



LIFT and ACCESS 2014

Following Trends, Technology and New Products

2014 EDITORIAL CALENDAR

Send press releases and jobstories to mlarson@maxcapmedia.com

Issue	Ad Close	Mail Date	Product Focus	Business Issues	Application	Special Features	Shows/Meetings
Jan/Feb	12/02/13	12/30/13	Boom Lifts	Insurance	Crane	ARA Preview	The Rental Show / World of Concrete
Mar/Apr	01/15/14	02/10/14	Telehandlers	Equipment Modifications	Mast Climber	ConExpo Preview	ConExpo / SC&RA
May/June (TUC Insert)	03/31/14	04/28/14	Crawler Cranes	Maintenance & Repair	Aerial	ConExpo Review	EUFMC / Vertikal Days
July/Aug (C&C Insert)	06/02/14	06/30/14	Scissor Lifts	Training	Forklift		
Sept/Oct (TUC Insert)	08/04/14	09/02/14	RT Cranes	Used & Refurbished Equipment	Aerial		SC&RA Workshop
Equipment Guide	08/29/14	09/29/14				Equipment Guide	
Nov/Dec	10/06/14	11/03/14	Straight-Mast Forklifts	Standards & Regulations	Crane	LLEAP Award	

2014 SUPPLEMENTS

Ad Close

Telecom & Utility Construction for May/June <i>Lift and Access</i>	03/03/14
Components & Consumables for July/Aug <i>Lift and Access</i>	05/05/14
Telecom & Utility Construction for Sept/Oct <i>Lift and Access</i>	06/30/14

EQUIPMENT, PRODUCTS AND SERVICES COVERED THROUGHOUT THE YEAR

Equipment

All-Terrain Cranes
Boom Trucks
Industrial Cranes
Knucklebooms
Lattice-Boom Crawler Cranes
Mini Cranes
Rough-Terrain Cranes
Self-Erectors
Telescopic-Boom Crawlers

Tower Cranes
Truck Cranes
Electric Articulating Boom Lifts
Electric Scissor Lifts
IC Articulating Boom Lifts
IC Scissor Lifts
Manually Propelled Vertical Lifts
Self-Propelled Vertical Lifts
Specialty Lifts

Straight Boom Lifts
Trailer-Mounted Aerial Lifts
Truck-Mounted Aerial Lifts
Straight Mast Forklifts
Telescopic Handlers
Truck-Mounted Forklifts
Mast Climber Work Platform
Transport Platform
Construction Hoist

Products and Services

Attachments
Batteries/Chargers
Brakes
Brokers/Dealers
Certification
Communication Systems
Components
Controls
Crane Accessories
Engines

Fall Protection
Financing
Forklift Accessories
Hydraulics
Insurance
LMIs
Lubricants
Maintenance/Repair
Parts Suppliers
Professional Associations

Rigging Gear
Scales/Weighing Devices
Software
Telematics
Tires
Trailers
Training
Transmissions
Wire Rope

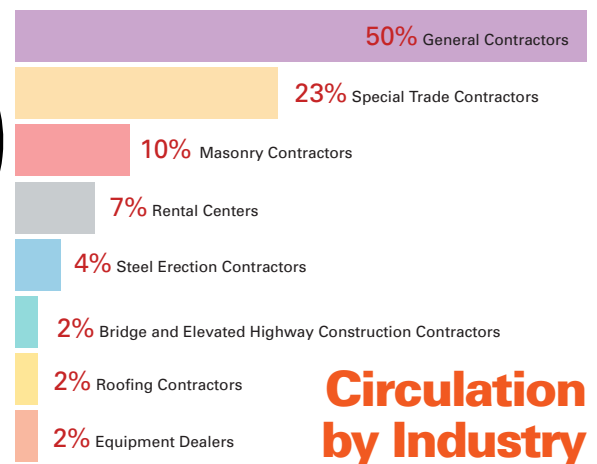
Editorial calendar is subject to change. Ads placed based on the planner content must be confirmed prior to ad close.

90% of circulation serves the construction trades

Industry-Leading Circulation

Our circulation of more than 24,000 recipients is the largest in the lift and access industry. We don't buy business directories or rent mailing lists. Instead, we draw these contacts from a master database of more than 60,000 SIC-coded contacts that has been developed internally over a number of years. These contacts are updated daily and targeted to your market. Our readers are a carefully selected group of professionals in the rental and construction industry who are involved in purchasing and renting aerial lifts, rough-terrain forklifts, cranes, and their components.

+BONUS DISTRIBUTION at Trade Shows & Conferences



UPFRONT RATES (Editorial Section)

Ad Size	1x	3x	6x	Equipment Guide
Two-Page Spread	\$8,335	\$7,575	\$7,015	\$8,390
Full Page	\$5,335	\$4,805	\$4,540	\$5,375
2/3 Vertical	\$4,745	\$4,310	\$3,855	\$4,770
1/2 Page Island	\$4,455	\$4,020	\$3,660	\$4,550
1/2 Page Horiz/Vert	\$4,145	\$3,795	\$3,430	\$4,105
1/3 Page Vertical	\$3,730	\$3,355	\$3,085	\$3,770
1/4 Page	\$2,970	\$2,710	\$2,510	\$3,045

SPECIAL POSITIONING

Ad Size	1x	3x	6x	Equipment Guide
Full Page Opposite Contents Page	\$5,745	\$5,345	\$4,950	\$5,765
Inside Front Cover	\$6,055	\$5,640	\$5,265	\$5,905
Inside Back Cover	\$5,585	\$5,045	\$4,815	\$5,000
Back Cover	\$6,940	\$6,410	\$5,880	\$7,280

MARKETPLACE RATES

Ad Size	1x	3x	6x
Two-Page Spread	\$3,300	\$3,015	\$2,730
Full Page	\$2,065	\$1,895	\$1,725
1/2 Page (Horiz. or Vert.)	\$1,250	\$1,155	\$1,070
1/4 page	\$675	\$615	\$580

Dealer Opportunities

In addition to the *Lift and Access* Marketplace, equipment dealers have the opportunity to promote their business and align themselves with the participating manufacturing lines they carry. Each manufacturer has an advertisement that includes dealer locations. Dealers are able to list their locations for a marginal fee: \$150 for the main location (per issue) and \$20 per line (per issue) for each branch location.

Reach even more equipment buyers

Target fleet procurement managers with the *Components & Consumables* supplement and the overhead utility industry with *Telecom & Utility Construction*, special bonus sections paired with *Lift and Access* throughout the year. These unique ready-reference guides provide timeless articles and product information for equipment managers to refer to all year long.



ONLINE RATES AND SPECIFICATIONS - visit LiftandAccess.com or call 800-231-8953

GET INTERACTIVE WITH CREATIVE DIGITAL MEDIA

Lift and Access offers more than just ink on a page. Our sales representatives can help you expand your message in unique ways. • Send email blasts to our database. • Conduct electronic surveys of specific target groups. • Promote your message online or in our e-newsletters with banner ads. • Get extra mileage out of corporate videos by linking them to our digital issues and website. • Stage a tailored web conference for a targeted audience.











Design Services | Custom Publishing | Email Blasts | Interactive Publishing

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UPFRONT SPECIFICATIONS

	Two-Page Spread 16.25" x 10.875" *
	Full Page 8.125" x 10.875" *
	2/3 Page Vertical 4.625" x 10"
	1/2 Island 4.625" x 7.25"
	1/2 Page Horizontal 7" x 4.875"
	1/2 Page Vertical 3.375" x 10"
	1/3 Page Vertical 2.25" x 10"
	1/4 Page 3.375" x 4.875"

MARKETPLACE SPECIFICATIONS

	Two-Page Spread 15" x 10.875" *
	Full Page 7.5" x 10.875" *
	1/2 Page Horizontal 7" x 4.875"
	1/2 Page Vertical 3.375" x 10"
	1/4 Page 3.375" x 4.875"

Technical Requirements

Preferred: PDF (high-resolution - 300dpi, CMYK, all fonts included)

If sending application files:

- Adobe InDesign CS6 (Macintosh preferred)
- TIFF or JPEG (PC or Macintosh)
- EPS (Adobe Illustrator)

Photos: 300dpi in JPEG, TIFF or EPS format - CMYK color mode

Fonts: Include screen and printer fonts used in your layout.

Compress with .zip or Stuffit (.sit)
Acceptable Media: CD-R, DVD, FTP

Do you need help designing an online or print ad to fit your company's needs? Contact us for ad development assistance at (515) 574-2312, (800) 231-8953, fax (515) 574-2361 or email sales@maxcapmedia.com

Terms of Payment

All Rates are Net. All invoices are payable upon receipt. Payments not made within 30 days may result in loss of discounts. Ad cancellations must be received in writing 2 weeks prior to ad close.

Send materials to:

Maximum Capacity Media LLC
design@maxcapmedia.com

* Trim size. To bleed, add .125" all around (If bleed short, ad will be centered on page)