



The authoritative guide for equipment purchasing and asset management

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.

Equipment Today's monthly magazine and twice monthly e-newsletter provide independent, insightful content about the equipment and technology that contractors need to achieve maximum profitability in their commercial construction operations. Pair your message with our coverage of the latest equipment offerings, technologies, and business advice to boost productivity and enhance profitability on the jobsite.

93.0%** of surveyed subscribers report they have authority to specify/select/approve



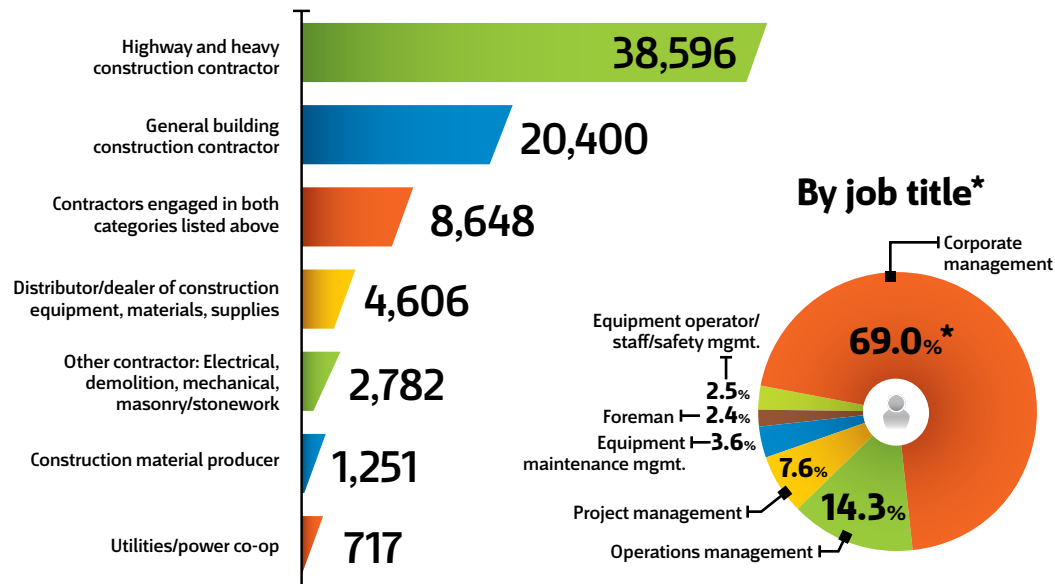
2015 TABBIE AWARD WINNER
FRONT COVER/DIGITAL IMAGERY: **Brilliant!**

2014 FOLIO: EDDIE & OZZIE AWARDS
HONORABLE MENTIONS: COVER DESIGN

77,005* construction professionals **subscribe** to our monthly magazine

52,410** subscribe to *Breaking Ground*, our twice monthly e-newsletter

Audience Profile: By business and industry*



2016 Editorial Calendar

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	
Ad close	12-9-2015	1-19-2016	2-17-2016	3-21-2016	4-19-2016	5-18-2016	6-17-2016	7-19-2016	8-17-2016	9-19-2016	10-17-2016	11-14-2016	
Materials due	12-14-2015	1-22-2016	2-22-2016	3-24-2016	4-22-2016	5-23-2016	6-22-2016	7-22-2016	8-22-2016	9-22-2016	10-20-2016	11-17-2016	
Special Focus / Supplements	ATTACHMENT GUIDE		ANNUAL SHOWCASE Comprehensive pictorial guide featuring equipment, products and technology for commercial construction			EXCAVATOR SPEC GUIDE		construction zone SAFETY IPAF ELEVATING SAFETY	contractors' top 50 NEW PRODUCTS Sustainable CONSTRUCTION FALL 2016		TRUCKS & TRAILERS		
Product Focus	WORLD OF CONCRETE Preview Excavators Lift equipment	Pavers — asphalt Skid-steer loaders Compaction equipment			Backhoe-loaders Power sources Grading equipment Undercarriages & tracks	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 On-site material processing Lift equipment	Skid-steer loaders Skid-steer attachments Underground/utility equipment Power sources	Vehicles and accessories Wheel loaders Service & repair equipment	Backhoe-loaders Compact track loaders Land clearing/site prep
Technology Trends	■	■			■	■	■	■	■	■	■	■	■
Trucks & Transportation	■	■			■	■	■	■	■	■	■	TRUCKS & TRANSPORTATION SPECIAL FOCUS	■
COLUMNS/DEPARTMENTS													
Running the Business	■	■		■	■	■	■	■	■	■	■	■	
Oils & Lubricants	■			■		■		■		■		■	
Safety & Compliance		■						■			■		
The Cutting Edge	Recurring column focused on recent innovations and advancements in equipment design.												
Marketing Specials	Advertiser Brand Study Attachment Equipment Spotlight		Attachment Equipment Spotlight ads			Excavator Spec Guide Innovation Profiles - FREE Advertorial Attachment Equipment Spotlight ad	Mid-Year Ad Study for display advertisers	Attachment Equipment Spotlight ads	Print & Digital Ad Packages for Contractors' Top 50 Attachment Equipment Spotlight ads	Attachment Equipment Spotlight ads			
Bonus/Show Distribution	AED, WOC, NAPA, NPE, ARA	Work Truck Show, AGC, WOA	BAUMA						MINExpo				

Dates and topics are subject to change without notice.

2016 Display ad rates

	1X	4X	6X	8X	12X
Tabloid Spread	\$34,535	\$33,310	\$32,420	\$32,205	\$31,310
Tabloid Page	\$19,650	\$18,725	\$17,985	\$17,615	\$16,835
1/2 Tabloid	\$13,325	\$12,675	\$12,170	\$11,865	\$11,290
Journal Spread	\$22,245	\$21,535	\$20,910	\$20,770	\$20,020
Journal Page	\$13,325	\$12,675	\$12,170	\$11,865	\$11,290
2/3 Page	\$9,240	\$8,850	\$8,540	\$8,440	\$8,085
1/2 Page	\$6,860	\$6,650	\$6,455	\$6,410	\$6,175
1/3 Page	\$4,845	\$4,760	\$4,510	\$4,455	\$4,335
1/4 Page	\$3,760	\$3,550	\$3,405	\$3,315	\$3,165

Back cover is an additional 25%; Inside front and back covers are an additional 20%
 All other guaranteed positions will incur a 15% surcharge. Color rates: Four color process \$2,500.

Ad Sizes & Specifications

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

Sean Dunphy, Group Publisher

sdunphy@ACBusinessMedia.com

800.538.5544 ext. 1252

MAGAZINES – SUPPLEMENTS



Construction Zone Safety™

August/September 2016

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:

- 77,005 commercial construction professionals via *Equipment Today**
- 20,003 concrete contractors via *Concrete Contractor***
- 20,000 equipment rental professionals via *Rental****

Digital

- Reach 42,000+ industry professionals with our safety-focused e-newsletter⁺
- Get year-long visibility with your content on ForConstructionPros.com.

Rates (4 color)

	CONTENT MARKETING
PREMIER SPONSOR (Full-Page Ad) Submit a safety feature article (with editorial approval) to appear adjacent to your ad	\$8,600
HALF-PAGE AD	\$5,600
QUARTER-PAGE AD	\$3,600



IPAF Elevating Safety™

August/September 2016

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:

- 77,005 via *Equipment Today**
- 20,000 via *Rental****

Digital

- Reach 30,000+ e-subscribers via the publications' digital editions⁺
- Get continued visibility with the quarterly *IPAF Elevating Safety* e-newsletter

Rates (4 color)

FULL-PAGE AD	\$8,600
HALF-PAGE AD	\$5,600
QUARTER-PAGE AD	\$3,600



Power Rental™

April/May 2016

Spotlight your company and products by sponsoring *Power Rental*, our annual supplement focused on rental trends and usage for power generation equipment, providing readers with information on how to capitalize on the need for these products to grow their businesses.

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.

Rates (4 color)

TIER ONE / PLATINUM	\$9,400
TIER TWO / GOLD	\$3,600
TIER THREE / SILVER	\$2,300

**Equipment Today* BPA Brand Report December 2015

***Concrete Contractor* BPA Brand Report December 2015

****Rental* BPA Brand Report December 2015

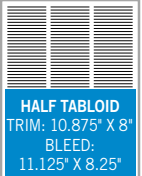
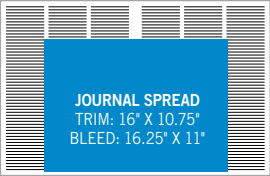
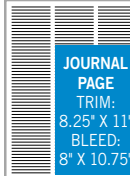
+*Publisher's own data*

Ad Sizes & Specs



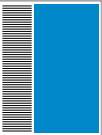
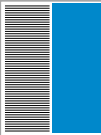


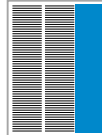

	BLEED	TRIM
Equipment Today		
Tabloid Spread*	22" x 14.75"	21.75" x 14.5"
Tabloid Page*	11.125" x 14.75"	10.875" x 14.5"
1/2 Tabloid*	11.125" x 8.25"	10.875" x 8"
Journal Spread*	16.25" x 11"	16" x 10.75"
Journal Page*	8.25" x 11"	8" x 10.75"

Asphalt Contractor, Concrete Contractor, Pavement Maintenance & Reconstruction, Rental & Sustainable Construction		
Full Page Spread*	16" x 11"	15.75" x 10.75"
Full Page*	8.125" x 11"	7.875" x 10.75"

TABLOID

TABLOID FULL-PAGE SPREAD TRIM: 21.75" X 14.75" BLEED: 22" X 14.75"	FULL-PAGE TABLOID TRIM: 10.875" X 14.5" BLEED: 11.125" X 14.75"	 HALF TABLOID TRIM: 10.875" X 8" BLEED: 11.125" X 8.25"	 JOURNAL SPREAD TRIM: 16" X 10.75" BLEED: 16.25" X 11"	 JOURNAL PAGE TRIM: 8.25" X 11" BLEED: 8" X 10.75"
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JOURNAL

FULL-PAGE SPREAD LIVE: 15.25" X 10.25" TRIM: 15.75" X 10.75" BLEED: 16" X 11"	FULL-PAGE LIVE: 7.375" X 10.25" TRIM: 7.875" X 10.75" BLEED: 8.125" X 11"	 1/2-PAGE SPREAD 14.75" X 4.875"	 1/2 PAGE HORIZONTAL 7" X 4.875"		
 2/3 PAGE 4.5625" X 10"	 1/2 PAGE VERTICAL 3.375" X 10"	 1/2 PAGE STANDARD 4.5625" X 7.375"	 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"

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.

	TRIM
ALL publications	
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

Where to send materials:

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

1. Go to www.hightail.com/u/acbm
2. Drag and drop file(s) to upload.
3. In the subject field, please include magazine or brand, issue date, other identifying information.
4. Click "Send."

Equipment TODAY **Asphalt Contractor** **PAVEMENT MAINTENANCE & RECONSTRUCTION**

Patti Brown, Ad Production Manager
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Rental Construction PROS.com **CONCRETE CONTRACTOR** **Sustainable CONSTRUCTION**

Cindy Rusch, Ad Production Manager
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 800.538.5544 x1240
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.

Payment 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. Advertisers that fail to achieve contracted number of insertions within the year will be short rated to the applicable frequency on rate card.

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