



# Celebrating 50 years as the authoritative guide for equipment purchasing and asset management

Partner with *Equipment Today*® and deliver your message to highway/heavy construction and general construction professionals through our highly valued print magazine, website, email and mobile applications. Our “big picture” tabloid magazine supersedes your message.

**We know the industry!** For 50 years, we’ve provided independent, insightful content about equipment best practices — including selection, application and maintenance — and options to acquire and manage assets. Pair your message with our coverage of the latest new equipment offerings and technologies, and business advice to boost productivity and enhance profitability on the jobsite.

For exceptional visibility, include our September issue, featuring the **Contractors’ Top 50 New Products**, in your ad schedule.

OVERVIEW

AUDIENCE

DIGITAL

ForConstructionPros.com  
Buyers Guide  
Email / E-newsletters

PRINT

**Equipment Today**  
RATES / CALENDAR

Rental

Pavement Maintenance & Reconstruction

Asphalt Contractor

Concrete Contractor / Polishing Contractor

Sustainable Construction

Supplements

Ad Specs & Terms

LEAD GEN

Opportunities  
National Pavment Expo  
TRACKtion Leads

RESULTS

Engagement Report  
Additional Reports

CONTACTS

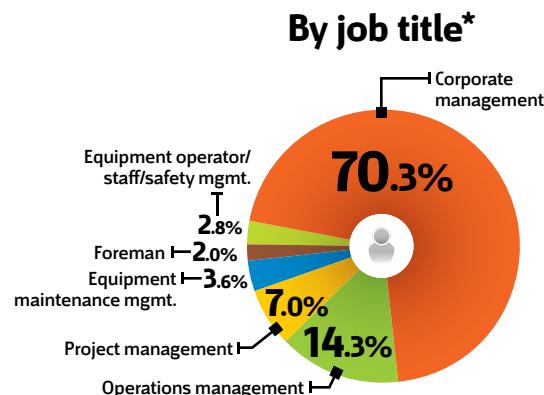
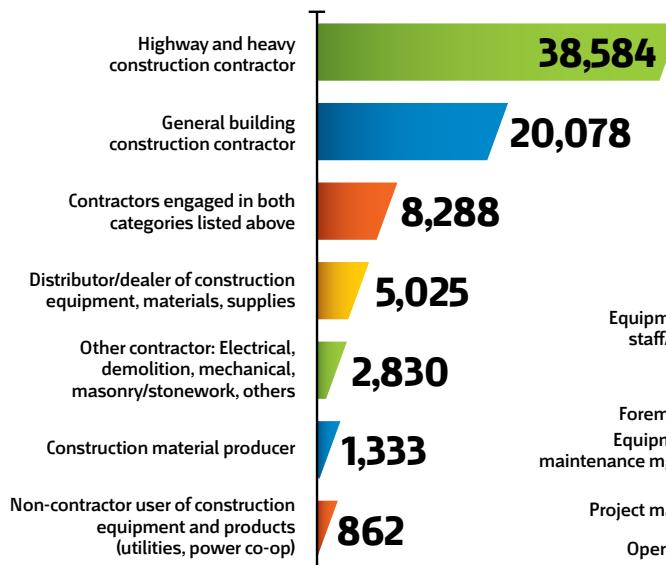
77,000\* construction professionals **subscribe** to our monthly publication

93.4% of surveyed subscribers report they have the **authority** to specify, select and approve purchases\*\*



\*BPA Brand Report June 2014 – Total Qualified Circulation = 77,000  
\*\*Publisher’s own data

## Audience Profile: By business and industry\*



# 2015 Editorial Calendar

OVERVIEW

AUDIENCE

DIGITAL

ForConstructionPros.com  
Buyers Guide  
Email / E-newsletters

PRINT

**Equipment Today**  
RATES / CALENDAR

Rental

Pavement Maintenance  
& Reconstruction

Asphalt Contractor

Concrete Contractor /  
Polishing Contractor

Sustainable Construction

Supplements

Ad Specs & Terms

LEAD GEN

Opportunities  
National Pavment Expo  
TRACKtion Leads

RESULTS

Engagement Report  
Additional Reports

CONTACTS



	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	
<b>Ad close</b>	12-04-2014	01-15-2015	02-13-2015	03-18-2015	04-17-2015	05-19-2015	06-16-2015	07-17-2015	08-18-2015	09-17-2015	10-16-2015	11-12-2015	
<b>Materials due</b>	12-09-2014	01-21-2015	02-19-2015	03-23-2015	04-22-2015	05-22-2015	06-19-2015	07-22-2015	08-21-2015	09-22-2015	10-21-2015	11-17-2015	
<b>Special Focus / Supplements</b>	ATTACHMENT GUIDE		<b>ANNUAL SHOWCASE</b> Showcase is the commercial construction contractor's preferred source of product information. This annual pictorial guide features a comprehensive listing of 100s of products, listed by picture and feature.			EXCAVATOR SPEC GUIDE		  			TRUCKS & TRAILERS		
<b>Product Focus</b>	WORLD OF CONCRETE Preview Excavators Lift equipment	Pavers — asphalt Skid-steer loaders Compaction equipment			Backhoe-loaders Power sources Land clearing/site prep	Wheel loaders Compact track loaders Pavers — concrete	Excavator attachments Engines and components On- and off-road tires	Skid-steer loaders Pumps Concrete equipment	Compact excavators Attachments Road building and repair	Demolition attachments Excavators Underground/utility equipment Lift equipment	Skid-steer loaders and attachments Service and repair equipment Undercarriage and tracks	Vehicles and accessories Wheel loaders Grading and scraping equipment	Backhoe-loaders Compact track loaders Power sources
<b>Technology Trends</b>	Construction software solutions					Project collaboration/communications		Grade control technology					Equipment monitoring and logistics
<b>Trucks &amp; Transportation</b>	■	■			■	■	■	■	■	■	■	SPECIAL FOCUS	■
<b>Running the Business</b>	■	■			■	■	■	■	■	■	■	■	■
<b>Oils &amp; Lubricants</b>	■				■		■		■		■		■
<b>Safety &amp; Compliance</b>		■			■							■	
<b>The Cutting Edge</b>	Recurring column focused on recent innovations and advancements in equipment design.												
<b>Bonus/Show Distribution</b>	AED, WOC, NAPA, NPE, ARA	Work Truck Show, AGC, WOA							ICUEE				

Dates and topics are subject to change without notice.

## 2015 Display ad rates

	1X	4X	6X	8X	12X
<b>Tabloid Spread</b>	\$33,690	\$32,820	\$31,940	\$31,730	\$30,845
<b>Tabloid Page</b>	19,170	18,450	17,720	17,355	16,590
<b>1/2 Tabloid</b>	13,000	12,490	11,990	11,690	11,125
<b>Journal Spread</b>	21,800	21,220	20,600	20,465	19,725
<b>Journal Page</b>	13,000	12,490	11,990	11,690	11,125
<b>2/3 Page</b>	9,015	8,720	8,415	8,315	7,965
<b>1/2 Page</b>	6,690	6,550	6,360	6,315	6,085
<b>1/3 Page</b>	4,725	4,690	4,445	4,390	4,270
<b>1/4 Page</b>	3,665	3,495	3,355	3,265	3,120

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

## Ad Sizes & Specifications

[CLICK HERE](#) or visit our marketing resource center at [ForConstructionPros.com/Advertise](http://ForConstructionPros.com/Advertise).

**Sean Dunphy, Publisher**

[sdunphy@ACBusinessMedia.com](mailto:sdunphy@ACBusinessMedia.com)

800.538.5544 ext. 1252

## Essential to the mix

“Publishers—and their advertisers—have been finding that **print continues to stand out** in an increasingly crowded digital landscape.”

Source: *CrainsNewYork.com* March 28, 2014

### Print is in ... billionaires are buying up print media

- Jeff Bezos of Amazon buys the Washington Post for \$250 million.
- John Henry buys the Boston Globe for \$70 million.
- Warren Buffett invests in a series of small regional newspapers.
- Chris Hughes of Facebook takes on the New Republic.
- Carlos Slim, Mexico's wealthiest man, helps float the New York Times.
- The Los Angeles Times looks likely to be bought by a consortium of LA moguls.

Source: *Financet.yahoo.com* March 4, 2014

### Magazine options

Stand out with advertising that grabs attention!

Consider one of our many print options:

- Display ads (full-page spread, full-page ad, fractional-page ad)
- Cover treatments: Wrap, belly band, false cover, gatefold, barn door, corner snipe, sticky note
- Insert or ride-along
- Polybag your print piece with our magazine
- Special supplement
- Native advertising opportunities
- Advertorial
- Regional distribution
- Article reprints



Insert your  
PRODUCT collateral



◀◀◀  
Polybag with insert or ride-along: Package your collateral with our publication

BRAND with a belly band

▶▶▶  
Be seen first with a belly band or false cover



OVERVIEW

AUDIENCE

DIGITAL

ForConstructionPros.com  
Buyers Guide  
Email / E-newsletters

PRINT

Equipment Today

Rental

Pavement Maintenance & Reconstruction

Asphalt Contractor

Concrete Contractor / Polishing Contractor

Sustainable Construction

Supplements

Ad Specs & Terms

LEAD GEN

Opportunities  
National Pavment Expo  
TRACKtion Leads

RESULTS

Engagement Report  
Additional Reports

CONTACTS



## Construction Zone Safety™

August/September 2015

As a sponsor for this annual safety supplement, you promote the safe and proper use of your products.

### Print

Reach **124,000** in three markets:

- 77,000 commercial construction professionals via *Equipment Today*
- 27,000 concrete contractors via *Concrete Contractor*
- 20,000 equipment rental professionals via *Rental*

### Digital

- Reach 30,000+ industry professionals with our safety-focused e-newsletter
- Get year-long visibility with your content on [ForConstructionPros.com](http://ForConstructionPros.com).

**Premier Sponsor Bonus:**  
**FREE Advertorial**



With your full-page, four-color ad, you may submit a safety feature article (with our editorial staff approval) to appear adjacent to your ad.

**Safety** is one of the most-viewed topics on [ForConstructionsPros.com](http://ForConstructionsPros.com).



## IPAF Elevating Safety™

August/September 2015

Promote your lifting equipment and safety solutions. Capitalize on this opportunity to support the International Powered Access Federation (IPAF), the world's leading powered access safety organization, and help IPAF raise awareness of aerial safety in the North American market.

### Print

Reach **97,000** in these markets:

- 77,000 commercial construction professionals via *Equipment Today*
- 20,000 equipment rental professionals via *Rental*

### Digital

- Reach 30,000+ e-subscribers via the publications' digital editions
- E-Product Showcase featuring your product to our 41,000+ e-subscribers (with a ½-page ad or larger)
- Get year-long visibility with the IPAF Elevating Safety digital edition on [ForConstructionPros.com](http://ForConstructionPros.com)



## Power Rental™

April/May 2015

Spotlight your company and products by sponsoring *Power Rental*, our annual supplement that promotes the safe and proper use of power generation equipment. Jenny Lescohier, editor of *Rental* magazine will discuss the rental trends and usage for these products with experts in the industry and inform our readers how to capitalize on the need for power generation equipment to grow their businesses. The issue will lead off with a new product section featuring the latest portable and towable generators and compressors.

*Power Rental* is mailed with *Rental* magazine, **reaching 20,000 subscribers**. Three levels of sponsorships are available, each offering additional reach to our digital subscribers.

OVERVIEW

AUDIENCE

DIGITAL

ForConstructionPros.com  
Buyers Guide  
Email / E-newsletters

PRINT

*Equipment Today*

*Rental*

*Pavement Maintenance & Reconstruction*

*Asphalt Contractor*

*Concrete Contractor / Polishing Contractor*

*Sustainable Construction*

Supplements

Ad Specs & Terms

LEAD GEN

Opportunities  
National Pavment Expo  
TRACKtion Leads

RESULTS

Engagement Report  
Additional Reports

CONTACTS



# Ad Sizes & Specs

	SIZE	BLEED	TRIM
<b>Equipment Today</b>			
<b>Tabloid Spread*</b>		22" x 14.75"	21.75" x 14.5"
<b>Tabloid Page*</b>		11.125" x 14.75"	10.875" x 14.5"
<b>1/2 Tabloid*</b>		11.125" x 8.25"	10.875" x 8"
<b>Journal Spread*</b>		16.25" x 11"	16" x 10.75"
<b>Journal Page*</b>		8.25" x 11"	8" x 10.75"

<b>Asphalt Contractor, Concrete Contractor, Pavement, Rental &amp; Sustainable Construction</b>			
<b>Full Page Spread*</b>		16" x 11"	15.75" x 10.75"
<b>Full Page*</b>		8.125" x 11"	7.875" x 10.75"

<b>ALL publications</b>	
<b>2/3 Page</b>	4.5625" x 10"
<b>1/2 Page Standard</b>	4.5625" x 7.375"
<b>1/2 Page Horizontal</b>	7" x 4.875"
<b>1/2 Page Vertical</b>	3.375" x 10"
<b>1/3 Page Standard</b>	4.5625" x 4.875"
<b>1/3 Page Vertical</b>	2.1875" x 10"
<b>1/4 Page</b>	3.375" x 4.875"

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

## How to create your files:

### Preferred file format: PDF X/1a

Careful attention must be paid to the proper creation of PDF files to ensure that they will reproduce correctly. Choose "PDF X/1a" or "Press Quality" in your job options when creating high-resolution PDFs. The original files that you are making the PDF from should also be high resolution. Make sure images are CMYK and 300 dpi resolution and all fonts used are loaded and embedded.

Ads should be created to correct ad size dimensions, including bleed.

## Where to send materials:

Email files to the assigned Ad Production Manager. For files larger than 10MB, follow these steps:

1. Go to <http://ge.tt/>
2. Click on the Upload files button
3. Select file to be uploaded; click the Open button
4. Type the email address in the box under "Share this album"
5. Click the Send button



**Patti Brown**, Ad Production Manager  
 201 N. Main Street  
 Fort Atkinson, WI 53538  
 800.538.5544 x1224  
[pbrown@ACBusinessMedia.com](mailto:pbrown@ACBusinessMedia.com)



**Cindy Rusch**, Ad Production Manager  
 201 N. Main Street  
 Fort Atkinson, WI 53538  
 800.538.5544 x1240  
[crusch@ACBusinessMedia.com](mailto:crusch@ACBusinessMedia.com)

## Terms and conditions:

### 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.

### Covers and special position requests

Guaranteed position is available for an additional charge. Back cover (4) is an additional charge of 25%. Covers 2 and 3 are an additional charge of 20% of earned rate. All other guaranteed positions will incur a 15% surcharge. We will not be bound by conditions or terms appearing in ad order when such conditions conflict with our stated policies.

### Inserts

Contact your integrated media consultant for specifications.

### Terms and commissions

Net 30 days. 15% of gross paid to recognized advertising agencies on space, color and position provided account is paid in full within 30 days of invoice date. Publisher reserves the right to hold the advertiser and/or its advertising agency jointly and separately responsible for such monies as are due and payable to the publisher. Publisher will not be bound by conditions, printed or otherwise, appearing in ad orders or copy instructions when such conditions conflict with Publisher's stated policies.

### Protective clauses

Rates subject to change without notice. Advertiser and advertising agency assume liability for all content of advertisements printed and also assume responsibility for any claims made against the Publisher. The Publisher reserves the right to reject any advertising that it feels is not in keeping with publication standards, policies and practices.

### Contract cancellation

Advertising canceled after closing date will be charged at earned rate to the advertiser with an additional fee of up to \$500 for remake of the page. Publisher will not be bound by conditions, printed or otherwise, appearing in ad order or copy instructions when such conditions conflict with Publisher's stated policies. Advertisers that fail to achieve contracted number of insertions within the year will be short rated to the applicable frequency on rate card.

## OVERVIEW

## AUDIENCE

## DIGITAL

ForConstructionPros.com  
 Buyers Guide  
 Email / E-newsletters

## PRINT

*Equipment Today*

*Rental*

*Pavement Maintenance & Reconstruction*

*Asphalt Contractor*

*Concrete Contractor / Polishing Contractor*

*Sustainable Construction*

Supplements

## Ad Specs & Terms

## LEAD GEN

Opportunities  
 National Pavment Expo  
 TRACKtion Leads

## RESULTS

Engagement Report  
 Additional Reports

## CONTACTS



# 800.538.5544

Contact us today for an entirely new experience in business-to-business marketing planning.

## SALES

### Sean Dunphy

Group Publisher, *Equipment Today*, *Sustainable Construction*, *OEM Off-Highway*  
[sdunphy@ACBusinessMedia.com](mailto:sdunphy@ACBusinessMedia.com)  
Ext. 1252

### Amy Schwandt

Publisher, *Asphalt Contractor*, *Pavement*; Show Manager for National Pavement Expo  
[aschwandt@ACBusinessMedia.com](mailto:aschwandt@ACBusinessMedia.com)  
Ext. 1243

### Eric Servais

Publisher, *Rental*  
[eservais@ACBusinessMedia.com](mailto:eservais@ACBusinessMedia.com)  
Ext. 1244

### Nancy Terrill

Publisher, *Concrete Contractor / Polishing Contractor*  
[nterrill@ACBusinessMedia.com](mailto:nterrill@ACBusinessMedia.com)  
Ext. 1248

### Jill Draeger

Associate Publisher, *Equipment Today*  
[jdraeger@ACBusinessMedia.com](mailto:jdraeger@ACBusinessMedia.com)  
Ext. 1228

### Erica Finger

Sales Associate  
[efinger@ACBusinessMedia.com](mailto:efinger@ACBusinessMedia.com)  
Ext. 1230

### Denise Singsime

Sales Associate  
[dsingsime@ACBusinessMedia.com](mailto:dsingsime@ACBusinessMedia.com)  
Ext. 1245

### Tom Lutzke

National Automotive and Truck Manager  
[tlutzke@ACBusinessMedia.com](mailto:tlutzke@ACBusinessMedia.com)  
630.484.8040

## EDITORIAL

### Larry Stewart

Editor, *ForConstructionPros.com*  
[lstewart@ACBusinessMedia.com](mailto:lstewart@ACBusinessMedia.com)  
Ext. 1309

### Kimberly Hegeman

Managing Editor, *ForConstructionPros.com*  
[khegeman@ACBusinessMedia.com](mailto:khegeman@ACBusinessMedia.com)  
Ext. 1233

### Becky Schultz

Editor, *Equipment Today*; Editorial Director, *Sustainable Construction*  
[bschultz@ACBusinessMedia.com](mailto:bschultz@ACBusinessMedia.com)  
Ext. 1253

### Curt Bennink

Senior Field Editor, *Equipment Today*  
[cbennink@ACBusinessMedia.com](mailto:cbennink@ACBusinessMedia.com)  
Ext. 1298

### Jenny Lescohier

Editor, *Rental*  
[jlescohier@ACBusinessMedia.com](mailto:jlescohier@ACBusinessMedia.com)  
Ext. 1237

### Allan Heydorn

Editor, *Pavement*  
[aheydorn@ACBusinessMedia.com](mailto:aheydorn@ACBusinessMedia.com)  
Ext. 1302

### Ryan Olson

Editor, *Concrete Contractor / Polishing Contractor*  
[rolson@ACBusinessMedia.com](mailto:rolson@ACBusinessMedia.com)  
Ext. 1306

### Lisa Cleaver

Editor, *Asphalt Contractor*  
[lcleaver@ACBusinessMedia.com](mailto:lcleaver@ACBusinessMedia.com)  
Ext. 1226

### Jessica Stoikes

Editor, *Sustainable Construction*  
[jstoikes@ACBusinessMedia.com](mailto:jstoikes@ACBusinessMedia.com)  
Ext. 1247

## CORPORATE

### Kris Flitcroft

Executive Vice President  
[kflitcroft@ACBusinessMedia.com](mailto:kflitcroft@ACBusinessMedia.com)  
Ext. 1231

### Debbie George

Vice President, Marketing  
[dgeorge@ACBusinessMedia.com](mailto:dgeorge@ACBusinessMedia.com)  
Ext. 1300

### Greg Udelhofen

Vice President, Content  
[gudelhofen@ACBusinessMedia.com](mailto:gudelhofen@ACBusinessMedia.com)  
Ext. 1249

### Monique Terrazas

Digital Sales Manager  
[mterrazas@ACBusinessMedia.com](mailto:mterrazas@ACBusinessMedia.com)  
Ext. 1256



AC BUSINESS MEDIA

201 N. Main Street  
Fort Atkinson, WI 53538  
[ACBusinessMedia.com](http://ACBusinessMedia.com)



## OVERVIEW

## AUDIENCE

## DIGITAL

*ForConstructionPros.com*  
Buyers Guide  
Email / E-newsletters

## PRINT

*Equipment Today*

*Rental*

*Pavement Maintenance & Reconstruction*

*Asphalt Contractor*

*Concrete Contractor / Polishing Contractor*

*Sustainable Construction*

Supplements

Ad Specs & Terms

## LEAD GEN

Opportunities  
National Pavment Expo  
TRACKtion Leads

## RESULTS

Engagement Report  
Additional Reports

## CONTACTS

For updated information throughout the year, visit our marketing resource center at [ForConstructionPros.com/Advertise](http://ForConstructionPros.com/Advertise) or call your sales associate at **800.538.5544**.

  
**AC BUSINESS MEDIA**  
**Construction Network**

