2019 Advertising Rates

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

**UPFRONT RATES**

<table>
<thead>
<tr>
<th>AD SIZES</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Two-Page Spread</td>
<td>$6,888</td>
<td>$6,200</td>
<td>$5,890</td>
<td>$5,596</td>
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<tr>
<td>Full Page</td>
<td>$4,750</td>
<td>$4,275</td>
<td>$4,060</td>
<td>$3,775</td>
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<tr>
<td>Half Page</td>
<td>$3,570</td>
<td>$3,215</td>
<td>$3,055</td>
<td>$2,900</td>
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<tr>
<td>Quarter Page</td>
<td>$2,090</td>
<td>$1,880</td>
<td>$1,780</td>
<td>$1,650</td>
</tr>
</tbody>
</table>

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.

**MARKETPLACE RATES**

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

<table>
<thead>
<tr>
<th>AD SIZES</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
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<td>$3,460</td>
<td>$3,165</td>
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<tr>
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<tr>
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<td>$645</td>
<td>$610</td>
<td>$560</td>
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<tr>
<td>Marketplace Showcase</td>
<td>$300</td>
<td>$250</td>
<td>$225</td>
<td>$200</td>
</tr>
</tbody>
</table>

For targeted digital advertising contact: Kristin Pride Kristin.pride@hlipublishing.com 515-574-1217

**SPOTLIGHTS**

- Equipment Online
- Crane HotLine
- Tele-Boom Crawlers
- Rough-Terrain Cranes
- Tower Cranes
- Knuckleboom Cranes
- Crawler Cranes
- Self Erectors
- Carry-Deck Industrial Cranes
- Lifts
- Crane Mats
- Outrigger Pads and Mats
- Boom Trucks
- Crane Blocks
- Controls, Software, LAVs
- Event Preview: Crane Rental Assoc. of Canada (CRAC) (Fall Edition)
- Lifts
- Crane Mats
- Outrigger Pads and Mats
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- Controls, Software, LAVs
- Event Preview: Crane Rental Assoc. of Canada (CRAC) (Fall Edition)