



Reflecting the Interests of Crane Users and Buyers

2015 EDITORIAL CALENDAR

Send press releases and job stories to kparrish@maxcapmedia.com

Issue	Ad Close		Mail Date	Product Focus	Business Issues	Events
	Upfront	Marketplace				
January	12/03/14	12/12/14	12/26/14	Knuckleboom Cranes	Equipment Maintenance	World of Concrete
February	01/07/15	01/16/15	01/28/15	Tower Cranes	Business Succession/Relocation	
March	02/04/15	02/13/15	02/25/15	SPMTs/Trailers	Jobsite Communications	
April	03/04/15	03/13/15	03/25/15	Slings & Rigging Gear	Used Equipment	SC&RA Annual Conf
May - TUC	04/01/15	04/10/15	04/22/15	All-Terrain Cranes	Fleet Management	Vertikal Days
June	05/06/15	05/15/15	05/27/15	Rough-Terrain Cranes	Standards Update	
July - C&C	06/03/15	06/12/15	06/24/15	Crawler Cranes	Wind Hazards	
August	07/08/15	07/17/15	07/29/15	Telecrawler Cranes	Rigging Techniques	
September - TUC	08/05/15	08/14/15	08/26/15	Boom Trucks	Specialized Transport	SC&RA / ICUEE
October	09/02/15	09/11/15	09/23/15	Crane Accessories	Personnel Safety	
November	10/07/15	10/16/15	10/28/15	Mini-Cranes	Top Trainer	
December	11/04/15	11/13/15	11/25/15	Gantry Cranes	Equipment Financing	

2015 SUPPLEMENTS

	Ad Close
Telecom & Utility Construction for May <i>Crane and Rigging Hot Line</i>	03/03/15
Components & Consumables for July <i>Crane and Rigging Hot Line</i>	05/04/15
Telecom & Utility Construction for Sept <i>Crane and Rigging Hot Line</i>	06/29/15

EQUIPMENT, PRODUCTS AND SERVICES COVERED THROUGHOUT THE YEAR

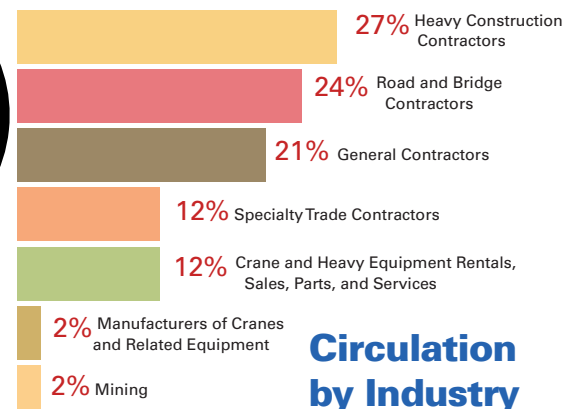
Cranes			Products			Services	
All-Terrain Cranes	Mini Cranes	Tele-Crawlers	Crane Accessories	Outrigger Pads	Software	Auctions	Parts/ Service
Boom Trucks	Rough-Terrain Cranes	Tower Cranes	Cribbing	PPE	Telematics	Certifiers	Professional Associations
Crawler Cranes	Self-Erectors	Truck Cranes	Communications Systems	Radio Controls	Transport Equipment	Financing	Rebuilders
Knucklebooms	Taxi Cranes		LMIs	Rigging Gear	Wire Rope	Insurance	Training
			Lubricants	Slings	And More...	Maintenance/Repair Providers	

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

Unmatched Circulation and Readership

The *Crane & Rigging Hot Line* database is industry-leading in its size and market focus. Built from one of the largest contractor's databases in the world, *Crane & Rigging Hot Line* contact list has now grown to more than 80,000 strong. Each month, *Crane & Rigging Hot Line* is circulated to more than 28,000 qualified recipients from within this massive database. Independent studies have shown that 75 percent of all *Crane & Rigging Hot Line* recipients are directly involved in purchasing cranes. *Crane & Rigging Hot Line* reaches the right audience and has established itself as the No. 1 resource among these readers for the purchase of cranes and related equipment.

+BONUS DISTRIBUTION at Trade Shows & Conferences



UPFRONT RATES (Editorial Section)

Ad Sizes	1x	3x	6x	12x
Two-Page Spread	\$7,975	\$7,360	\$6,970	\$6,170
Full Page	\$5,005	\$4,400	\$4,085	\$3,775
2/3 Page Vertical	\$4,495	\$3,960	\$3,690	\$3,395
1/2 Page Island	\$4,230	\$3,760	\$3,480	\$3,205
1/2 Page Horizontal/Vertical	\$4,000	\$3,535	\$3,275	\$3,025
1/3 Page Vertical	\$3,485	\$3,060	\$2,865	\$2,635
1/4 page	\$2,740	\$2,430	\$2,245	\$2,075









SPECIAL POSITIONING

Ad sizes	1x	3x	6x	12x
Full Page Opposite Contents Page	\$5,745	\$5,345	\$4,950	\$4,425
Inside Front Cover	\$6,055	\$5,640	\$5,265	\$4,990
Inside Back Cover	\$5,585	\$5,045	\$4,815	\$4,285
Back Cover	\$6,940	\$6,410	\$5,885	\$5,375








MARKETPLACE RATES (Cranes For Sale, Parts & Accessories Sections)

Ad sizes	1x	3x	6x	12x
Two-Page Spread	\$3,465	\$3,165	\$2,865	\$2,595
Full Page	\$2,170	\$1,990	\$1,810	\$1,645
1/2 page Horizontal/Vertical	\$1,315	\$1,215	\$1,125	\$1,035
1/4 page	\$710	\$645	\$610	\$560
2 x 3	\$545	\$490	\$445	\$400
2 x 2	\$380	\$340	\$305	\$265

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"
	2 x 3 column 3.375" x 2.833"
	2 x 2 column 3.375" x 1.833"

Dealer Opportunities

In addition to the **Crane & Rigging Hot Line** Marketplace, equipment dealers have the opportunity to promote their business and align themselves with each manufacturing line 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**, a special bonus section paired with the **Crane & Rigging Hot Line**. 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 CraneandRiggingHotLine.com or call 800-231-8953

GET INTERACTIVE WITH CREATIVE DIGITAL MEDIA

Crane & Rigging Hot Line 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

Phone: 515-574-2312
Toll-Free: 800-231-8953

Fax: 515-574-2361
Email: lift_contact@hcgi.media

cranehotline.com



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: CDR, 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:

Heartland Construction Division
A Division of Heartland Communications Group, Inc.
design@cranehotline.com

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