

DIGITAL MEDIA GUIDE - 2015



Crane & Rigging Hot Line has made an increased effort to expand its presence on the web. Through its regularly updated website, CraneHotLine.com, ZMag-produced digital issues, and SmartPhone-compatible weekly **Lifting 360 eNewsletters**, buyers and users of cranes and related components can make informed purchasing and management decisions from anywhere in the world. Digital copies of **Crane & Rigging Hot Line** and the **Lifting 360 eNewsletter** give your digital advertisement a broad reaching effect that gets directly in front of the buyer. Supplemental email blasts and digital banner ads provide a cost-effective marketing outlet for your company's message. Plus, your video message can now be heard by thousands through our YouTube channel and Featured Content sections of the eNewsletters. Additionally, sign up your company in our online Business Directory.

INTERACTIVE PRODUCTS & MEASUREABLE RESULTS

Extensive online packages available including: Exclusive digital edition sponsorships, run of site banner ads, equipment classifieds, custom e-blasts, video ads, content marketing, webinar sponsorships and much more. Reporting available on digital products provide a measureable return on investment.

WEBSITE

CraneHotLine.com

Leading industry website, providing one of the largest listings of cranes and lifting equipment for sale. The website is updated daily with news and product information of interest to crane and rigging users and owners. Over **14,000 Visits** and **110,000 Page Views** each month!

Complimentary banner ad creation available upon request. Three month minimum. Unlimited impressions included.

Directory Listing

Starting at \$300/per year

Feature your company with a unique micro-site page in the directory. Listings can include company description, logo, company brochure and custom link.

Featured Article

\$400 each

Deliver your company message with a sponsored 300-800 word article to appear for 10 days on the homepage of CraneHotLine.com. Includes one image, company logo and hyperlink to company url. Reporting available on article views. Ask your sales representative about also having this article optimized for web search and additional distribution through PRWeb.

Featured Video

\$400 each

Feature your company video on the CraneHotLine.com website. Ask your sales representative about inclusion on our YouTube Channel.

Banner Ads

Leaderboard (468p x 60p)

- \$600/month, rotating with up to three other ads
- 12-month discount \$6000 (\$500/month)

Middle (468p x 60p)

- \$550/month, rotating with up to three other ads
- 12-month discount \$6000 (\$500/month)

Right Position 1 (120p x 180p)

- \$500/month, premium position available for in-house, auction, or time-sensitive banners

Right Position 2-10 (120p x 120p)

- \$400/month, positions assigned on a first-come, first-served basis
- 12-month discount \$4200 (\$350/month)

Equipment for Sale?

Starting at \$49

Include your equipment in our online classifieds section. Listings start at only \$49. Feature your listing on the home page of CraneHotLine.com for only \$100 per month.

Description	Number of Listings	Number of Days	Price
Basic	3	60	\$49
Basic Premium	3	365	\$99
Extended	20	60	\$149
Extended Plus	20	180	\$495
Extended Premium	20	365	\$800
Unlimited	Unlimited	60	\$295
Unlimited Plus	Unlimited	180	\$895
Unlimited Premium	Unlimited	365	\$1895

DIGITAL ISSUE SPONSORSHIP

\$750 per issue

Digital issues are optimized for smartphones and tablets maximizing readers experience in a mobile world. Digital editions are featured on the website homepage, weekly Lifting 360 enewsletter blasts and via the digital issue email announcement. Digital issues remain available and can be viewed in archive's increasing your brand's visibility. Digital issues average over 30,000 page views per issue!

Sponsorships include:

- 1/2 page ad on the digital issue introduction page facing the front cover of the digital issue! Your ad will be the first thing digital issue readers will see.
- Exclusive 468p x 60p banner ad acknowledging your company as the digital issue sponsor on the digital edition email newsletter sent to over 9,000 opt-in subscribers.

LIFTING 360 ENEWSLETTER

Maximize branding in the Lifting 360 enewsletter, delivered weekly to over 15,000 opt-in subscribers. Detailed reporting available including: open and click-thru rates

Banner Ads

300p x 80p Leaderboard

- \$400 per issue, exclusive placement at top of email
- \$1300 per month (4 weekly issues)
- \$3300 per 3 months (12 weekly issues)

468p x 60p Middle

- \$300 per issue, premium location near editorial content
- \$1100 per month (4 weekly issues)
- \$2700 per 3 months (12 weekly issues)
- Two positions available, placement is first-come, first-served

120p x 120p Side Column

- \$250 per issue
- \$900 per month (4 weekly issues)
- \$2100 per 3 months (12 weekly issues)
- Three positions available, placement is first-come, first-served

Classified Text Ad

\$99

Promote your company press release, job listing, equipment classified listing, and more in Lifting 360. Submit a headline and link to the announcement online. Reporting available.

ADVERTISING SALES

800-231-8953 • 515-574-2312 (direct) • FAX 515-574-2361
Advertising Rates, Deadlines, and Mechanical Requirements furnished upon request.

ACCOUNT REPRESENTATIVE Cindy Kirby
515-574-2312, ext. 2284 ckirby@hcgi.media

ACCOUNT REPRESENTATIVE Floyd Geopfert
515-574-2312, ext. 2278 fgeopfert@hcgi.media

ACCOUNT REPRESENTATIVE Jeff Shumar
602-368-8552 jshumar@hcgi.media

DIRECTOR OF DIGITAL MEDIA Franci Motz
602-445-3932 fmotz@hcgi.media

Heartland

Construction Division

A Division of Heartland Communications Group, Inc.

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Featured Content

\$400 each

Sponsored text to appear in a featured spot on Lifting 360 eNewsletter. It includes one image, company logo hyperlinked to your website, and link to full article on Crane & Rigging Hot Line's website that includes a hyperlink to your website.

E-BLAST

\$300/1000 subscribers or \$3500 to entire list of 15,000-plus subscribers who have opted in to receive third-party promotional emails. Crane & Rigging Hot Line can help you effectively deliver your message to the inbox of our subscribers.

WEBINARS

\$2500 per webinar

Webinars are 60-minute online sponsored events that cover a wide variety of industry topics. Audiences have real time interaction with key industry leaders to discuss case studies, new products, solutions and best practices. In addition to a comprehensive integrated marketing program including a variety of pre-event promotion, sponsors receive qualified leads, branding and increased thought-leadership.

YOUTUBE

Featured Video:

\$400

Includes: Video on CraneHotline.com and one issue of Lifting 360

YouTube Sponsorship:

\$500

per initial 1000 views, additional views \$400/1000 views.

Includes company logo in intro, hyperlink to company website, and detailed reporting. Our YouTube channel allows your company to feature your products and services using existing videos. Leverage the power of video to attract the attention of viewers throughout the industry. Choose a 2- to 5- minute product video, then send it to us. Our YouTube channel has received over 35,000 views in 2013.

PENTA CONTENT MARKETING/SEO PROGRAMS

\$990 Online only program

\$2900 Online & Print package

All-inclusive five-part content marketing/SEO program to include; search engine optimized press release on CraneHotline.com, press release distributed through PRWeb that delivers your content straight to the search engines as well as major news sites, customized Google AdWords campaign, feature article in weekly enewsletter, advertorial in print issue of magazine (print option only).



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