012 Contractors' Top 50 New Products** award winner. Take full advantage of this award to differentiate your product in this competitive marketplace.

Print – Special savings

Contact your integrated media consultant for *Equipment Today's* special **2012 Contractors' Top 50 New Products** print advertising packages.

Print + Digital – Only \$300 more

Add a digital boost to your print ad package - only an additional \$300. In conjunction with your special print package, receive our *Equipment Today* **2012 Contractors' Top 50 New Products E-Product Showcase** in September or October.

Digital-only promo – \$935

Showcase your award-winning product in our special **2012 Contractors' Top 50 New Products E-Product Showcase** in September or October. (No print ad.)

Other opportunities

We offer a menu of additional promotion opportunities, including:

- **Video** promoting your 2012 Award Winner
Don't have a video of your 2012 Award Winner? Contact us about creating a professional video for use on your website, e-marketing, trade shows and ForConstructionPros.com.
- **E-blast** promoting your winning product to *Equipment Today's* exclusive database
- **Buyers' Guide ad** on ForConstructionPros.com
- **Banner ad** on ForConstructionPros.com

Our integrated marketing program will provide maximum exposure for you in the construction industry.

For a proposal to promote your award-winning product, contact your *Equipment Today* integrated media consultant or Sean Dunphy, publisher, at sean.dunphy@cygnus.com or 800-547-7377.

NEWS RELEASE TEMPLATE

CONTACT

Contact person

Company

Phone, email, website

FOR IMMEDIATE RELEASE

YOUR PRODUCT named to
Equipment Today
Contractors' Top 50 New Products for 2012

YOUR CITY, STATE (Month-Day, 2012) – *Equipment Today*, the nationally recognized equipment magazine serving commercial construction contractors, has selected YOUR COMPANY'S PRODUCT NAME as one of the game-changing new construction products of 2012!

YOUR COMPANY'S PRODUCT NAME was chosen as an award winner for the **2012 Contractors' Top 50 New Products** based on inquiries, page views and online voting by readers of *Equipment Today*, which reaches 77,000 construction equipment owners and end users, and visitors to ForConstructionPros.com, the construction industry's #1 web portal.

DESCRIPTION OF YOUR PRODUCT AND ITS USES

“Contractors will find the Contractors' Top 50 New Products invaluable as they consider purchases necessitated by the obsolescence or aging of existing equipment,” asserted Becky Schultz, *Equipment Today* editor. “To compete for bids in today’s market, contractors need the types of performance and profit-enhancing features these unique and innovative new products can offer.”

The editorial teams from *Equipment Today* and ForConstructionPros.com summed up product inquiries, web page views and online voting from products featured in *Equipment Today* over a 12-month period.* The result is the **2012 Contractors' Top 50 New Products**, a listing of the industry’s foremost game changers. Additional information on award recipients can be found in the September issue of *Equipment Today* and in a special online section of ForConstructionPros.com.

Construction professionals can follow construction news via Twitter (twitter.com/4ConstructnPros; twitter.com/equipmenttoday) and Facebook (facebook.com/ForConstructionPros; facebook.com/EquipmentToday).

*New products featured in *Equipment Today* from May 2011-April 2012