

# 2026 Media Kit

**PRINT PUBLICATIONS**  
**WEB / DIGITAL ADVERTISING**  
**CUSTOM MARKETING**

# Construction Equipment Guide®

The Nation's Best Read Construction Newspaper - Founded 1957



[www.constructionequipmentguide.com](http://www.constructionequipmentguide.com)

470 Maryland Drive, Fort Washington, PA 19034 | 800.523.2200

## A Message to Media Buyers

Dear Advertiser:

Thank you for your interest in Construction Equipment Guide (CEG).

CEG was founded in 1957 with the Northeast Edition because our founder, Edwin M. McKeon, realized there was a shortage of used heavy construction equipment and what there was of it was almost impossible to find. Recognizing that a regional publication would be a tremendous resource for both buyers and sellers, he published our first paper on May 29, 1958.

In an open letter to subscribers in our first issue, I described the mission of the paper:

*"The idea is to reach the five-state market of 10,000 prime buyer prospects for the used equipment and supplies that you have for sale ... We have one and only one purpose — to sell your used equipment."*

More than 67 years and tens of thousands of editions later, CEG has evolved from a simple listing of equipment to a sophisticated publication with in-depth coverage of industry news, including new equipment announcements, equipment applications, manufacturer and dealer announcements, company profiles, incisive project stories, event coverage, legislative reporting (both federal and local), and much, much more. Throughout all these changes over the years, not only with our publication, but also in the industry, CEG has never strayed from its founding mission — simply put, we remain your committed and primary source to help you sell your equipment and industry-related services.

Today, CEG's four regional editions — Northeast, Southeast, Midwest and Western, as well as our Alabama, Georgia, Ohio, Texas, California, Four Corners (Utah, Colorado, Arizona & New Mexico), Pacific Northwest and New England state supplements, have a combined circulation of approximately 85,000, 85 percent of which own heavy equipment and use industry products and services. Each regional edition is published biweekly, 26 times a year. Unlike some other publications in the industry, CEG does not cycle its circulation — all of our editions reach the full circulation 26 times a year.

We also publish 13 special sections throughout the year featuring different types of construction equipment.

Your advertising can be scheduled in any one edition (or in any combination of the four), as well as in our state supplements. You will find our advertising rates very competitive. CEG also will meet your equipment selling needs through our website, [www.constructionequipmentguide.com](http://www.constructionequipmentguide.com). Here, you'll find all the editorial coverage that is in our print editions plus used equipment searches, dealer locators, product videos, auction calendars, digital editions and more.

Please review our Media Kit and consider joining our ever-increasing list of satisfied advertisers, some of whom have not missed an issue in more than six decades. We look forward to working with you to develop a customized marketing program that best serves your needs.

Sincerely,



Edwin M. McKeon (1930-2021) and the entire McKeon family



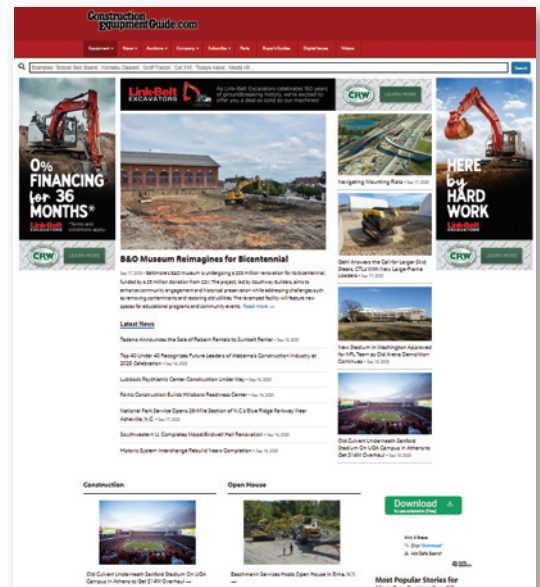
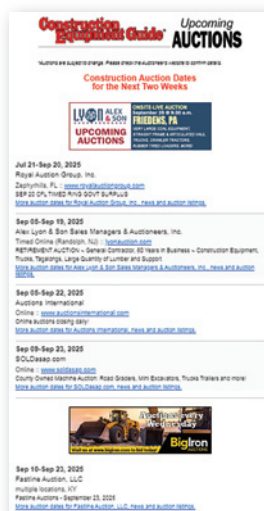
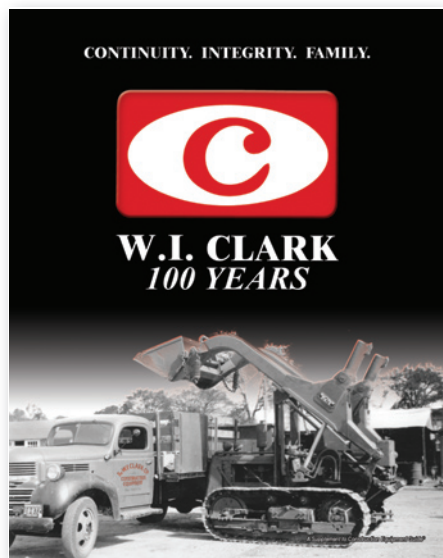


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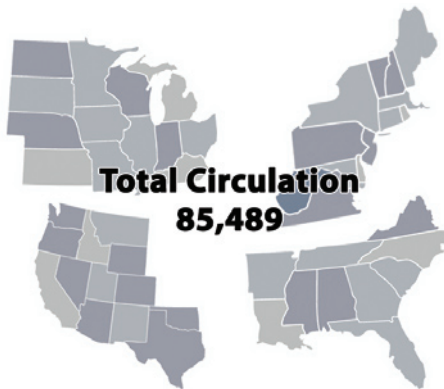
## MARKETING PACKAGES

- 4 Regional Publications
- 6 Crane Guides
- Specialty Publications
- State Publications
- Multi-State Publications
- Anniversary Magazines
- E-Mail Marketing
- Website Advertising
- Social Media
- Newsletter Sponsorship
- Onserts
- Belly Wraps
- Custom Printing
- Post-It Notes
- Google Display

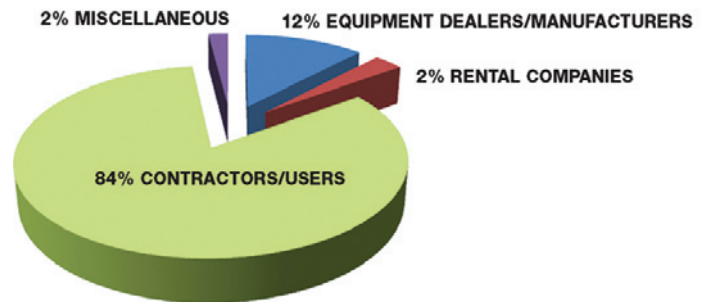


## More Subscribers, More Reach with Construction Equipment Guide's Multi Media Mix

### Regional Print Subscribers



### CEG's Subscribers



**Plus:** Monthly Special Sections that focus on different types of heavy equipment and special sections focusing on Aggregate & Recycling, Attachments, Trucks/Trailers, Paving & Snow and Ice.

### SOCIAL MEDIA

Total Reach Monthly  
**2,000,000**  
Total Followers  
**500,000+**



### Average Monthly Site Audience

**Construction  
EquipmentGuide.com**  
**479,000**

**Aggregate  
EquipmentGuide.com**  
**3,500**

**Agricultural  
EquipmentGuide.com**  
**3,500**

**CraneEquipment  
Guide.com**  
**2,500**

**Forestry  
EquipmentGuide.com**  
**4,500**

**Truck and  
TrailerGuide.com**  
**6,000**

**All Sites 499,000**

### Industry Newsletter Subscribers

**35,000**

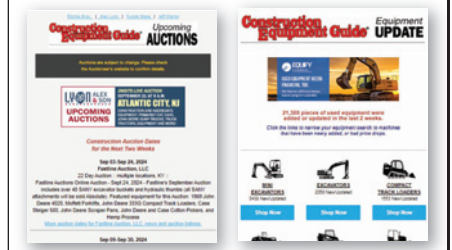


### Website Banner Advertising

Average Monthly Views  
**880,000**  
Average Click Through  
Rate **1.68%**



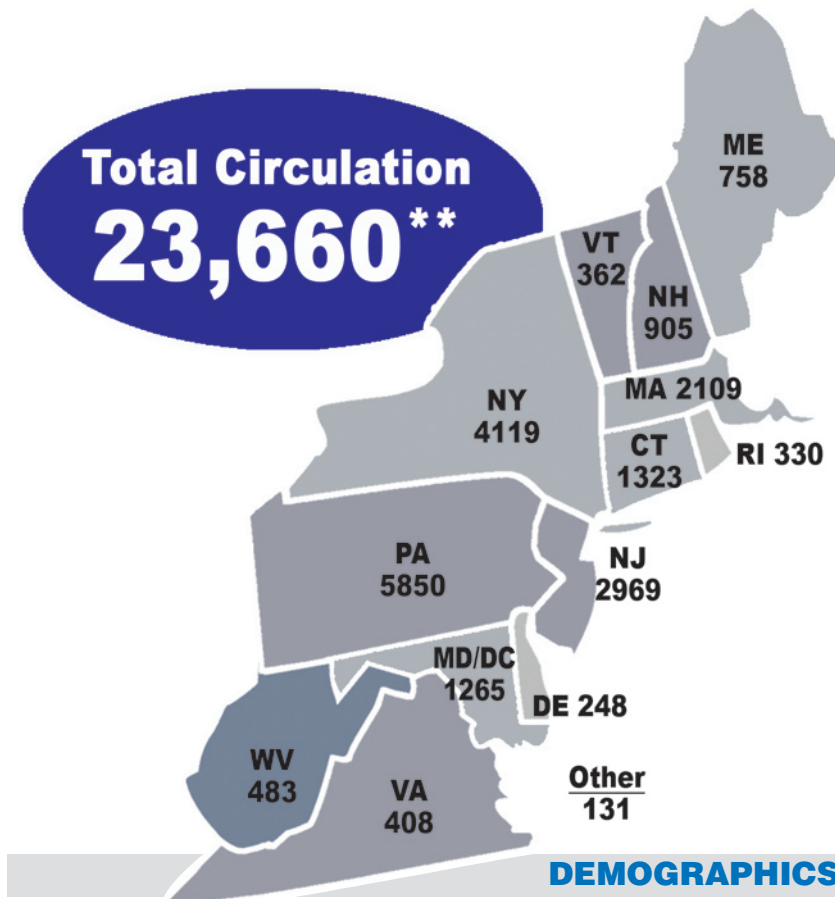
### Industry Related E-Blasts **36,000+** Subscribers



**Construction  
EquipmentGuide.com®**

A name you can trust for over 67 years.

## NORTHEAST CIRCULATION



MAINE • VERMONT • NEW HAMPSHIRE  
MASSACHUSETTS • RHODE ISLAND  
CONNECTICUT • NEW YORK  
NEW JERSEY • PENNSYLVANIA  
MARYLAND/WASHINGTON D.C.  
DELAWARE • WEST VIRGINIA  
NORTHERN VIRGINIA



## DEMOGRAPHICS\*

### CONTRACTORS

|                                       |      |
|---------------------------------------|------|
| Asphalt Producers                     | 218  |
| Builder                               | 738  |
| Concrete Contractor/Masonry           | 1633 |
| Concrete Ready – Mix & Products       | 439  |
| Crane Users/Erectors/Pile Drivers     | 483  |
| Demolition Contractor                 | 1321 |
| Drilling & Boring                     | 467  |
| Dump Truck/Trailer Hauling            | 956  |
| Environmental                         | 328  |
| Excavators/Grading Site Work          | 8079 |
| Farms/Landscape Contractors-Heavy     | 1088 |
| Forestry/Logging                      | 315  |
| General Contractor/Builder - AGC Type | 2208 |
| Heavy Contractors/Road Builders       | 588  |
| Highway Contractor/Bridge Builder     | 447  |
| Industrial & Maintenance Contractors  | 90   |
| Industrial Manufacturing              | 114  |
| Landfills                             | 141  |
| Marine Construction                   | 109  |
| Milling                               | 43   |
| Mining - Surface - Coal               | 78   |
| Mining - Surface - Stone, Sand, Etc   | 659  |
| Paving Contractor - Asphalt           | 2518 |
| Pipeline Contractors                  | 457  |
| Recycling                             | 364  |
| Trucking                              | 1048 |

### CONTRACTORS (continued)

|                     |     |
|---------------------|-----|
| Utility Companies   | 70  |
| Utility Contractors | 569 |
| Other               | 232 |

### RENTAL COMPANIES

|                                   |     |
|-----------------------------------|-----|
| Cranes                            | 88  |
| Heavy Equipment                   | 306 |
| Lifting (Except Cranes) - Aerials | 34  |
| Tools/Small Equipment             | 61  |
| Utility/Light Equipment           | 144 |
| Other                             | 16  |

### DEALERS

|                                           |     |
|-------------------------------------------|-----|
| Heavy                                     | 822 |
| Light/Utility/Rental                      | 333 |
| Parts Dealer                              | 419 |
| Supply Houses-Heavy Hardware/Safety Tools | 142 |
| Truck                                     | 177 |
| Used Equipment Dealer                     | 565 |

### MISCELLANEOUS DEALERS

|                                  |     |
|----------------------------------|-----|
| PAVING, RECYCLING, FORESTRY ETC. | 976 |
|----------------------------------|-----|

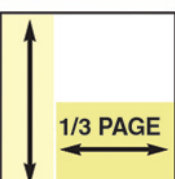
### MANUFACTURERS/AUCTIONEERS/ FINANCE COMPANIES

1122

\*Edition Circulation Total, exceeds individual State Totals Publisher's Data, Subject to Audit. Many companies qualify for more than one business classification.

\*\* Includes 2,400 newsstand distribution.

# NORTHEAST ADVERTISING RATES AND PUBLISHING SCHEDULE

|                                                                                     |                  |                              |         |         |         |
|-------------------------------------------------------------------------------------|------------------|------------------------------|---------|---------|---------|
|    | <b>FULL PAGE</b> | 10.125"X10.625"              |         |         |         |
|                                                                                     | <b>B&amp;W</b>   | Open                         | 6 Time  | 13 Time | 26 Time |
|                                                                                     |                  | \$2,000                      | \$1,705 | \$1,590 | \$1,400 |
|    | <b>2/3 PAGE</b>  | 6.7"X10.625"                 |         |         |         |
|                                                                                     | <b>B&amp;W</b>   | Open                         | 6 Time  | 13 Time | 26 Time |
|                                                                                     |                  | \$1,715                      | \$1,625 | \$1,530 | \$1,245 |
|    | <b>1/2 PAGE</b>  | 10.125"X5.25" OR 5"X10.625"  |         |         |         |
|                                                                                     | <b>B&amp;W</b>   | Open                         | 6 Time  | 13 Time | 26 Time |
|                                                                                     |                  | \$1,240                      | \$1,185 | \$1,110 | \$980   |
|   | <b>1/3 PAGE</b>  | 3.275"X10.625" OR 6.7"X5.25" |         |         |         |
|                                                                                     | <b>B&amp;W</b>   | Open                         | 6 Time  | 13 Time | 26 Time |
|                                                                                     |                  | \$910                        | \$890   | \$860   | \$810   |
|  | <b>1/4 PAGE</b>  | 5"X5.25"                     |         |         |         |
|                                                                                     | <b>B&amp;W</b>   | Open                         | 6 Time  | 13 Time | 26 Time |
|                                                                                     |                  | \$700                        | \$680   | \$640   | \$610   |
|  | <b>1/6 PAGE</b>  | 3.275"X5.25"                 |         |         |         |
|                                                                                     | <b>B&amp;W</b>   | Open                         | 6 Time  | 13 Time | 26 Time |
|                                                                                     |                  | \$590                        | \$565   | \$535   | \$500   |

## SPOT COLOR

**\$195**

per Insertion

## FULL COLOR

**\$375**

per Insertion

## INCH RATE 1" to 10"

|                |      |        |         |         |
|----------------|------|--------|---------|---------|
|                | Open | 6 Time | 13 Time | 26 Time |
| <b>B&amp;W</b> | \$51 | \$49   | \$47    | \$45    |

## AUCTION RATE Per Auction - Max 3 insertions

|                             |      |
|-----------------------------|------|
| Per Column Inch             | \$68 |
| Per Column Inch - Full Page | \$63 |

(All inch rates are based on 6 column width)

## NORTHEAST PUBLISHING 2026

| Issue | Closing | Publishing |
|-------|---------|------------|
| 1     | Dec 31* | Jan 14     |
| 2     | Jan 15  | Jan 28     |
| 3     | Jan 29  | Feb 11     |
| 4     | Feb 12  | Feb 25     |
| 5     | Feb 26  | Mar 11     |
| 6     | Mar 12  | Mar 25     |
| 7     | Mar 26  | Apr 8      |
| 8     | Apr 9   | Apr 22     |
| 9     | Apr 23  | May 6      |
| 10    | May 7   | May 20     |
| 11    | May 20* | Jun 3      |
| 12    | Jun 4   | Jun 17     |
| 13    | Jun 18  | Jul 1      |
| 14    | Jul 1*  | Jul 15     |
| 15    | Jul 16  | Jul 29     |
| 16    | Jul 30  | Aug 12     |
| 17    | Aug 13  | Aug 26     |
| 18    | Aug 27  | Sep 9      |
| 19    | Sep 10  | Sep 23     |
| 20    | Sep 24  | Oct 7      |
| 21    | Oct 8   | Oct 21     |
| 22    | Oct 22  | Nov 4      |
| 23    | Nov 5   | Nov 18     |
| 24    | Nov 19  | Dec 2      |
| 25    | Dec 3   | Dec 16     |
| 26    | Dec 17  | Dec 30     |

\* Early Holiday Deadline

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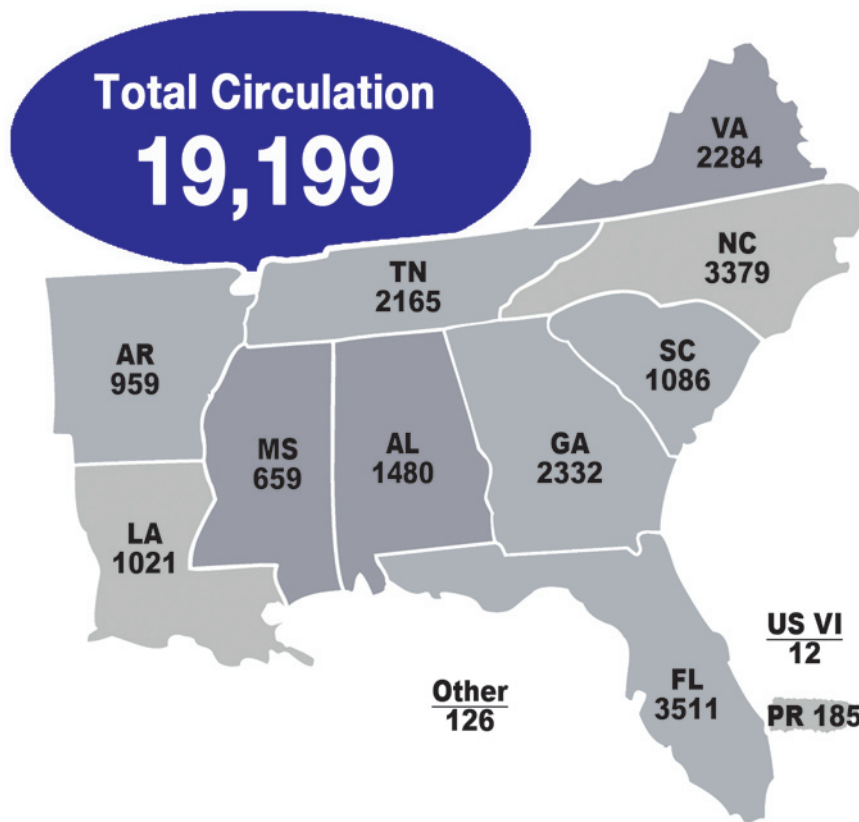
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## SOUTHEAST CIRCULATION



VIRGINIA • NORTH CAROLINA  
SOUTH CAROLINA • TENNESSEE  
GEORGIA • FLORIDA • ALABAMA  
MISSISSIPPI • LOUISIANA • ARKANSAS  
PUERTO RICO • U.S. VIRGIN ISLANDS



## DEMOGRAPHICS\*

### CONTRACTORS

|                                       |      |
|---------------------------------------|------|
| Asphalt Producers                     | 163  |
| Builder                               | 441  |
| Concrete Contractor/Masonry           | 872  |
| Concrete Ready – Mix & Products       | 378  |
| Crane Users/Erectors/Pile Drivers     | 374  |
| Demolition Contractor                 | 789  |
| Drilling & Boring                     | 228  |
| Dump Truck/Trailer Hauling            | 618  |
| Environmental                         | 164  |
| Excavators/Grading Site Work          | 5621 |
| Farms/Landscape Contractors-Heavy     | 563  |
| Forestry/Logging                      | 255  |
| General Contractor/Builder - AGC Type | 2661 |
| Heavy Contractors/Road Builders       | 388  |
| Highway Contractor/Bridge Builder     | 346  |
| Industrial & Maintenance Contractors  | 98   |
| Industrial Manufacturing              | 127  |
| Landfills                             | 215  |
| Marine Construction                   | 108  |
| Milling                               | 11   |
| Mining - Surface - Coal               | 20   |
| Mining - Surface - Stone, Sand, Etc   | 382  |
| Paving Contractor - Asphalt           | 1342 |
| Pipeline Contractors                  | 407  |
| Recycling                             | 220  |
| Trucking                              | 534  |

### CONTRACTORS (continued)

|                     |     |
|---------------------|-----|
| Utility Companies   | 70  |
| Utility Contractors | 452 |
| Other               | 212 |

### RENTAL COMPANIES

|                                   |     |
|-----------------------------------|-----|
| Cranes                            | 101 |
| Heavy Equipment                   | 235 |
| Lifting (Except Cranes) – Aerials | 15  |
| Tools/Small Equipment             | 42  |
| Utility/Light Equipment           | 134 |
| Other                             | 11  |

### DEALERS

|                                           |     |
|-------------------------------------------|-----|
| Heavy                                     | 726 |
| Light/Utility/Rental                      | 294 |
| Parts Dealer                              | 397 |
| Supply Houses-Heavy Hardware/Safety Tools | 97  |
| Truck                                     | 97  |
| Used Equipment Dealer                     | 523 |

### MISCELLANEOUS DEALERS

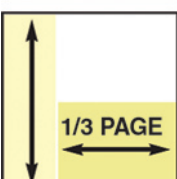
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|----------------------------------|-----|
| PAVING, RECYCLING, FORESTRY ETC. | 739 |
|----------------------------------|-----|

### MANUFACTURERS/AUCTIONEERS/

|                   |     |
|-------------------|-----|
| FINANCE COMPANIES | 806 |
|-------------------|-----|

\*Edition Circulation Total, exceeds individual State Totals Publisher's Data, Subject to Audit. Many companies qualify for more than one business classification.

## SOUTHEAST ADVERTISING RATES AND PUBLISHING SCHEDULE

|                                                                                     |                  |                              |         |         |         |
|-------------------------------------------------------------------------------------|------------------|------------------------------|---------|---------|---------|
|    | <b>FULL PAGE</b> | 10.125"X10.625"              |         |         |         |
|                                                                                     | <b>B&amp;W</b>   | Open                         | 6 Time  | 13 Time | 26 Time |
|                                                                                     |                  | \$1,715                      | \$1,485 | \$1,340 | \$1,165 |
|    | <b>2/3 PAGE</b>  | 6.7"X10.625"                 |         |         |         |
|                                                                                     | <b>B&amp;W</b>   | Open                         | 6 Time  | 13 Time | 26 Time |
|                                                                                     |                  | \$1,440                      | \$1,280 | \$1,155 | \$1,015 |
|    | <b>1/2 PAGE</b>  | 10.125"X5.25" OR 5"X10.625"  |         |         |         |
|                                                                                     | <b>B&amp;W</b>   | Open                         | 6 Time  | 13 Time | 26 Time |
|                                                                                     |                  | \$1,165                      | \$1,030 | \$940   | \$830   |
|   | <b>1/3 PAGE</b>  | 3.275"X10.625" OR 6.7"X5.25" |         |         |         |
|                                                                                     | <b>B&amp;W</b>   | Open                         | 6 Time  | 13 Time | 26 Time |
|                                                                                     |                  | \$855                        | \$730   | \$630   | \$590   |
|  | <b>1/4 PAGE</b>  | 5"X5.25"                     |         |         |         |
|                                                                                     | <b>B&amp;W</b>   | Open                         | 6 Time  | 13 Time | 26 Time |
|                                                                                     |                  | \$685                        | \$600   | \$555   | \$485   |
|  | <b>1/6 PAGE</b>  | 3.275"X5.25"                 |         |         |         |
|                                                                                     | <b>B&amp;W</b>   | Open                         | 6 Time  | 13 Time | 26 Time |
|                                                                                     |                  | \$510                        | \$455   | \$410   | \$385   |

### SPOT COLOR

**\$195**

per Insertion

### FULL COLOR

**\$375**

per Insertion

### INCH RATE 1" to 10"

|                |      |        |         |         |
|----------------|------|--------|---------|---------|
|                | Open | 6 Time | 13 Time | 26 Time |
| <b>B&amp;W</b> | \$43 | \$41   | \$40    | \$38    |

### AUCTION RATE Per Auction - Max 3 insertions

|                             |      |
|-----------------------------|------|
| Per Column Inch             | \$64 |
| Per Column Inch - Full Page | \$59 |

(All inch rates are based on 6 column width)

### SOUTHEAST PUBLISHING 2026

| Issue | Closing | Publishing |
|-------|---------|------------|
| 1     | Dec 22* | Jan 7      |
| 2     | Jan 8   | Jan 21     |
| 3     | Jan 22  | Feb 4      |
| 4     | Feb 5   | Feb 18     |
| 5     | Feb 19  | Mar 4      |
| 6     | Mar 5   | Mar 18     |
| 7     | Mar 19  | Apr 1      |
| 8     | Apr 1*  | Apr 15     |
| 9     | Apr 16  | Apr 29     |
| 10    | Apr 30  | May 13     |
| 11    | May 14  | May 27     |
| 12    | May 28  | Jun 10     |
| 13    | Jun 11  | Jun 24     |
| 14    | Jun 25  | Jul 8      |
| 15    | Jul 9   | Jul 22     |
| 16    | Jul 23  | Aug 5      |
| 17    | Aug 6   | Aug 19     |
| 18    | Aug 20  | Sep 2      |
| 19    | Sep 2*  | Sep 16     |
| 20    | Sep 17  | Sep 30     |
| 21    | Oct 1   | Oct 14     |
| 22    | Oct 15  | Oct 28     |
| 23    | Oct 29  | Nov 11     |
| 24    | Nov 12  | Nov 25     |
| 25    | Nov 24* | Dec 9      |
| 26    | Dec 10  | Dec 23     |

\* Early Holiday Deadline

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#### RICH OLIVIER

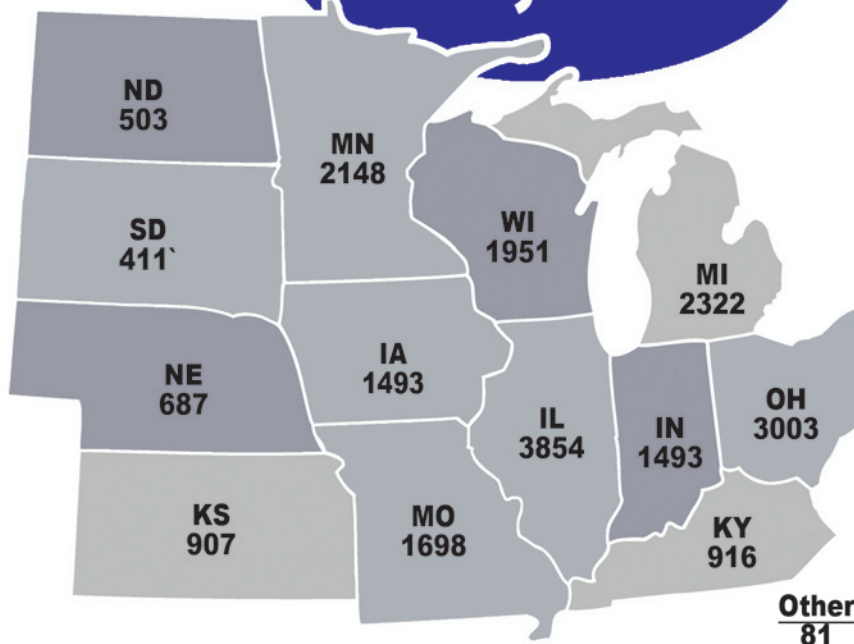
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## MIDWEST CIRCULATION

Total Circulation  
**21,467**



IOWA • ILLINOIS • INDIANA  
KANSAS • KENTUCKY • MICHIGAN  
MINNESOTA • MISSOURI  
NORTH DAKOTA • SOUTH DAKOTA  
NEBRASKA • OHIO • WISCONSIN

**Construction Equipment Guide**  
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**Inside**  
Payne & Dolan Performs Mass Grading at MRMIC  
By Chuck MacConnell  
Ramping Up Proper Rig Transport  
Safe Loading, Unloading Practices That Must Be Followed  
By Larry Perry

## DEMOGRAPHICS\*

### CONTRACTORS

|                                       |      |
|---------------------------------------|------|
| Asphalt Producers                     | 223  |
| Builder                               | 437  |
| Concrete Contractor/Masonry           | 1566 |
| Concrete Ready - Mix & Products       | 543  |
| Crane Users/Erectors/Pile Drivers     | 480  |
| Demolition Contractor                 | 1234 |
| Drilling & Boring                     | 238  |
| Dump Truck/Trailer Hauling            | 954  |
| Environmental                         | 147  |
| Excavators/Grading Site Work          | 8110 |
| Farms/Landscape Contractors-Heavy     | 1101 |
| Forestry/Logging                      | 160  |
| General Contractor/Builder - AGC Type | 2211 |
| Heavy Contractors/Road Builders       | 525  |
| Highway Contractor/Bridge Builder     | 440  |
| Industrial & Maintenance Contractors  | 120  |
| Industrial Manufacturing              | 101  |
| Landfills                             | 158  |
| Marine Construction                   | 60   |
| Milling                               | 25   |
| Mining - Surface - Coal               | 43   |
| Mining - Surface - Stone, Sand, Etc   | 725  |
| Paving Contractor - Asphalt           | 1609 |
| Pipeline Contractors                  | 327  |
| Recycling                             | 217  |
| Trucking                              | 871  |

### CONTRACTORS (continued)

|                     |     |
|---------------------|-----|
| Utility Companies   | 51  |
| Utility Contractors | 411 |
| Other               | 254 |

### RENTAL COMPANIES

|                                   |     |
|-----------------------------------|-----|
| Cranes                            | 111 |
| Heavy Equipment                   | 256 |
| Lifting (Except Cranes) - Aerials | 32  |
| Tools/Small Equipment             | 46  |
| Utility/Light Equipment           | 142 |
| Other                             | 6   |

### DEALERS

|                                           |     |
|-------------------------------------------|-----|
| Heavy                                     | 868 |
| Light/Utility/Rental                      | 350 |
| Parts Dealer                              | 549 |
| Supply Houses-Heavy Hardware/Safety Tools | 134 |
| Truck                                     | 178 |
| Used Equipment Dealer                     | 526 |

### MISCELLANEOUS DEALERS

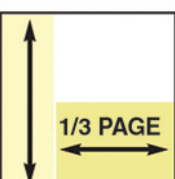
|                                  |     |
|----------------------------------|-----|
| PAVING, RECYCLING, FORESTRY ETC. | 933 |
|----------------------------------|-----|

### MANUFACTURERS/AUCTIONEERS/

|                   |      |
|-------------------|------|
| FINANCE COMPANIES | 1262 |
|-------------------|------|

\*Edition Circulation Total, exceeds individual State Totals Publisher's Data, Subject to Audit. Many companies qualify for more than one business classification.

## MIDWEST ADVERTISING RATES AND PUBLISHING SCHEDULE

|                                                                                     |                  |                              |         |         |         |
|-------------------------------------------------------------------------------------|------------------|------------------------------|---------|---------|---------|
|    | <b>FULL PAGE</b> | 10.125"X10.625"              |         |         |         |
|                                                                                     |                  | Open                         | 6 Time  | 13 Time | 26 Time |
|                                                                                     | <b>B&amp;W</b>   | \$1,550                      | \$1,390 | \$1,335 | \$1,185 |
|    | <b>2/3 PAGE</b>  | 6.7"X10.625"                 |         |         |         |
|                                                                                     |                  | Open                         | 6 Time  | 13 Time | 26 Time |
|                                                                                     | <b>B&amp;W</b>   | \$1,310                      | \$1,220 | \$1,135 | \$1,015 |
|    | <b>1/2 PAGE</b>  | 10.125"X5.25" OR 5"X10.625"  |         |         |         |
|                                                                                     |                  | Open                         | 6 Time  | 13 Time | 26 Time |
|                                                                                     | <b>B&amp;W</b>   | \$1,090                      | \$1,030 | \$940   | \$855   |
|   | <b>1/3 PAGE</b>  | 3.275"X10.625" OR 6.7"X5.25" |         |         |         |
|                                                                                     |                  | Open                         | 6 Time  | 13 Time | 26 Time |
|                                                                                     | <b>B&amp;W</b>   | \$780                        | \$735   | \$695   | \$650   |
|  | <b>1/4 PAGE</b>  | 5"X5.25"                     |         |         |         |
|                                                                                     |                  | Open                         | 6 Time  | 13 Time | 26 Time |
|                                                                                     | <b>B&amp;W</b>   | \$635                        | \$610   | \$580   | \$535   |
|  | <b>1/6 PAGE</b>  | 3.275"X5.25"                 |         |         |         |
|                                                                                     |                  | Open                         | 6 Time  | 13 Time | 26 Time |
|                                                                                     | <b>B&amp;W</b>   | \$510                        | \$470   | \$445   | \$420   |

### SPOT COLOR

**\$195**  
per Insertion

### FULL COLOR

**\$375**  
per Insertion

### INCH RATE 1" to 10"

|                |      |        |         |         |
|----------------|------|--------|---------|---------|
|                | Open | 6 Time | 13 Time | 26 Time |
| <b>B&amp;W</b> | \$44 | \$42   | \$41    | \$39    |

### AUCTION RATE Per Auction - Max 3 insertions

|                             |      |
|-----------------------------|------|
| Per Column Inch             | \$64 |
| Per Column Inch - Full Page | \$59 |

(All inch rates are based on 6 column width)

### MIDWEST PUBLISHING 2026

| Issue | Closing | Publishing |
|-------|---------|------------|
| 1     | Dec 19* | Jan 3      |
| 2     | Jan 7   | Jan 17     |
| 3     | Jan 21  | Jan 31     |
| 4     | Feb 4   | Feb 14     |
| 5     | Feb 18  | Feb 28     |
| 6     | Mar 4   | Mar 14     |
| 7     | Mar 18  | Mar 28     |
| 8     | Mar 31* | Apr 11     |
| 9     | Apr 15  | Apr 25     |
| 10    | Apr 29  | May 9      |
| 11    | May 13  | May 23     |
| 12    | May 27  | Jun 6      |
| 13    | Jun 10  | Jun 20     |
| 14    | Jun 24  | Jul 4      |
| 15    | Jul 8   | Jul 18     |
| 16    | Jul 22  | Aug 1      |
| 17    | Aug 5   | Aug 15     |
| 18    | Aug 19  | Aug 29     |
| 19    | Sep 1*  | Sep 12     |
| 20    | Sep 16  | Sep 26     |
| 21    | Sep 30  | Oct 10     |
| 22    | Oct 14  | Oct 24     |
| 23    | Oct 28  | Nov 7      |
| 24    | Nov 11  | Nov 21     |
| 25    | Nov 23* | Dec 5      |
| 26    | Dec 9   | Dec 19     |

\* Early Holiday Deadline

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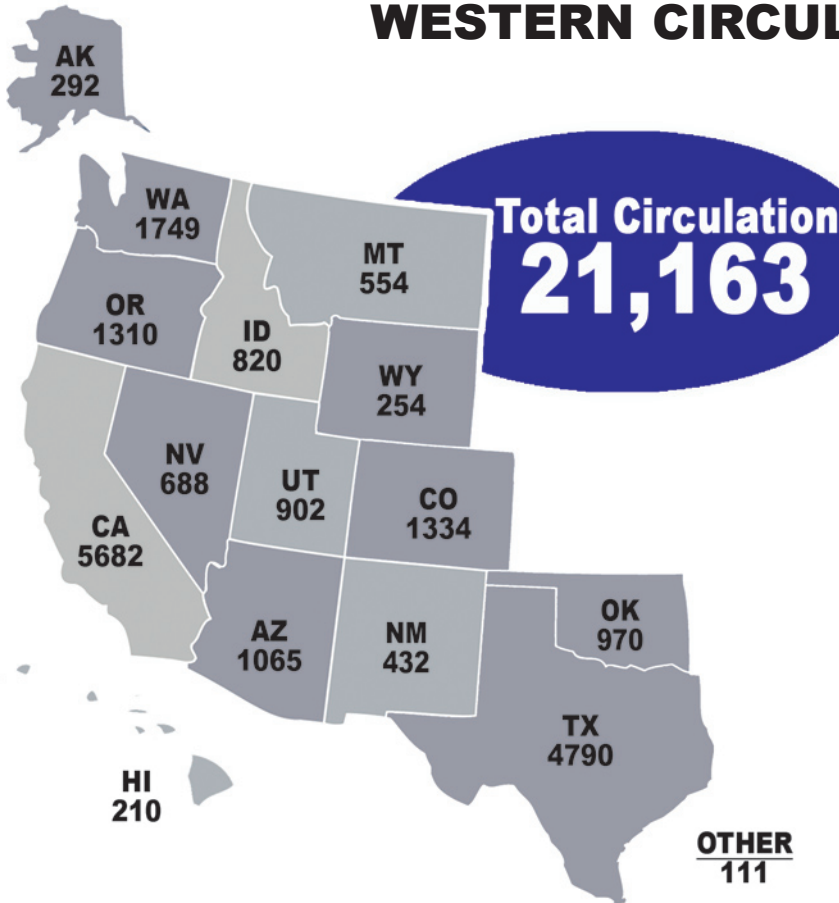
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NORTH DAKOTA • IOWA • NEBRASKA

952/353-1770 Cell 612/481-8557

pkiel@cegltd.com

## WESTERN CIRCULATION



ALASKA • ARIZONA • CALIFORNIA  
 COLORADO • HAWAII • IDAHO  
 MONTANA • NEVADA • NEW MEXICO  
 OKLAHOMA • OREGON • TEXAS • UTAH  
 WASHINGTON • WYOMING



## DEMOGRAPHICS\*

### CONTRACTORS

|                                       |      |
|---------------------------------------|------|
| Asphalt Producers                     | 166  |
| Builder                               | 349  |
| Concrete Contractor/Masonry           | 1208 |
| Concrete Ready - Mix & Products       | 381  |
| Crane Users/Erectors/Pile Drivers     | 408  |
| Demolition Contractor                 | 864  |
| Drilling & Boring                     | 285  |
| Dump Truck/Trailer Hauling            | 490  |
| Environmental                         | 135  |
| Excavators/Grading Site Work          | 5614 |
| Farms/Landscape Contractors-Heavy     | 339  |
| Forestry/Logging                      | 285  |
| General Contractor/Builder - AGC Type | 3378 |
| Heavy Contractors/Road Builders       | 457  |
| Highway Contractor/Bridge Builder     | 363  |
| Industrial & Maintenance Contractors  | 127  |
| Industrial Manufacturing              | 56   |
| Landfills                             | 142  |
| Marine Construction                   | 56   |
| Milling                               | 17   |
| Mining - Surface - Coal               | 19   |
| Mining - Surface - Stone, Sand, 5tc   | 575  |
| Paving Contractor - Asphalt           | 1671 |
| Pipeline Contractors                  | 436  |
| Recycling                             | 205  |
| Trucking                              | 455  |

### CONTRACTORS (continued)

|                     |     |
|---------------------|-----|
| Utility Companies   | 73  |
| Utility Contractors | 374 |
| Other               | 238 |

### RENTAL COMPANIES

|                                   |     |
|-----------------------------------|-----|
| Cranes                            | 90  |
| Heavy Equipment                   | 371 |
| Lifting (Except Cranes) - Aerials | 19  |
| Tools/Small Equipment             | 41  |
| Utility/Light Equipment           | 151 |
| Other                             | 16  |

### DEALERS

|                                           |     |
|-------------------------------------------|-----|
| Heavy                                     | 862 |
| Light/Utility/Rental                      | 239 |
| Parts Dealer                              | 472 |
| Supply Houses-Heavy Hardware/Safety Tools | 93  |
| Truck                                     | 114 |
| Used Equipment Dealer                     | 489 |

### MISCELLANEOUS DEALERS

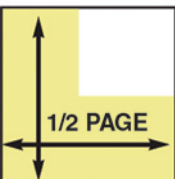
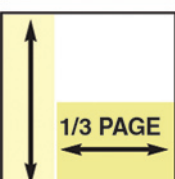
|                                  |     |
|----------------------------------|-----|
| PAVING, RECYCLING, FORESTRY ETC. | 759 |
|----------------------------------|-----|

### MANUFACTURERS/AUCTIONEERS/

|                   |     |
|-------------------|-----|
| FINANCE COMPANIES | 901 |
|-------------------|-----|

\*Edition Circulation Total, exceeds individual State Totals Publisher's Data, Subject to Audit. Many companies qualify for more than one business classification.

## WESTERN ADVERTISING RATES AND PUBLISHING SCHEDULE

|                                                                                     |                                              |             |               |                |                |
|-------------------------------------------------------------------------------------|----------------------------------------------|-------------|---------------|----------------|----------------|
|    | <b>FULL PAGE</b> 10.125"X10.625"             |             |               |                |                |
|                                                                                     |                                              | <b>Open</b> | <b>6 Time</b> | <b>13 Time</b> | <b>26 Time</b> |
|                                                                                     | <b>B&amp;W</b>                               | \$2,020     | \$1,740       | \$1,600        | \$1,380        |
|    | <b>2/3 PAGE</b> 6.7"X10.625"                 |             |               |                |                |
|                                                                                     |                                              | <b>Open</b> | <b>6 Time</b> | <b>13 Time</b> | <b>26 Time</b> |
|                                                                                     | <b>B&amp;W</b>                               | \$1,735     | \$1,450       | \$1,375        | \$1,240        |
|    | <b>1/2 PAGE</b> 10.125"X5.25" OR 5"X10.625"  |             |               |                |                |
|                                                                                     |                                              | <b>Open</b> | <b>6 Time</b> | <b>13 Time</b> | <b>26 Time</b> |
|                                                                                     | <b>B&amp;W</b>                               | \$1,235     | \$1,185       | \$1,100        | \$995          |
|   | <b>1/3 PAGE</b> 3.275"X10.625" OR 6.7"X5.25" |             |               |                |                |
|                                                                                     |                                              | <b>Open</b> | <b>6 Time</b> | <b>13 Time</b> | <b>26 Time</b> |
|                                                                                     | <b>B&amp;W</b>                               | \$910       | \$880         | \$870          | \$815          |
|  | <b>1/4 PAGE</b> 5"X5.25"                     |             |               |                |                |
|                                                                                     |                                              | <b>Open</b> | <b>6 Time</b> | <b>13 Time</b> | <b>26 Time</b> |
|                                                                                     | <b>B&amp;W</b>                               | \$735       | \$700         | \$680          | \$650          |
|  | <b>1/6 PAGE</b> 3.275"X5.25"                 |             |               |                |                |
|                                                                                     |                                              | <b>Open</b> | <b>6 Time</b> | <b>13 Time</b> | <b>26 Time</b> |
|                                                                                     | <b>B&amp;W</b>                               | \$640       | \$585         | \$555          | \$535          |

**SPOT COLOR**  
**\$195**  
per Insertion

**FULL COLOR**  
**\$375**  
per Insertion

### INCH RATE 1" to 10"

|                |             |               |                |                |
|----------------|-------------|---------------|----------------|----------------|
|                | <b>Open</b> | <b>6 Time</b> | <b>13 Time</b> | <b>26 Time</b> |
| <b>B&amp;W</b> | \$50        | \$48          | \$47           | \$45           |

### AUCTION RATE Per Auction - Max 3 insertions

|                             |      |
|-----------------------------|------|
| Per Column Inch             | \$68 |
| Per Column Inch - Full Page | \$63 |

(All inch rates are based on 6 column width)

### WESTERN PUBLISHING 2026

| Issue | Closing | Publishing |
|-------|---------|------------|
| 1     | Dec 30* | Jan 11     |
| 2     | Jan 14  | Jan 25     |
| 3     | Jan 28  | Feb 8      |
| 4     | Feb 11  | Feb 22     |
| 5     | Feb 25  | Mar 8      |
| 6     | Mar 11  | Mar 22     |
| 7     | Mar 25  | Apr 5      |
| 8     | Apr 8   | Apr 19     |
| 9     | Apr 22  | May 3      |
| 10    | May 6   | May 17     |
| 11    | May 19* | May 31     |
| 12    | Jun 3   | Jun 14     |
| 13    | Jun 17  | Jun 28     |
| 14    | Jun 30* | Jul 12     |
| 15    | Jul 15  | Jul 26     |
| 16    | Jul 29  | Aug 9      |
| 17    | Aug 12  | Aug 23     |
| 18    | Aug 26  | Sep 6      |
| 19    | Sep 9   | Sep 20     |
| 20    | Sep 23  | Oct 4      |
| 21    | Oct 7   | Oct 18     |
| 22    | Oct 21  | Nov 1      |
| 23    | Nov 4   | Nov 15     |
| 24    | Nov 18  | Nov 29     |
| 25    | Dec 2   | Dec 13     |
| 26    | Dec 16  | Dec 27     |

\* Early Holiday Deadline

#### DENNIS HOGEBOOM

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ALASKA • OREGON • WASHINGTON

760/518-4336

sswanson@cegltd.com

#### JACOB ESTRELLO

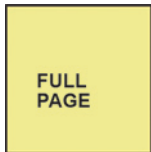
TEXAS • OKLAHOMA

210/878-5650

jestrello@cegltd.com

## STATE EDITION AD RATES AND PUBLISHING SCHEDULE

### GEORGIA



**FULL PAGE** 10.125"X10.625"

**B&W** 6 Time \$940 13 Time \$800



**1/2 PAGE** 10.125"X5.25" OR 5"X10.625"

**B&W** 6 Time \$725 13 Time \$550



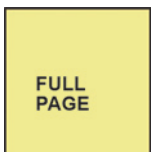
**1/4 PAGE** 5"X5.25"

**B&W** 6 Time \$510 13 Time \$440

### GEORGIA PUBLISHING 2026

| Issue | Closing | Publishing |
|-------|---------|------------|
| 2     | Jan 8*  | Jan 21     |
| 4     | Feb 5   | Feb 18     |
| 6     | Mar 5   | Mar 18     |
| 8     | Apr 1*  | Apr 15     |
| 10    | Apr 30  | May 13     |
| 12    | May 28  | Jun 10     |
| 14    | Jun 25  | Jul 8      |
| 16    | Jul 23  | Aug 5      |
| 18    | Aug 20  | Sep 2      |
| 20    | Sep 17  | Sep 30     |
| 22    | Oct 15  | Oct 28     |
| 24    | Nov 12  | Nov 25     |
| 26    | Dec 10  | Dec 23     |

### ALABAMA



**FULL PAGE** 10.125"X10.625"

**B&W** 6 Time \$765 13 Time \$640



**1/2 PAGE** 10.125"X5.25" OR 5"X10.625"

**B&W** 6 Time \$610 13 Time \$485



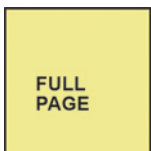
**1/4 PAGE** 5"X5.25"

**B&W** 6 Time \$455 13 Time \$400

### ALABAMA PUBLISHING 2026

| Issue | Closing | Publishing |
|-------|---------|------------|
| 1     | Dec 22* | Jan 7      |
| 3     | Jan 22  | Feb 4      |
| 5     | Feb 19  | Mar 4      |
| 7     | Mar 19  | Apr 1      |
| 9     | Apr 16  | Apr 29     |
| 11    | May 14  | May 27     |
| 13    | Jun 11  | Jun 24     |
| 15    | Jul 9   | Jul 22     |
| 17    | Aug 6   | Aug 19     |
| 19    | Sep 2*  | Sep 16     |
| 21    | Oct 1   | Oct 14     |
| 23    | Oct 29  | Nov 11     |
| 25    | Nov 24* | Dec 9      |

### OHIO



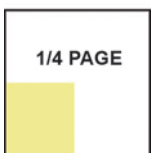
**FULL PAGE** 10.125"X10.625"

**B&W** 6 Time \$840 13 Time \$735



**1/2 PAGE** 10.125"X5.25" OR 5"X10.625"

**B&W** 6 Time \$560 13 Time \$510



**1/4 PAGE** 5"X5.25"

**B&W** 6 Time \$455 13 Time \$420

### OHIO PUBLISHING 2026

| Issue | Closing | Publishing |
|-------|---------|------------|
| 1     | Dec 19* | Jan 3      |
| 3     | Jan 21  | Jan 31     |
| 5     | Feb 18  | Feb 28     |
| 7     | Mar 18  | Mar 28     |
| 9     | Apr 15  | Apr 25     |
| 11    | May 13  | May 23     |
| 13    | Jun 10  | Jun 20     |
| 15    | Jul 8   | Jul 18     |
| 17    | Aug 5   | Aug 15     |
| 19    | Sep 1*  | Sep 12     |
| 21    | Sep 30  | Oct 10     |
| 23    | Oct 28  | Nov 7      |
| 25    | Nov 23* | Dec 5      |

**SPOT COLOR \$195 per Insertion**  
**FULL COLOR \$375 per Insertion**

\* Early Holiday Deadline

## STATE EDITION AD RATES AND PUBLISHING SCHEDULE

### TEXAS



#### FULL PAGE 10.125"X10.625"

6 Time 13 Time  
\$1,135 \$985



#### 1/2 PAGE 10.125"X5.25" OR 5"X10.625"

6 Time 13 Time  
\$800 \$710



#### 1/4 PAGE 5"X5.25"

6 Time 13 Time  
\$490 \$455

All ads are full color

### TEXAS PUBLISHING 2026

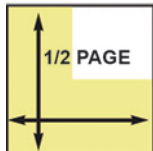
| Issue | Closing | Publishing |
|-------|---------|------------|
| 1     | Dec 30* | Jan 11     |
| 3     | Jan 28  | Feb 8      |
| 5     | Feb 25  | Mar 8      |
| 7     | Mar 25  | Apr 5      |
| 9     | Apr 22  | May 3      |
| 11    | May 19* | May 31     |
| 13    | Jun 17  | Jun 28     |
| 15    | Jul 15  | Jul 26     |
| 17    | Aug 12  | Aug 23     |
| 19    | Sep 9   | Sep 20     |
| 21    | Oct 7   | Oct 18     |
| 23    | Nov 4   | Nov 15     |
| 25    | Dec 2   | Dec 13     |

### CALIFORNIA



#### FULL PAGE 10.125"X10.625"

6 Time 13 Time  
\$1,135 \$985



#### 1/2 PAGE 10.125"X5.25" OR 5"X10.625"

6 Time 13 Time  
\$800 \$710



#### 1/4 PAGE 5"X5.25"

6 Time 13 Time  
\$490 \$455

All ads are full color

### CALIFORNIA PUBLISHING 2026

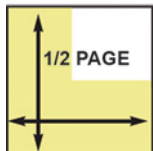
| Issue | Closing | Publishing |
|-------|---------|------------|
| 2     | Jan 14  | Jan 25     |
| 4     | Feb 11  | Feb 22     |
| 6     | Mar 11  | Mar 22     |
| 8     | Apr 8   | Apr 19     |
| 10    | May 6   | May 17     |
| 12    | Jun 3   | Jun 14     |
| 14    | Jun 30* | Jul 12     |
| 16    | Jul 29  | Aug 9      |
| 18    | Aug 26  | Sep 6      |
| 20    | Sep 23  | Oct 4      |
| 22    | Oct 21  | Nov 1      |
| 24    | Nov 18  | Nov 29     |
| 26    | Dec 16  | Dec 27     |

### FOUR CORNERS



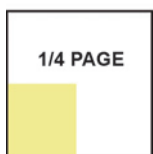
#### FULL PAGE 10.125"X10.625"

6 Time 13 Time  
\$1,110 \$955



#### 1/2 PAGE 10.125"X5.25" OR 5"X10.625"

6 Time 13 Time  
\$820 \$690



#### 1/4 PAGE 5"X5.25"

6 Time 13 Time  
\$510 \$440

All ads are full color

### FOUR CORNERS PUBLISHING 2026

| Issue | Closing | Publishing |
|-------|---------|------------|
| 2     | Jan 14  | Jan 25     |
| 4     | Feb 11  | Feb 22     |
| 6     | Mar 11  | Mar 22     |
| 8     | Apr 8   | Apr 19     |
| 10    | May 6   | May 17     |
| 12    | Jun 3   | Jun 14     |
| 14    | Jun 30* | Jul 12     |
| 16    | Jul 29  | Aug 9      |
| 18    | Aug 26  | Sep 6      |
| 20    | Sep 23  | Oct 4      |
| 22    | Oct 21  | Nov 1      |
| 24    | Nov 18  | Nov 29     |
| 26    | Dec 16  | Dec 27     |

\* Early Holiday Deadline

## STATE EDITION AD RATES AND PUBLISHING SCHEDULE

| FULL PAGE | <b>PACIFIC NORTHWEST</b> |                             |
|-----------|--------------------------|-----------------------------|
|           | <b>FULL PAGE</b>         | 10.125"X10.625"             |
|           | 6 Time<br>\$1,155        | 13 Time<br>\$1,005          |
| 1/2 PAGE  | <b>1/2 PAGE</b>          | 10.125"X5.25" OR 5"X10.625" |
|           | 6 Time<br>\$820          | 13 Time<br>\$715            |
|           | <b>1/4 PAGE</b>          | 5"X5.25"                    |
|           | 6 Time<br>\$500          | 13 Time<br>\$465            |



| <b>PNW PUBLISHING 2026</b> |         |            |
|----------------------------|---------|------------|
| Issue                      | Closing | Publishing |
| 1                          | Dec 30* | Jan 11     |
| 3                          | Jan 28  | Feb 8      |
| 5                          | Feb 25  | Mar 8      |
| 7                          | Mar 25  | Apr 5      |
| 9                          | Apr 22  | May 3      |
| 11                         | May 19* | May 31     |
| 13                         | Jun 17  | Jun 28     |
| 15                         | Jul 15  | Jul 26     |
| 17                         | Aug 12  | Aug 23     |
| 19                         | Sep 9   | Sep 20     |
| 21                         | Oct 7   | Oct 18     |
| 23                         | Nov 4   | Nov 15     |
| 25                         | Dec 2   | Dec 13     |

\* Early Holiday Deadline

All ads are full color

**GEORGIA STATE EDITION** A Supplement to Construction Equipment Guide

August 6, 2025 Vol. XXIV No. 16

**Georgia Starts \$128 Upgrade to I-285/I-20 West Interchange in Fulton, Cobb Counties**

The Georgia Department of Transportation (GDOT) is upgrading the I-285/I-20 interchange in Fulton and Cobb counties. The project involves widening the interchange, adding new lanes, and improving safety. The estimated cost is \$128 million. Construction is expected to start in late 2025 and be completed by early 2027.

**GDOT Begins Work On Its Sardis Road Connector Project**

The Georgia Department of Transportation (GDOT) has begun construction on the Sardis Road Connector project in Cobb County. The project involves building a new road that will connect Sardis Road to I-285. The estimated cost is \$10 million. Construction is expected to start in late 2025 and be completed by early 2027.

**ALABAMA STATE EDITION** A Supplement to Construction Equipment Guide

July 23, 2025 Vol. XXIV No. 15

**Crews Work North, South On ALDOT's \$139M Linden Bypass**

The Alabama Department of Transportation (ALDOT) is working on the \$139 million Linden Bypass project. The project involves building a new road that will bypass the existing I-65 interchange in the city of Linden. The estimated cost is \$139 million. Construction is expected to start in late 2025 and be completed by early 2027.

**Lott Brothers Starts Earthwork for \$159M State Hospital**

Lott Brothers Construction Company has started earthwork for the \$159 million State Hospital project in Montgomery, Alabama. The project involves building a new hospital building and associated infrastructure. The estimated cost is \$159 million. Construction is expected to start in late 2025 and be completed by early 2027.

**OHIO STATE EDITION** A Supplement to Construction Equipment Guide

August 16, 2025 Vol. XXIV No. 17

**Cleveland Clinic Celebrates Global Peak Center Milestone**

The Cleveland Clinic has celebrated a major milestone in the construction of its new Global Peak Center in Cleveland, Ohio. The center is a new medical building that will house the clinic's global surgery center. The estimated cost is \$1 billion. Construction is expected to start in late 2025 and be completed by early 2027.

**Danieli Working On First California Steel Mill in 50 Years**

Danieli Construction Company is working on the first steel mill in California in 50 years. The mill is located in the city of Merced and is expected to start production in late 2026. The estimated cost is \$100 million.

**FOUR CORNERS EDITION** A Supplement to Construction Equipment Guide

July 13, 2025 Vol. XXIV No. 14

**I-15 Springville/Spanish Fork Interchange in Utah Advances**

The Utah Department of Transportation (UDOT) is advancing the I-15 Springville/Spanish Fork interchange project in Utah. The project involves widening the interchange and adding new lanes. The estimated cost is \$100 million. Construction is expected to start in late 2025 and be completed by early 2027.

**Fisher's Tools**

Fisher's Tools is a leading provider of construction equipment and tools. We have a wide selection of equipment and tools for sale at discounted prices. Visit our website at [www.fishers-tools.com](http://www.fishers-tools.com) for more information.

**PACIFIC NORTHWEST EDITION** A Supplement to Construction Equipment Guide

August 24, 2025 Vol. XXIV No. 17

**J.E. McAmis Finishing Long-Term Jetty Project Along Columbia River**

J.E. McAmis Construction Company is finishing the long-term jetty project along the Columbia River. The project involves building a new jetty that will protect the river from erosion. The estimated cost is \$10 million. Construction is expected to start in late 2025 and be completed by early 2027.

**Upcoming Auctions:**

Visit our website at [www.jstauction.com](http://www.jstauction.com) for more information on upcoming auctions.

**THE NEW ENGLAND EDITION** A Supplement to Construction Equipment Guide

August 13, 2025 Vol. XXIV No. 17

**New Tech Helps Mass. Contractor**

A Massachusetts contractor is using new technology to improve the efficiency of its construction projects. The contractor is using a new software program that allows it to track and manage its projects more effectively. This has resulted in significant cost savings and improved project delivery.

**Road Contractors Enjoying Very Busy Summer Working On Conn. Projects**

Road contractors in Connecticut are enjoying a very busy summer working on various projects. The state is investing heavily in infrastructure, and many contractors are working on projects such as road widening, bridge repair, and interchange construction.

## NEW ENGLAND SUPPLEMENT RATES AND PUBLISHING SCHEDULE



|                                                                                     |                  |                              |                           |                           |
|-------------------------------------------------------------------------------------|------------------|------------------------------|---------------------------|---------------------------|
|    | <b>FULL PAGE</b> | 10.125"X10.625"              |                           |                           |
|                                                                                     | <b>B&amp;W</b>   | <b>6 Time</b><br>\$1,270     | <b>13 Time</b><br>\$1,170 | <b>26 Time</b><br>\$1,020 |
|    | <b>2/3 PAGE</b>  | 6.7"X10.625"                 |                           |                           |
|                                                                                     | <b>B&amp;W</b>   | <b>6 Time</b><br>\$1,145     | <b>13 Time</b><br>\$1,005 | <b>26 Time</b><br>\$920   |
|    | <b>1/2 PAGE</b>  | 10.125"X5.25" OR 5"X10.625"  |                           |                           |
|                                                                                     | <b>B&amp;W</b>   | <b>6 Time</b><br>\$900       | <b>13 Time</b><br>\$825   | <b>26 Time</b><br>\$725   |
|   | <b>1/3 PAGE</b>  | 3.275"X10.625" OR 6.7"X5.25" |                           |                           |
|                                                                                     | <b>B&amp;W</b>   | <b>6 Time</b><br>\$675       | <b>13 Time</b><br>\$665   | <b>26 Time</b><br>\$635   |
|  | <b>1/4 PAGE</b>  | 5"X5.25"                     |                           |                           |
|                                                                                     | <b>B&amp;W</b>   | <b>6 Time</b><br>\$540       | <b>13 Time</b><br>\$535   | <b>26 Time</b><br>\$505   |
|  | <b>1/6 PAGE</b>  | 3.275"X5.25"                 |                           |                           |
|                                                                                     | <b>B&amp;W</b>   | <b>6 Time</b><br>\$470       | <b>13 Time</b><br>\$465   | <b>26 Time</b><br>\$435   |
| <b>INCH RATE</b>                                                                    |                  | 1" to 10"                    |                           |                           |
|                                                                                     | <b>B&amp;W</b>   | <b>6 Time</b><br>\$47        | <b>13 Time</b><br>\$46    | <b>26 Time</b><br>\$44    |

### NEW ENGLAND PUBLISHING 2026

| Issue | Closing | Publishing |
|-------|---------|------------|
| 1     | Dec 31* | Jan 14     |
| 2     | Jan 15  | Jan 28     |
| 3     | Jan 29  | Feb 11     |
| 4     | Feb 12  | Feb 25     |
| 5     | Feb 26  | Mar 11     |
| 6     | Mar 12  | Mar 25     |
| 7     | Mar 26  | Apr 8      |
| 8     | Apr 9   | Apr 22     |
| 9     | Apr 23  | May 6      |
| 10    | May 7   | May 20     |
| 11    | May 20* | Jun 3      |
| 12    | Jun 4   | Jun 17     |
| 13    | Jun 18  | Jul 1      |
| 14    | Jul 1*  | Jul 15     |
| 15    | Jul 16  | Jul 29     |
| 16    | Jul 30  | Aug 12     |
| 17    | Aug 13  | Aug 26     |
| 18    | Aug 27  | Sep 9      |
| 19    | Sep 10  | Sep 23     |
| 20    | Sep 24  | Oct 7      |
| 21    | Oct 8   | Oct 21     |
| 22    | Oct 22  | Nov 4      |
| 23    | Nov 5   | Nov 18     |
| 24    | Nov 19  | Dec 2      |
| 25    | Dec 3   | Dec 16     |
| 26    | Dec 17  | Dec 30     |

\* Early Holiday Deadline

**SPOT COLOR - \$195 per Insertion**  
**FULL COLOR - \$375 per Insertion**

**KENT HOGEBOOM**  
 NEW YORK • NEW ENGLAND  
 518/221-5159  
 khogeboom@cegltd.com

**AMANDA HOGEBOOM-GUILFOYLE**  
 NEW YORK • NEW ENGLAND  
 518/396-7659  
 aguilfoyle@cegltd.com

## CRANE GUIDE MAGAZINE

You can target the 10,000+ readers of Construction Equipment Guide who own or use cranes with our Crane Product & Service Guide.

Construction Equipment Guide offers you the opportunity to target users from the database of our four regional publications. The Crane Product & Service Guide is distributed throughout the Northeast, Southeast, Midwest and Western regions only to our readers with utilization potential.

To take advantage of this outstanding value contact us today.



### CRANE GUIDE PUBLISHING 2026

| Issue    | Closes   |
|----------|----------|
| Issue 4  | Jan 21   |
| Issue 8  | March 13 |
| Issue 12 | May 20   |
| Issue 16 | July 8   |
| Issue 22 | Sept 30  |
| Issue 25 | Nov 5    |

### CRANE GUIDE



#### FULL PAGE

**\$1,405**

**Ad Size:** 7.25"w x 9.5"h (allowing for folio)

Safe Area: 7.25"w x 9.625"h

Trim Size: 8"w x 10.375"h

Bleed Size: 8.5"w x 10.875"h



#### 1/2 PAGE

**\$1,050**

**Ad Size:**

3.5"w x 9.5"h or

7.25"w x 4.625"h



#### 1/4 PAGE

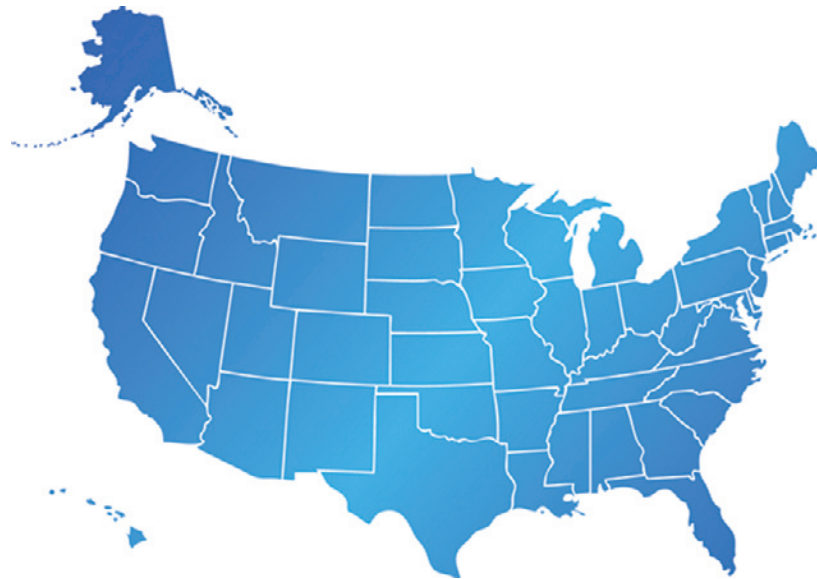
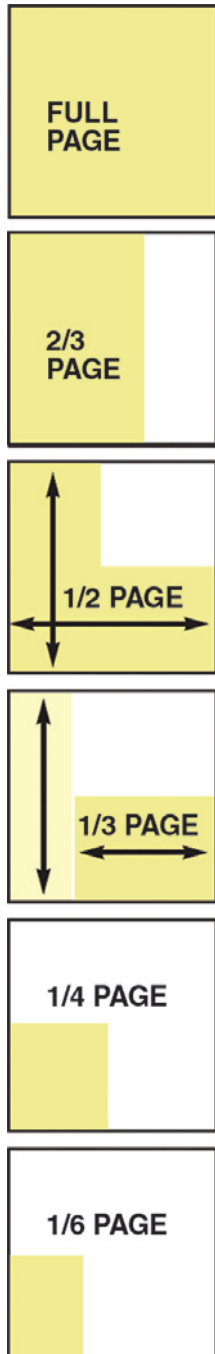
**\$740**

**Ad Size:**

3.5"w x 4.625"h

- All Rates include 4 Color printing
- Bleed available only Full Page ads

## NATIONAL ADVERTISING RATES

**FULL PAGE** 10.125"X10.625"

|                   | 6 Time  | 13 Time | 26 Time |
|-------------------|---------|---------|---------|
| <b>B&amp;W</b>    | \$7,685 | \$6,705 | \$5,815 |
| <b>SPOT COLOR</b> | \$8,590 | \$7,565 | \$6,675 |
| <b>FULL COLOR</b> | \$9,490 | \$8,545 | \$7,650 |

**2/3 PAGE** 6.7"X10.625"

|                   | 6 Time  | 13 Time | 26 Time |
|-------------------|---------|---------|---------|
| <b>B&amp;W</b>    | \$6,545 | \$5,705 | \$4,880 |
| <b>SPOT COLOR</b> | \$7,315 | \$6,555 | \$5,740 |
| <b>FULL COLOR</b> | \$8,340 | \$7,540 | \$6,715 |

**1/2 PAGE** 10.125"X5.25" OR 5"X10.625"

|                   | 6 Time  | 13 Time | 26 Time |
|-------------------|---------|---------|---------|
| <b>B&amp;W</b>    | \$4,950 | \$4,615 | \$4,010 |
| <b>SPOT COLOR</b> | \$5,780 | \$5,480 | \$4,800 |
| <b>FULL COLOR</b> | \$6,730 | \$6,450 | \$5,835 |

**1/3 PAGE** 3.275"X10.625" OR 6.7"X5.25"

|                   | 6 Time  | 13 Time | 26 Time |
|-------------------|---------|---------|---------|
| <b>B&amp;W</b>    | \$3,460 | \$3,190 | \$3,025 |
| <b>SPOT COLOR</b> | \$4,305 | \$4,030 | \$3,875 |
| <b>FULL COLOR</b> | \$5,250 | \$5,105 | \$4,840 |

**1/4 PAGE** 5"X5.25"

|                   | 6 Time  | 13 Time | 26 Time |
|-------------------|---------|---------|---------|
| <b>B&amp;W</b>    | \$2,830 | \$2,705 | \$2,450 |
| <b>SPOT COLOR</b> | \$3,635 | \$3,555 | \$3,305 |
| <b>FULL COLOR</b> | \$4,585 | \$4,520 | \$4,275 |

**1/6 PAGE** 3.275"X5.25"

|                   | 6 Time  | 13 Time | 26 Time |
|-------------------|---------|---------|---------|
| <b>B&amp;W</b>    | \$2,265 | \$2,100 | \$1,890 |
| <b>SPOT COLOR</b> | \$3,040 | \$2,935 | \$2,750 |
| <b>FULL COLOR</b> | \$4,045 | \$3,915 | \$3,715 |

**NATIONAL COVERAGE  
WITH ONE BUY**

## SPECIAL MONTHLY SECTIONS

### TRUCK & TRAILER SECTION



#### EVERY ODD ISSUE!

Reach construction industry professionals with active truck and trailer fleets, in a section focused on your products.

In addition to your message being placed in this special supplement, Construction Equipment Guide continues to provide the benefit of strong editorial coverage and all of the latest news and product releases.

Visit our website [www.truckandtrailerguide.com](http://www.truckandtrailerguide.com)

### AGGREGATE PRODUCTION AND MATERIAL RECYCLING



#### EVERY ODD ISSUE!

For over 30 years Construction Equipment Guide has led the industry in dedicating a monthly section to aggregate production and the recycling of construction materials. Hundreds of contractors and producers have told their story of how they have improved their efficiency and bottom line using the equipment you sell.

Take advantage of our regional as well as our national advertising opportunities to reach this growing market. Visit our website [www.aggregateequipmentguide.com](http://www.aggregateequipmentguide.com)

### ATTACHMENTS SECTION



#### EVERY ODD ISSUE!

Each month Construction Equipment Guide's attachments section updates our readers on the latest offerings from manufacturers.

### PAVING, COMPACTION AND MILLING SECTION



#### EVERY EVEN ISSUE!

Featuring job stories from major paving sites across the United States along with new products from the industry's premier paving manufacturers.

## EDITORIAL CALENDAR



| Issue Number | Special Section                                                                          |
|--------------|------------------------------------------------------------------------------------------|
| 2            | Wood, Brush Clearing and Processing Equipment                                            |
| 4            | Excavators and Attachments                                                               |
| 6            | Paving, Compaction and Milling                                                           |
| 8            | Skid Steers, CTLs, Mini & Compact Equipment and Attachments                              |
| 10           | Attachments                                                                              |
| 12           | Electric Equipment                                                                       |
| 14           | Wheel Loaders, Tool Carriers and Attachments                                             |
| 16           | Backhoes and Attachments                                                                 |
| 18           | Utility Equipment: Trenchers, Trench Boxes, Air Compressors, Generators and Light Towers |
| 20           | Off-Road Trucks, Track Carriers, Dumpers & Mining Equipment                              |
| 22           | Crawler Loaders, Dozers, Undercarriages and Parts                                        |
| 24           | Trailers                                                                                 |
| 26           | Telehandlers and Material Handlers                                                       |

### ALSO:

#### Every ODD Numbered Issue

Aggregate Production / Material Recycling Section, Attachment Section, Truck & Trailer Section

#### Every EVEN Numbered Issue

Paving, Compaction and Milling Section

#### Snow and Ice Special Sections Fall 2026:

Runs Issues 18 through 26

### Bonus Distribution at the following Events...



#### FLORIDA AUCTIONS 2026

Special Printed Handout at the Auctions

Ad Closing Date is January 8, 2026



#### CONEXPO CON/AGG 2026

Issue 3  
Special Pre-Show Magazine.  
Ad Closing: Dec 10, 2025

Special Show Handout.  
Ad Closing: Jan 17, 2026



## SPECIALTY ADVERTISING

### ONSERT RATES

#### 4 Page or Less Pre-Printed Insert

| Quantity    | Cost Per Thousand | Price             |
|-------------|-------------------|-------------------|
| Up to 999   | --                | \$1,055 (minimum) |
| 1,000-1,999 | --                | \$1,360           |
| 2,000-4,999 | --                | \$1,810           |
| 5,000-9,999 | --                | \$2,515           |
| Over 10,000 | \$270             |                   |

#### 8 Page or Less Pre-Printed Insert

| Quantity    | Cost Per Thousand | Price             |
|-------------|-------------------|-------------------|
| Up to 999   | --                | \$2,070 (minimum) |
| 1,000-1,999 | --                | \$2,400           |
| 2,000-4,999 | --                | \$2,955           |
| 5,000-9,999 | --                | \$3,610           |
| Over 10,000 | \$370             |                   |



No mailing indicia can be imprinted on an insert. 8 1/2" x 11" is the standard size, 4"x6" is the minimum size. Paper stock is 70 lb maximum. Note: Preprint must arrive at printing plant at least 7 days prior to mailing. Pieces must be skidded and boxed with quantity shown. For shipping instructions e-mail Cathy Printz at [cprintz@cegltd.com](mailto:cprintz@cegltd.com)

### POST-IT NOTES

#### SIZE: 3" x 3" (Appears on Front Page of Publication)

| Quantity                                           | Cost Per Thousand                                 | Price                        |
|----------------------------------------------------|---------------------------------------------------|------------------------------|
| 5,000 Minimum Order                                | --                                                | \$2,965<br>Minimum<br>Charge |
| Over 5,000                                         | Base Charge of \$2,965 - Plus \$295* Per Thousand |                              |
| * Plus \$690 set up fee for each additional region |                                                   |                              |



### SPECIAL PAGE SPONSORSHIP

#### SIZES: 3" x 3" or 10.125" w x 1.5" h

Place your ad on any Special Supplement Cover page including State Supplements, Special Sections, Aggregate Recycling or Paving Sections or the Auction Calendar

\$590 per Region (black & white). Add \$150 for color  
Purchase all 4 Regions for Only \$2,350 (includes color)



## SPECIALTY ADVERTISING

### BELLY WRAPS



When you need to make a lasting impression, Belly Wraps are the perfect opportunity.

#### Non-Bleed Pricing

|                 |                    |
|-----------------|--------------------|
| 5,000 (Minimum) | \$2,975            |
| 7,500           | \$4,015            |
| 10,000          | \$4,935            |
| 15,000          | \$6,410            |
| Over 15,000     | \$420 per thousand |

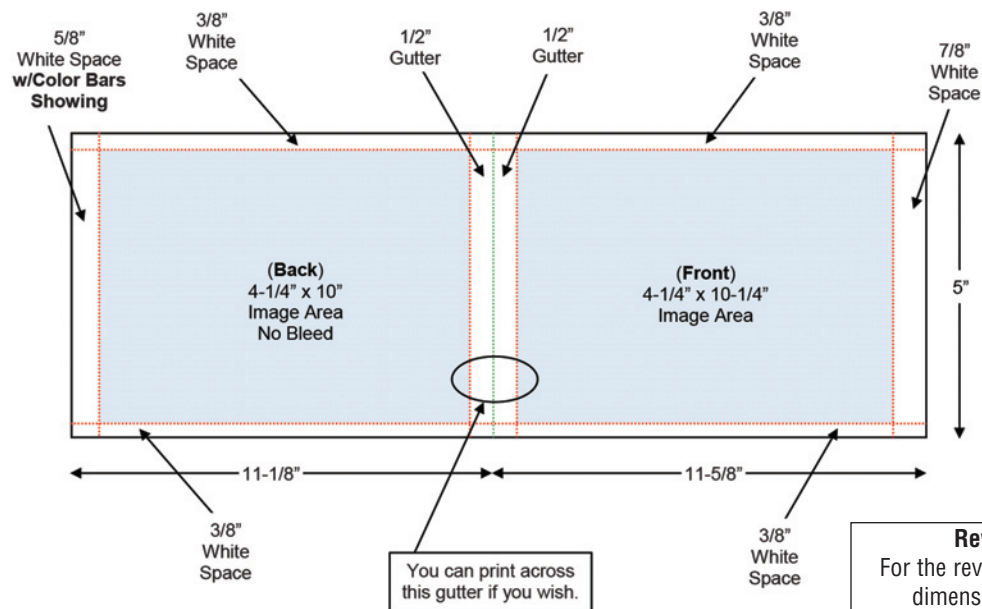
#### Full Bleed Pricing\*\*

|                 |                    |
|-----------------|--------------------|
| 5,000 (Minimum) | \$3,635            |
| 7,500           | \$4,655            |
| 10,000          | \$5,595            |
| 15,000          | \$7,210            |
| Over 15,000     | \$490 per thousand |

All pricing is per issue per region and includes printing and production costs

**\*\*Bleed specs available on request**

#### Specs for Non-Bleed Belly Wraps



## INDUSTRY SPECIFIC USED EQUIPMENT AND NEWS WEBSITES

Only  
**\$265**  
per month  
Ad size is  
300x250

For only \$265 per month you can advertise on these websites with a banner ad! Ad size is 300x250 pixels / 72 dpi.  
[Ask your sales representative about banner advertising on any of the biweekly newsletters and about how to get your used equipment listings on these search engines.](#) (Limited to 5 Advertisers)

### Aggregate EquipmentGuide.com

On [AggregateEquipmentGuide.com](#), contractors can find listings for conveyors, feeders, stackers, crushers, magnets, screening equipment, washing equipment and more.

### CraneEquipment Guide.com

Whether you are in the market for all-terrain cranes or the mobility and maneuverability of truck-mounted cranes, [CraneEquipmentGuide.com](#) is your source for that and more.

### Forestry EquipmentGuide.com

[ForestryEquipmentGuide.com](#) is where contractors can find listings for feller bunchers, grinders, log loaders, log splitters, trailers, forwarders, skidders, mulchers, harvesters and more.

### Truck and TrailerGuide.com

Many trucks fall under the umbrella of “on-road trucks”, including pickup trucks, tow trucks, dump trucks, logging trucks, vacuum trucks and dozens more. We have listings for used on-road trucks from more than 100 manufacturers. We’ve been connecting buyers and sellers of trailers for more than 60 years. Check back with [TruckandTrailerGuide.com](#) often for listings that include utility, dump, equipment and flatbed trailers from manufacturers like Eager Beaver, Interstate, Etnyre, Landoll, Felling, Towmaster and more.

### Agricultural EquipmentGuide.com

[AgriculturalEquipmentGuide.com](#) is the best source for news and equipment for the agricultural industry. We list equipment in all the major agricultural categories including tractors, combines, harvesters, applicators, grain handling equipment, planting equipment, hay and forage equipment and more.

#### 2022 Rotobec ELITE 910



#### Call for Price

Tracey Road Equipment, Inc.  
Dealer Location: East Syracuse, NY  
[Click for Phone Number](#)

STOCK NUMBER: CEG160777

[APPLY FOR FINANCING](#)

[DETAILS](#)

[CONTACT DEALER](#)

**MODERN  
MACHINERY**



#### 2022 Rotobec ELITE 910



#### Call for Price

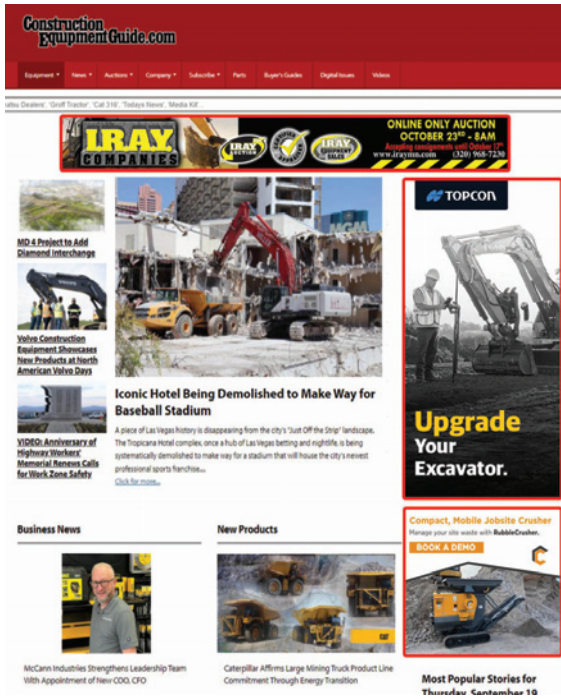
Tracey Road Equipment, Inc.  
Dealer Location: East Syracuse, NY  
[Click for Phone Number](#)

STOCK NUMBER: CEG160771

[APPLY FOR FINANCING](#)

[DETAILS](#)

[CONTACT DEALER](#)



## INTERNET ADVERTISING

### LEADERBOARDS

SIZE: 970x100 pixels

### HALF PAGE BANNERS

SIZE: 300x600 pixels

### MOBILE ADS

SIZE: 320x50 pixels

### MEDIUM RECTANGLES (STANDARD AD)

SIZE: 300x250 pixels

Ads should be RGB and 72 dpi



## Run Of Site

**\$43 / Thousand Impressions**

\* 15,000 Minimum

Highly Visible Advertisement with Prominent Page Placement for Maximum Effect.  
Includes mobile ads.

## Targeted Ads

**\$48 / Thousand Impressions**

\* 15,000 Minimum

Video Ads, Geo Targeted ads (e.g. NY, PA only), Category Specific Ads (e.g. Cranes only, Bobcat only)

## NATIVE ADVERTISING

**\$53 / Thousand Impressions**  
(maximum 50,000 per month)

Ads are built to look like part of the website.



## PAGE SKINS

**\$105 / CPM**

30,000 Maximum

**PLEASE CHECK FOR AVAILABILITY**

### Requirements:

- (1) 970x100 leaderboard ad
- (2) 300x600 Left & Right Side Panels

Ads should be RGB and 72 dpi

\* Ad visibility is not guaranteed for all devices

A skin frames any page on our website.

## NEWSLETTER ADVERTISING

Put your brand right into our subscribers' inboxes alongside the latest breaking industry news, auction listings and heavy equipment updates. With 35,000+ subscribers, CEG newsletters are a great, targeted solution for your marketing needs, whether you are looking for a regional base or a national campaign. Your banner ad will appear in the newsletters of your choosing, with discounts for purchasing multiple banner runs.

### NATIONAL INDUSTRY NEWS

Sent every Wednesday

### REGIONAL INDUSTRY NEWS

Sent every Monday

### COMING AUCTIONS

Sent every Tuesday

### USED EQUIPMENT

Sent every Sunday

### AGGREGATE

Sent every Friday

### CRANES

Sent every Friday

### FORESTRY

Sent every Friday

### TRUCK AND TRAILER

Sent every Friday

### ATTACHMENTS

Sent every Friday

### AGRICULTURE

Sent every Friday

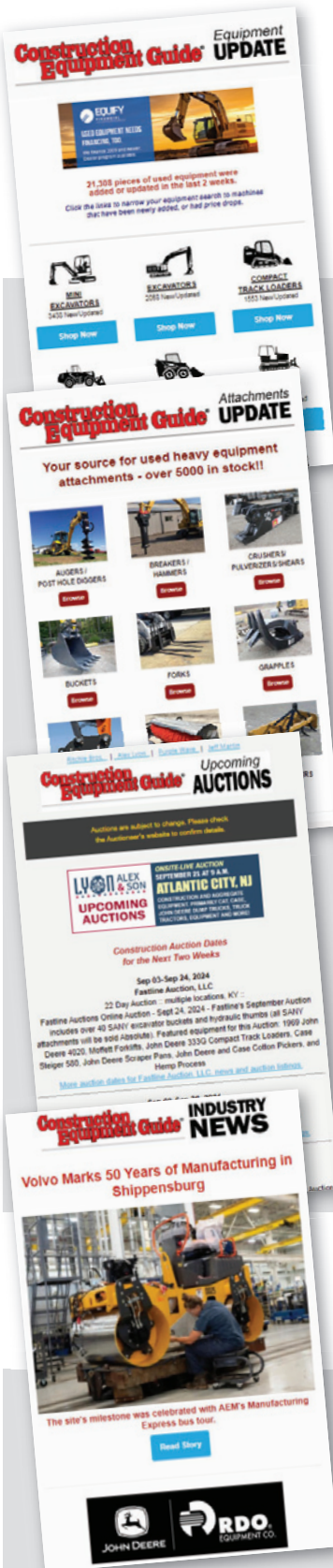
Banner sizes are:

400 pixels wide x 133 pixels deep,  
72 dpi and must be .jpg or .gif files

## NEWSLETTER ADVERTISING RATES

# \$460

\*Call your sales representative  
for bulk discount



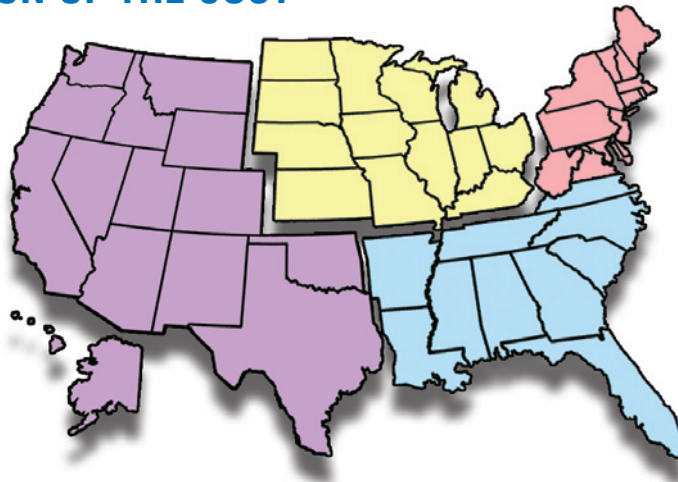


## E-MAIL BLAST ADVERTISING

Our E-Mail Blasts are sent to our e-mail list and allow you to directly get your message to our subscriber base of 36,000+ addresses for maximum impact. Our customized process allows you to create your own format or have us create it for you. Advanced metrics also provide precise info on subscriber interaction with your E-Mail Blast.

Over  
**36,000+**  
Subscribers

Target your audience with our  
e-mail database for a  
**FRACTION OF THE COST**



Send to our National Database of subscribers  
or  
Send to geo-targeted regions matching  
our four regional print editions

### E-MAIL BLAST ADVERTISING RATES

**\$750**

**GEO-TARGETED LIST...\$650**

**FULL LIST...\$750**

Per Industry standards, HTML files are required.

File size: No wider than 700 pixels, 72 dpi

We can create your HTML if you supply us  
with art and copy 5 days prior to blast date.

## BRANDED SOCIAL MEDIA SPONSORSHIP

*HAVE THE NATION'S MOST TRUSTED CONSTRUCTION INDUSTRY NEWS SOURCE  
POST ON YOUR BEHALF TO OUR SOCIAL MEDIA FOLLOWERS.*



We can help you reach  
your customers!

**LEVERAGE OUR EXCLUSIVE AUDIENCES ACROSS SOCIAL PLATFORMS TO PROMOTE YOUR  
EVENTS, AUCTIONS, EQUIPMENT, PRODUCTS, CONTENT AND MORE.**

### SOCIAL MEDIA

Total Reach Monthly  
**2,000,000**  
Total Followers  
**500,000**



### Meta

(Interest Based Marketing)

**40,000**  
Impression  
Minimum

**\$21** CPM

### Meta

(Targeted Ads)

**20,000**  
Impression  
Minimum

**\$40** CPM

| Campaign name  | Impressions | Link clicks | CTR   |
|----------------|-------------|-------------|-------|
| Prinoth 061024 | 93500       | 1553        | 1.66% |

| Ad name          | Impressions | Link clicks | CTR   |
|------------------|-------------|-------------|-------|
| Dakota Ag 080624 | 147,007     | 1,415       | 1.48% |

www.dakotashine.com

*\$200 surcharge for Geo-targeting any  
of the above placements.*

## GOOGLE DISPLAY ADVERTISING



### REACH MORE PEOPLE IN MORE PLACES ONLINE.

Display ads can help you promote your business when people are browsing online, watching YouTube videos, checking Gmail or using mobile devices and apps.

The Google Display Network and CEG's website visitors reach 90% of internet users worldwide, across millions of websites, news pages, blogs and Google sites like Gmail and YouTube.

This Google Display Retargeting campaign all starts with mirroring Construction Equipment Guide's engaged users in the equipment buying cycle and continuing to serve them your banner ads across the internet.

FAERoadPlaner

**Best Quality Road Planers**

FAE road planers for skid steers and excavators boost efficiency

| Ad      | Status       | Clicks | CTR   | Impressions |
|---------|--------------|--------|-------|-------------|
| Enabled | Not eligible | 1,144  | 1.01% | 113,486     |

FAERoadPlaner

**Best Quality Road Planers**

FAE road planers for skid steers and excavators boost efficiency

| Ad      | Status | Clicks | CTR   | Impressions |
|---------|--------|--------|-------|-------------|
| Enabled |        | 1,144  | 1.01% | 113,486     |

Develon

**Machines to Meet Your Needs**

Ask about products backed by our standard warranty. Full coverage for 36 mos. or 5,000 hrs.

| Ad      | Status   | Clicks | CTR   | Impressions |
|---------|----------|--------|-------|-------------|
| Enabled | Eligible | 1,104  | 1.78% | 62,139      |

### GOOGLE DISPLAY NETWORK RETARGETING

(CEG AUDIENCE CAMPAIGNS)

**\$200 – Geo Targeting Fee**

**\$30** CPM

20,000 Minimum Impressions



#### CREATE YOUR CAMPAIGN

Run a responsive ad campaign that Google builds or supply us with prebuilt ads.



#### REACH YOUR CUSTOMERS

Choose the market you want to reach



#### SET YOUR BUDGET

Scale your budget up and down depending on your needs.

### Get Started in 3 Steps:

## NEWSPRINT SIZES



### FULL PAGE

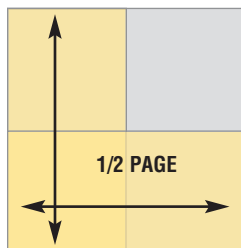
10.125"w x 10.625"h

Center Spread  
21"w x 10.625"h  
(no bleed)



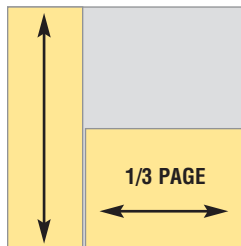
### 2/3 PAGE

6.7"w x 10.625"h



### 1/2 PAGE

Horizontal  
10.125"w x 5.25"h  
OR  
Vertical  
5"w x 10.625"h



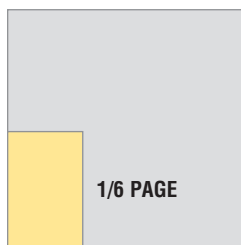
### 1/3 PAGE

Horizontal  
6.7"w x 5.25"h  
OR  
Vertical  
3.275"w x 10.625"h



### 1/4 PAGE

5"w x 5.25"h

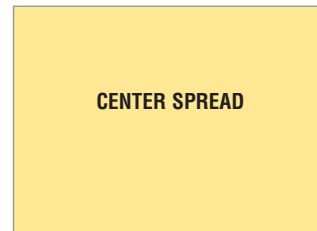


### 1/6 PAGE

3.275"w x 5.25"h

## MAGAZINE SIZES

### CENTER SPREAD



Safe: 15.75"w x 9.5" h

Trim: 16"w x 10.375"h

Bleed: 16.5"w x 10.875"h

Image Area: 15.25"w x 9.5"h

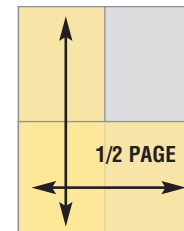


### FULL PAGE

Safe: 7.25"w x 9.5"h

Trim: 8"w x 10.375"h

Bleed: 8.5"w x 10.875"h

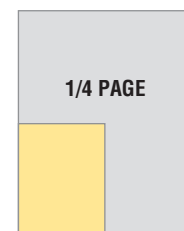


### 1/2 PAGE

Horizontal  
7.25"w x 4.625"h

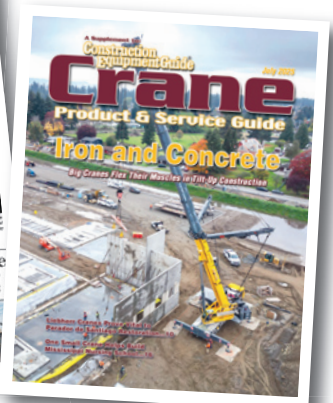
OR

Vertical  
3.5"w x 9.5"h



### 1/4 PAGE

3.5"w x 4.625"h



## PRINT ADVERTISING INFORMATION

### ELECTRONIC FILE INFORMATION

#### EMAIL

The email address for advertising copy is **production@cegltd.com**. All files attached to the email for downloading (i.e.: copy, photos, ads, logos) should be identified with file names not generated by digital cameras. Please name photos with the serial number of the machine or a brief description (1999CatD5H). Please be sure to identify your company in your email. We discourage the transfer of large files by email. Instead we ask that you FTP the files.

#### FTP

To connect to our FTP server you need an FTP client. An Internet browser will not work. Examples of FTP programs are Fetch, FileZilla, Interarchy, WinFTP and CuteFTP. When logging into the FTP server use the following information...

**Server Name:** **ftp://ftp.cegltd.com**

**User Name:** **client**

**Password:** **cegclient**

You can then transfer your files. When complete, please send us an email to let us know your file has been transferred.

#### FILE FORMATS

PDF is our preferred file format. PDFs must be flattened. We can also accept advertising in the following programs: QuarkXPress, Photoshop, Illustrator, InDesign. Ad copy should be sent within the email or as a text file. **Artwork resolution should be 240 dpi.**

Artwork should be saved as .tif, .eps or .jpg files. Files must include the 3 digit extension in their filename and be CMYK.

Microsoft Office files are not cross platform compatible and should not be used to send in ad copy or artwork.

#### SPECIAL POSITION

When available, center spread and back cover are 20% additional. Inside front cover, inside back cover and other special positions are 15% additional.

#### COLOR RATES

Spot color is available on certain pages at \$195 per insertion. Minimum ad size for color is 1/6 page. 4 color rate is \$375 per insertion.

#### COMBINATION RATES

Advertisers buying 2 editions will receive 10% discount per insertion. Buy 3 or more editions and receive a 15% discount per insertion. Based on established rate. (No additional discounts)

#### ADVERTISING AGENCIES

All rates are net. Advertising agencies please add 17.65% to appropriate rate on 1/4 or larger. No cash discount, no additional discounts on combinations, terms are net 30 days. Spot color and 4 color rates are non-commissionable.

#### BARGAIN EQUIPMENT ADS

**Rate - \$140** Ad will run in two consecutive issues. Supply photos and a brief description (Maximum 17 words). Payment must accompany the order. An additional \$65 for color and \$30 for a 30 day placement on our website.

#### DISPLAY ADVERTISING TERMS

All invoices are due in 10 days. Balances 30 days past due are subject to an interest charge of 1 1/2 % per month on the unpaid balance.



### OTHER INFORMATION

Publisher is not liable for the following: Page number or position on page advertisement. Misprints, errors, etc. for which the publisher may be legally responsible will not exceed the cost of the publisher's charge for advertising.

Omitting an advertisement...please check your ad for correctness, unfortunately we cannot assume responsibility for errors after the first insertion or orders received by telephone or hand-written.

Publisher will not be bound by any

conditions appearing on order blanks or copy instructions which are in conflict with any provision contained in its rate card or with its policies.

All advertisements including photographs and artwork originated and prepared by Construction Equipment Guide® are the property of Construction Equipment Guide® and not the advertisers. The advertiser has purchased the right of reproduction in Construction Equipment Guide® and does not have the right to reproduce the advertisements in

any other place or publication without the specific approval of Construction Equipment Guide®.

Blind Ads... when name and address are to be withheld and a box number used, add \$10 to the cost of the ad.

Your insertion of advertising in Construction Equipment Guide® signifies your acceptance and compliance with the above conditions. Visa, Mastercard, Discover and American Express accepted with approval.

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