



# PROMOTE YOUR EXHIBIT IN THE **SHOW DAILY**

## THE OFFICIAL CONEXPO-CON/AGG 2008 AND IFPE 2008 *SHOW DAILY* DISPLAY AD RATES

Rates are for an advertisement in all four issues.  
Rates include four-color process.  
Space reservation must be made by February 15, 2008.

Size	Gross Rate
Tabloid Page .....	\$15,500
Page (7" x 10") .....	12,050
2/3 Page .....	9,250
1/2 Page .....	7,700
1/3 Page .....	6,135
1/4 Page .....	5,085
Tabloid Page Spread .....	\$26,000
Half Tabloid Page Spread .....	19,000
Page Spread .....	19,000
Back Cover (Tabloid Page) .....	\$18,600
Inside Cover 2 or 3 (Tabloid Page) .....	17,825

Advertisers must be CONEXPO-CON/AGG 2008 and IFPE 2008 exhibitors.  
Rates are gross. Black and white rate is \$2,450 less than four-color rate.

## THE OFFICIAL CONEXPO-CON/AGG 2008 AND IFPE 2008 *SHOW MAP* RATES

There are four maps: Outside, North, Central and South.

Size	Gross Rate
Premium Map Spot (3-1/2" x 2") .....	\$3,000
Double Premium Map Spot (3-1/2" x 4") .....	\$5,900
Back Cover .....	\$15,000

Rates are for one map. Rates include four-color process. Rates are gross.



### TO RESERVE YOUR SPACE:

Contact your Cygnus  
sales representative  
or Kris Flitcroft,  
group publisher, at  
**800.547.7377.**

Or visit:  
[www.ForConstructionPros.com](http://www.ForConstructionPros.com).

The Official Show Daily publisher is Cygnus Business Media Inc. Cygnus is a leading publisher of magazines for construction equipment owners, users and distributors. Cygnus publishes more than 65 magazines including:



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