



LIFT and ACCESS 2015

Following Trends, Technology and New Products

2015 EDITORIAL CALENDAR

Send press releases and jobstories to mlarson@maxcapmedia.com

Issue	Ad Close	Mail Date	Product Focus	Components /Technology	Special Features	Shows/Meetings
January/February	01/06/15	01/22/15	Boom Lifts	Batteries and Generators	World of Concrete & The Rental Show Previews	World of Concrete / The Rental Show
March/April	02/02/15	03/02/15	Telehandlers & Self-Erecting Cranes	Power Train & Travel Components (Engines, Transmissions, Axles & Brakes)		SC&RA Annual Conference
May/June (with TUC Spring)	03/30/15	04/27/15	Hybrid Aerial Lifts	Rigging Gear & Lifting Devices		EUFMC / ACRP General Assembly
July/Aug (with C&C)	06/01/15	06/29/15	Scissor Lifts	Service & Maintenance Products (Lubricants, Oils & Greases)		
September/October (with TUC Fall)	08/03/15	08/31/15	Boom Trucks & Towable Aerial Lifts	Wheels, Tires & Rubber Tracks	ICUEE Preview	SC&RA Crane & Rigging Workshop / ICUEE
Equipment Guide	09/01/15	09/28/15	Aerial Lifts, Cranes & Forklifts			
November/December	10/05/15	11/02/15	Compact Aerial Lifts & Mini Cranes	Electronics, Telematics & Controls	LLEAP Awards	

2015 SUPPLEMENTS

Telecom & Utility Construction - Spring Edition	03/05/15	04/27/15	Truck-Mounted Aerials	Carriers	EUFMC Preview	EUFMC
Components & Consumables	05/04/15	06/29/15		Accessories, Batteries, Engines, Power Trains, Components, Electronics, Fluid Power, Rigging		
Telecom & Utility Construction - Fall Edition	06/29/15	08/31/15	Telescopic-Boom Crawler Cranes	Safety Gear		ICUEE

EQUIPMENT, PRODUCTS AND SERVICES COVERED THROUGHOUT THE YEAR

Equipment			Products and Services		
All-Terrain Cranes	Tower Cranes	Straight Boom Lifts	Attachments	Fall Protection	Rigging Gear
Boom Trucks	Truck Cranes	Trailer-Mounted Aerial Lifts	Batteries/Chargers	Financing	Scales/Weighing
Industrial Cranes	Electric Articulating Boom Lifts	Truck-Mounted Aerial Lifts	Brakes	Forklift Accessories	Devices
Knucklebooms	Electric Scissor Lifts	Straight Mast Forklifts	Brokers/Dealers	Hydraulics	Software
Lattice-Boom Crawler Cranes	IC Articulating Boom Lifts	Telescopic Handlers	Certification	Insurance	Telematics
Mini Cranes	IC Scissor Lifts	Truck-Mounted Forklifts	Communication Systems	LMI's	Tires
Rough-Terrain Cranes	Manually Propelled Vertical Lifts	Mast Climber Work Platform	Components	Lubricants	Trailers
Self-Erectors	Self-Propelled Vertical Lifts	Transport Platform	Controls	Maintenance/Repair	Training
Telescopic-Boom Crawlers	Specialty Lifts	Construction Hoist	Crane Accessories	Parts Suppliers	Transmissions
			Engines	Professional Associations	Wire Rope

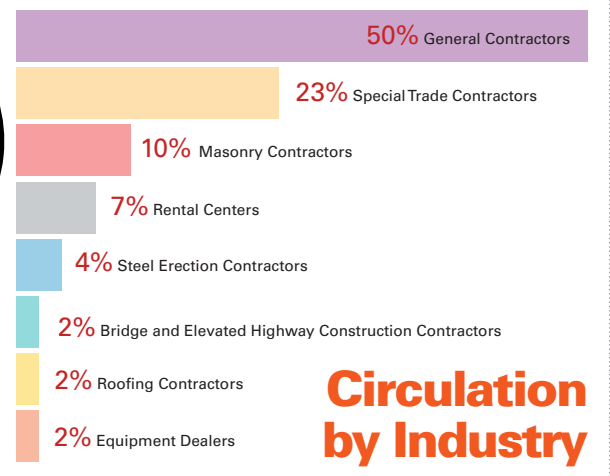
Editorial calendar is subject to change. Ads placed based on the planner content must be confirmed prior to ad close.

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	\$3,465	\$3,165	\$2,865
Full Page	\$2,170	\$1,990	\$1,810
1/2 Page (Horiz. or Vert.)	\$1,315	\$1,215	\$1,125
1/4 page	\$710	\$645	\$610

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.











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liftandaccess.com

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: 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@maxcapmedia.com

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