

2019 Editorial Calendar

ISSUE	AD CLOSE*	MAIL DATE	EDITORIAL FEATURES	SPOTLIGHTS (Spotlight Cranes in Every Issue)	INDUSTRY EVENTS (Bonus Distribution)
January	12-21-18	1-4-19	• Event Preview: World of Concrete • Knuckleboom Cranes • 2019 Event Planner	Spotlight Transport Spotlight Executive	World of Concrete (Las Vegas, NV) - January 22-25, 2019
February	1-18-19	1-30-19	• Event Preview: SC&RA Specialized Transportation • Heavy Haul • SPMTs • Auctions	Spotlight Canada Spotlight Rigging Spotlight Products & Services	AED (Orlando, FL) - February 4-7, 2019 SC&RA Specialized Trans. Symposium (Houston, TX) - February 19-22, 2019
March	2-15-19	2-27-19	• Event Preview: Bauma • All-Terrain Cranes • Training	Spotlight Transport Spotlight Executive	Bauma (Munich, Germany) - April 8-14, 2019
April	3-22-19	4-3-19	• Event Preview: SC&RA Annual Conference • Tower Cranes • Pilot Cars	Spotlight Canada Spotlight Rigging Spotlight Products & Services	AWRF General Meeting & PIE (Cleveland, OH) - April 7, 2019 SC&RA Annual Conference (Carlsbad, CA) - April 23-27, 2019
May (Spring TUC)	4-19-19	5-1-19	• Event Preview: AWEA • Cranes in Wind Work • Top Trainer	Spotlight Transport Spotlight Executive	ACRP (Lexington, KY) - May 14-16, 2019 AWEA - May 20-23, 2019
June	5-22-19	6-3-19	• Event Review: SC&RA Annual Conference • Event Preview: Crane Rental Assoc. of Canada (CRAC) • Rough-Terrain Cranes • Risk Management	Spotlight Canada Spotlight Rigging	Crane Rental Assoc. of Canada (CRAC) (Charlottetown, PE, Canada) June 5-8, 2019
July (C&C Supplement)	6-21-19	7-3-19	• Mini Cranes • Fleet Management, Telematics • Event Review: Crane Rental Assoc. of Canada (CRAC)	Spotlight Canada Spotlight Transport Spotlight Executive	
August	7-19-19	7-31-19	• Crawler Cranes • Maintenance • Outrigger Pads and Crane Mats	Spotlight Rigging Spotlight Products & Services	
September (Fall TUC)	8-30-19	9-11-19	• Event Preview: ICUEE • Event Preview: SC&RA Crane & Rigging Workshop • Boom Trucks • Cold Weather Prep	Spotlight Canada Spotlight Transport Spotlight Executive	SC&RA Crane & Rigging Workshop (Glendale, AZ) - September 18-20, 2019 ICUEE- The Demo Show (Louisville, KY) - October 1-3, 2019
October	9-20-19	10-2-19	• Carry Deck / Industrial Cranes • Technology / Software/Operator Aids	Spotlight Rigging Spotlight Products & Services	
November	10-18-19	10-30-19	• Event Review: SC&RA Crane & Rigging Workshop • Self-Erectors • Insurance / Finance • LLEAP Awards	Spotlight Canada Spotlight Transport Spotlight Executive	
December	11-20-19	12-4-19	• Tele-Boom Crawlers • Rigging	Spotlight Rigging Spotlight Products & Services	

*Editorial deadline is 30 days before ad close.

*dates subject to change



CRANE

HOT LINE

2019 Advertising Rates

Crane Hot Line serves the North American crane industry, including crane rental companies, contractors, distributors, service and support providers, and equipment manufacturers.

UPFRONT RATES

AD SIZES	1x	3x	6x	12x
Two-Page Spread	\$6,888	\$6,200	\$5,890	\$5,596
Full Page	\$4,750	\$4,275	\$4,060	\$3,775
Half Page	\$3,570	\$3,215	\$3,055	\$2,900
Quarter Page	\$2,090	\$1,880	\$1,780	\$1,650

Inside Front Cover & Inside Back Cover - ADD 20% to contract full-page rate.
Island Half Pages Ads - ADD 20% to contract half-page rate.
Back Cover - ADD 30% to contract full page rate.

MARKETPLACE RATES

A dedicated space to market used equipment, dealer ads & products, services & accessories.

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
Half Page	\$1,315	\$1,215	\$1,125	\$1,035
Quarter Page	\$710	\$645	\$610	\$560
Marketplace Showcase	\$300	\$250	\$225	\$200

For comprehensive digital marketing opportunities, which include sponsored content, custom content, website, digital edition, email, video, audio, and social media marketing, see additional materials and information.

PROVIDING IN-DEPTH COVERAGE OF:

- ▶ All-Terrain Cranes
- ▶ Rough-Terrain Cranes
- ▶ Lattice-Boom Crawler Cranes
- ▶ Tele-Boom Crawler Cranes
- ▶ Boom Trucks
- ▶ Truck Cranes
- ▶ Knuckleboom Cranes
- ▶ Mini Cranes
- ▶ Tower Cranes
- ▶ Self Erectors
- ▶ Carry-Deck Industrial Cranes
- ▶ Straddle Carriers
- ▶ Attachments
- ▶ Outrigger Pads and Mats
- ▶ Rigging
- ▶ Legislation and Standards
- ▶ Safety and Training
- ▶ Controls, Software, LMIs
- ▶ Business Issues
- ▶ Maintenance and Service
- ▶ Transportation
- ▶ Auctions

SHOWCASE AD PACKAGE

Market Your Used Equipment Online and in Print.



2019 Supplements

ISSUE	AD CLOSE	FOCUS	CIRCULATION
TELECOM & UTILITY CONSTRUCTION (Spring Edition)	3-27-19	EUFMC Preview, Truck-Mounted Aerial Lifts, Boom Trucks	15,000 Copies
COMPONENTS & CONSUMABLES	6-5-19	Accessories, Batteries, Engines, Power Trains, Components, Electronics, Fluid Power, Rigging	20,000 Copies
TELECOM & UTILITY CONSTRUCTION (Fall Edition)	7-30-19	ICUEE Preview, EUFMC Review, Digger Derricks, Knuckleboom Cranes	15,000 Copies



TELECOM & UTILITY CONSTRUCTION
Covering topics related to heavy equipment used in the telecom, utility, and public works industries.

COMPONENTS & CONSUMABLES
Annual resource of products from suppliers of mechanical, hydraulic, and electrical parts; components; and accessories for lifting and material handling equipment.

ADVERTISING CONTACTS

FLOYD GEOPFERT
515-574-2278 - fgeopfert@cranehotline.com

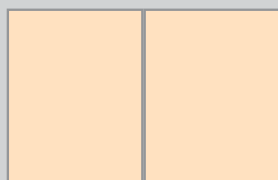
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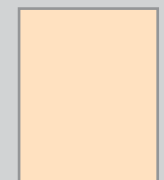
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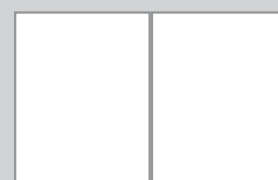
AD SIZES



Two-Page Spread **UPFRONT**
Live Area: 15.5" x 10.125"
Trim: 16.25" x 10.875"
Bleed: 16.5" x 11.125"



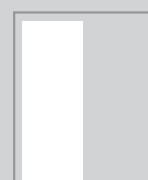
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Live Area: 7.375" x 10.125"
Trim: 8.125" x 10.875"
Bleed: 8.375" x 11.125"



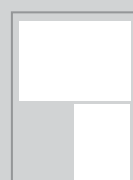
Two-Page Spread **MARKETPLACE**
Live Area: 14.75" x 10"
Trim: 15" x 10.875"
Bleed: 15.25" x 11.125"



Full Page **MARKETPLACE**
Live Area: 7" x 10"
Trim: 7.5" x 10.875"
Bleed: 7.75" x 11.125"



Half Page **VERTICAL**
3.375" x 10"



Half Page **HORIZONTAL**
7" x 4.875"
Quarter Page
3.375" x 4.875"