

# 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@Cygnus.com](mailto:Barb.Levin@Cygnus.com)

**Denise Singsime**

Phone: 920-568-8381 / Fax: 920-563-1700

[Denise.Singsime@Cygnus.com](mailto:Denise.Singsime@Cygnus.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:

Cygnus Business Media  
1233 Janesville Avenue  
Fort Atkinson, WI 53538



### Word Classified:

- 3-Inch Word Classified (2-1/4" x 3") \$380
- Word Classified: \$2.45 per word (\$90 minimum)
- Payment required with Order. Make checks payable to: Cygnus 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 2013

	SIZE	PRICE
3-Inch	2-1/4" X 3"	\$380

\$2.45 per word (\$90 minimum)

## Display Classified Ad Rates 2013

	SIZE	1X	3X	6X	12X
Tabloid Page	9-3/8" x 12-3/4"	\$5,295	\$5,150	\$5,135	\$5,025
7 X10 page	6-3/8" x 9-3/8"	3,325	3,245	3,105	3,035
1/4 Tabloid	4-5/8" x 6-1/8"	1,435	1,400	1,340	1,300
1/8 Tabloid - vert	3-1/8" x 4-1/2"	835	795	755	720
1/2 Tabloid - horiz	4-5/8" x 3-1/4"	835	795	755	720

Print advertising price net per issue



**CYGNUS**  
BUSINESS MEDIA

\*Based on June 2012 BPA statement

# MarketLink Advertising

## MarketLink Ad Rates 2013

	SIZE	PRICE
1 Unit	3" x 4"	\$1,415
2 Units	6" x 4"	\$2,835
2 Units Vert	3" x 8"	\$2,835
3 Units	9" x 4"	\$4,260
4 Units	6" x 8"	\$5,680
6 Units	9" x 8"	\$8,520
9 Units	9" x 12"	\$12,780

Two-color: \$395

Four-color: \$625

Print advertising price net per issue

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Small investment.

**BIG RETURN.**

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