2014 Editorial Calendar

Rental
PRODUCT • NEWS • INSIGHT

	JANUARY	FEBRUARY/ MARCH	APRIL/ MAY	JUNE/ JULY	AUGUST/ SEPTEMBER	OCTOBER/ NOVEMBER	DECEMBER
Ad close	12-9-2013	1-7-2014	3-14-2014	5-5-2014	7-7-2014	9-9-2014	11-3-2014
Materials due	12-12-2013	1-10-2014	3-19-2014	5-8-2014	7-10-2014	9-12-2014	11-5-2014
Feature Articles *Each issue tackles a topic or event vital to our readers' interests, including economic reports, business management advice and new product information*	**2014 STATE OF THE INDUSTRY REPORT** Analysis of factors affecting the rental market and the contractors who rent, includes an exclusive economic forecast by Manfredi & Associates	**THE RENTAL SHOW ISSUE** Comprehensive coverage of new products introduced at the only national trade show dedicated to the rental market	**AERIAL INDUSTRY REPORT** In-depth look at the dynamic forces within the aerial market with analysis as to how they impact the current business environment	**RENTER'S REVIEW** Our staff secret shops rental businesses and shares experiences and insights	**BUSINESS SURVIVAL GUIDE** Rental industry experts reveal the secrets to surviving and thriving in the current business climate	**2014 EDITORS' CHOICE AWARDS** *Rental*'s editorial staff selects the year's top products available in the equipment rental industry	**2015 EQUIPMENT & TOOL SHOWCASE** Annual pictorial product guide displaying hundreds of products to rental and supply fleets
Special Reports *Information to effectively serve rental customers*	Attachments	Engines, trailers, business management software, pumps, CONEXPO-CON/AGG	Attachments	Pumps	Debris handling	Engines, business management software	
Earthmoving	*Big iron is a big part of many rental businesses, and each issue features coverage of earthmoving equipment such as:* ▪ Skid steers ▪ Excavators ▪ Backhoe-loaders ▪ Trenchers ▪ Wheel loaders						
Construction Support & Supply	*Contractors increasingly look to rental and rely upon equipment such as:* ▪ Scissor and boom lifts ▪ Material handling ▪ Concrete ▪ Compaction ▪ Compressors ▪ Generators ▪ Pressure washers ▪ Saws ▪ Blades ▪ Abrasives ▪ Hand-held power tools						
DIY/Light	*Homeowners are renting more than ever, and to help rental businesses serve that customer base, each issue features DIY/Light equipment such as:* ▪ Lawn and grounds ▪ Floor and carpet care ▪ Hand tools ▪ Drain cleaners						
Bonus/Show Distribution	AED Summit & CONDEX, National Pavement Expo, World of Concrete	ARA/The Rental Show, CONEXPO-CON/AGG & IFPE				STAFDA	
Supplements					construction zone SAFETY; IPAF ELEVATING SAFETY; SNOWPRO	SNOWPRO	

Dates and topics are subject to change without notice.

2014 Display ad rates

	1X	4X	6X	8X	12X
Full Page Spread	$9,165	$8,925	$8,680	$8,440	$8,175
Full Page	5,250	5,105	4,955	4,830	4,685
2/3 Page	4,230	4,105	3,975	3,880	3,765
1/2 Page Standard	3,650	3,560	3,480	3,370	3,280
1/2 Page	3,275	3,175	3,100	3,005	2,900
1/3 Page	2,645	2,550	2,500	2,420	2,285
1/4 Page	2,220	2,165	2,105	2,045	1,990

Color Rates: Four-color process $1,275

Ad Sizes & Specifications

CLICK HERE or visit our marketing resource center at **ForConstructionPros.com/Advertise**.

Eric Servais, Publisher

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800.547.7377 ext. 1713

Ad Sizes & Specifications

	SIZE	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, 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"
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

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 Media Production Rep.
For files larger than 10MB send via FTP:
http://webftp.cygnuspub.com

Equipment TODAY · Rental · Asphalt Contractor

Patti Brown, Media Production Rep
1233 Janesville Avenue, Fort Atkinson, WI 53538
800.547.7377 x1637 / Patti.Brown@Cygnus.com

PAVEMENT MAINTENANCE & RECONSTRUCTION

Connie Wolf, Media Production Rep
1233 Janesville Avenue, Fort Atkinson, WI 53538
800.547.7377 x1679 / Connie.Wolf@Cygnus.com

CONCRETE CONTRACTOR · Sustainable CONSTRUCTION

Cindy Rusch, Media Production Rep
1233 Janesville Avenue, Fort Atkinson, WI 53538
800.547.7377 x1664 / Cindy.Rusch@Cygnus.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.