

Construction Equipment Guide®

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2027 Media Kit

Construction Equipment Guide Published Nationally Northeast Edition
January 14, 2026
Vol. XXVIII • No. 1
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Inside
PennDOT Continues \$70.1M I-376 Project
VDOT Fills in Gaps Along I-64...
Dress B&B Blowers

Construction Equipment Guide Published Nationally Midwest Edition
August 1, 2026
Vol. XXVIII • No. 11
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Inside
New Missouri Reservoir Under Construction
Road Machinery & Supplies Co. Celebrates 100th Anniversary...
An ambitious tree clearing for the dam only began in 2021, with the clearing of navigation channels continuing.

Construction Equipment Guide Published Nationally Southeast Edition
August 5, 2026
Vol. XXVIII • No. 11
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Inside
PROGRESSIVE DESIGN-BUILD ACCELERATES HURRICANE HELENE RECOVERY
USCG Awards \$25M Contract for Base Charleston Expansion...
Built On Trust: Carlinhos Clearing Groves Through Strong Relationships...
Tanner Products Its 50,000th Unit at Grand Rapids Plant...
Larry Bernstein CHS CORRESPONDENT
Most people don't know where they were on Sept. 27, 2024. Why would they? It's another random day. However, if you ask people in Henry County, N.C., about the day, many will tell you about the day that September day was when Hurricane Helene hit. The county, in Western North Carolina in the Blue Ridge Mountains, was devastated. The North Carolina Department of Transportation (NCDOT) and general contractor...
Acifer Wiggins are in the middle of the NC 197 South project, which is one of many projects rebuilding the area's infrastructure.
NCDOT made a promise to residents of Henry and neighboring Mitchell counties.
We Can Rebuild It
see HELENE page 12

Not Letting the Train Leave States Rapidly Financing Local, Regional Transit
By Lucy Perry CHS CORRESPONDENT
Transit is a crucial element of the nation's road infrastructure investment. In fact, AACC believes highway and transit construction efforts are critical to economic recovery.
That's why the association is pushing Congress to finish its work on ensuring the surface transportation bill before its September expiration. But many states aren't waiting on federal funds and instead are moving forward with transit projects that will have regional benefits.
The AACC is calling on Congress to finalize a renewal of the surface transportation bill before its September expiration. Transportation and transit investments strengthen construction activity, job growth and economic performance, said Jeffrey Shoff, AACC CEO.
see TRANSIT page 32

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Construction Equipment Guide Published Nationally Western Edition
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Inside
Redmond Airport Expansion Project Prompts Innovative Processes to Keep Facility Open
By Lori Tobler CHS CORRESPONDENT
Construction on an operating airport is always a challenge, but on the \$110 million Redmond Municipal Airport Expansion project in Oregon, Skanska Construction Co. overcame some of the biggest hurdles before work on the actual expansion could even begin.
And it called for some innovative thinking.
"We did a building work," Jacob Skanska, senior representative with Skanska, told Construction Equipment Guide. "So the work that we had to get done to be able to just start demolition of the building."
The work began in spring 2023 and primarily involved two significant projects. One was moving the baggage claim carousel to the existing building.
"That was one of the first problems we had to solve," Skanska said. "So, we developed a plan to create a tunnel into the basement building about one month out to the surface."
Skanska used a Cat 340 excavator to dig 22 ft through rock perpendicular to the existing basement elevation, then saw cutting the basement walls open. Then they brought in precast concrete tunnel sections that were closed up from the basement and set to the ground by crane.
see REDMOND page 40

Not Letting the Train Leave States Rapidly Financing Local, Regional Transit
By Lucy Perry CHS CORRESPONDENT
Transit is a crucial element of the nation's road infrastructure investment. In fact, AACC believes highway and transit construction efforts are critical to economic recovery.
That's why the association is pushing Congress to finish its work on ensuring the surface transportation bill before its September expiration. But many states aren't waiting on federal funds and instead are moving forward with transit projects that will have regional benefits.
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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 83,000, 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.

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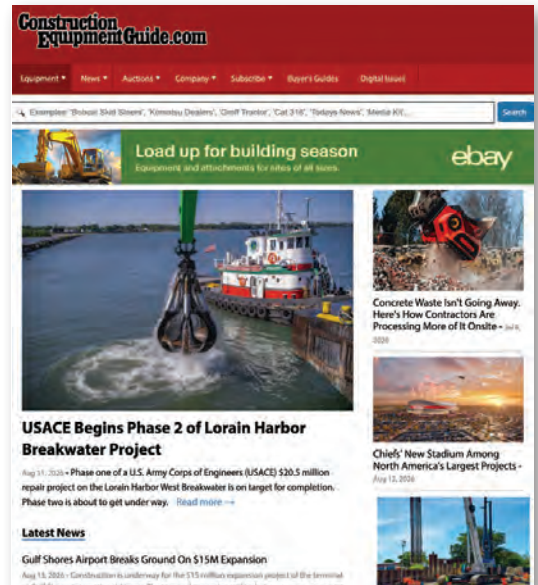
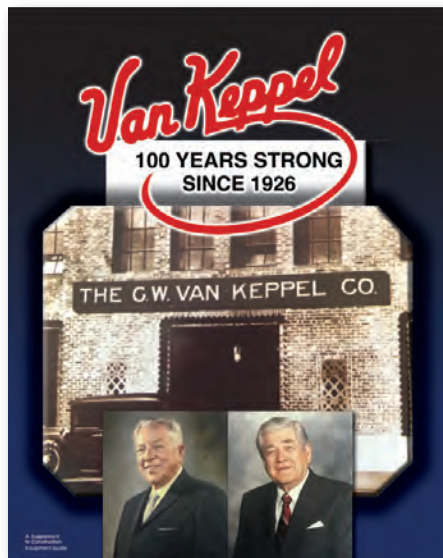
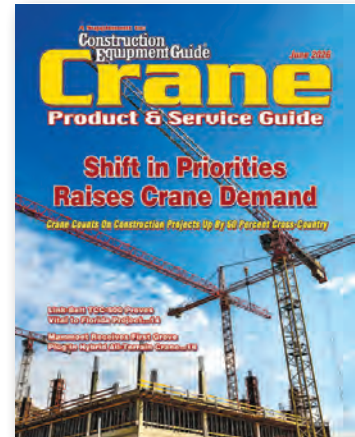


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MARKETING PACKAGES

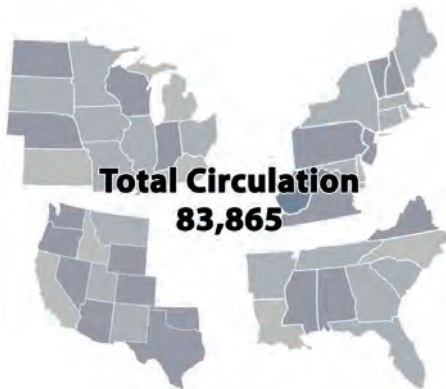
- 4 Regional Publications
- 6 Crane Guides
- Specialty Publications
- State Publications
- Multi-State Publications
- Anniversary Magazines
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- Social Media
- Newsletter Sponsorship
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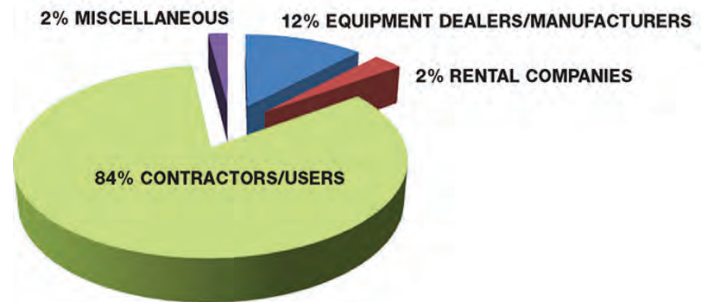
2027

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.

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



Average Monthly Site Audience

Construction EquipmentGuide.com®
400,000

Aggregate EquipmentGuide.com
12,745

Agricultural EquipmentGuide.com
5,365

CraneEquipmentGuide.com
2,854

Forestry EquipmentGuide.com
6,000

Truck and TrailerGuide.com
7,580

All Sites 425,000+

Industry Newsletter Subscribers

29,768



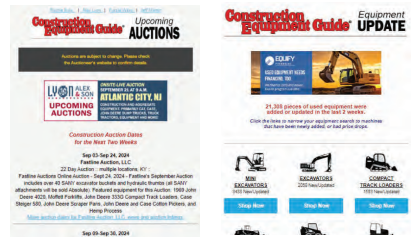
Website Banner Advertising

Average Monthly Views
880,000
Average Click Through
Rate **.25%**



Industry Related E-Blasts

30,000+
Subscribers

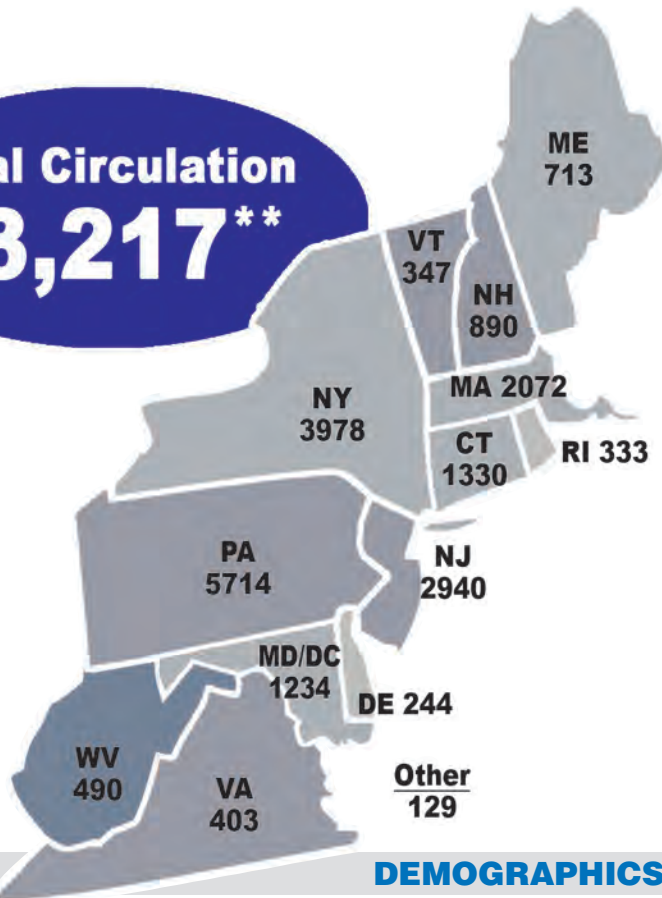


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NORTHERN VIRGINIA



DEMOGRAPHICS*

CONTRACTORS

Asphalt Producers	213
Builder	731
Concrete Contractor/Masonry	1616
Concrete Ready - Mix & Products	434
Crane Users/Erectors/Pile Drivers	477
Demolition Contractor	1295
Drilling & Boring	448
Dump Truck/Trailer Hauling	945
Environmental	323
Excavators/Grading Site Work	7975
Farms/Landscape Contractors-Heavy	1131
Forestry/Logging	313
General Contractor/Builder - AGC Type	2162
Heavy Contractors/Road Builders	580
Highway Contractor/Bridge Builder	440
Industrial & Maintenance Contractors	90
Industrial Manufacturing	113
Landfills	143
Marine Construction	109
Milling	44
Mining - Surface - Coal	78
Mining - Surface - Stone, Sand, Etc	649
Paving Contractor - Asphalt	2475
Pipeline Contractors	458
Recycling	354
Trucking	1075

CONTRACTORS (continued)

Utility Companies	68
Utility Contractors	559
Other	242

RENTAL COMPANIES

Cranes	85
Heavy Equipment	303
Lifting (Except Cranes) - Aerials	34
Tools/Small Equipment	64
Utility/Light Equipment	141
Other	17

DEALERS

Heavy	822
Light/Utility/Rental	332
Parts Dealer	421
Supply Houses-Heavy Hardware/Safety Tools	140
Truck	182
Used Equipment Dealer	554

MISCELLANEOUS DEALERS

PAVING, RECYCLING, FORESTRY ETC.	993
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MANUFACTURERS/AUCTIONEERS/

FINANCE COMPANIES	1104
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*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.

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	FULL PAGE	10.125"X10.625"				
	B&W	Open	6 Time	13 Time	26 Time	
		\$2,080	\$1,775	\$1,655	\$1,460	
	2/3 PAGE	6.7"X10.625"				
	B&W	Open	6 Time	13 Time	26 Time	
		\$1,785	\$1,690	\$1,590	\$1,295	
	1/2 PAGE	10.125"X5.25" OR 5"X10.625"				
	B&W	Open	6 Time	13 Time	26 Time	
		\$1,290	\$1,235	\$1,155	\$1,020	
	1/3 PAGE	3.275"X10.625" OR 6.7"X5.25"				
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		\$950	\$930	\$895	\$845	
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		\$730	\$710	\$670	\$635	
	1/6 PAGE	3.275"X5.25"				
	B&W	Open	6 Time	13 Time	26 Time	
		\$615	\$590	\$560	\$520	

SPOT COLOR
\$195
per Insertion

FULL COLOR
\$375
per Insertion

INCH RATE	1" to 10"				
B&W	Open	6 Time	13 Time	26 Time	
	\$53	\$51	\$49	\$47	

AUCTION RATE	Per Auction - Max 3 insertions				
Per Column Inch	\$70				
Per Column Inch - Full Page	\$65				

(All inch rates are based on 6 column width)

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

* Early Holiday Deadline

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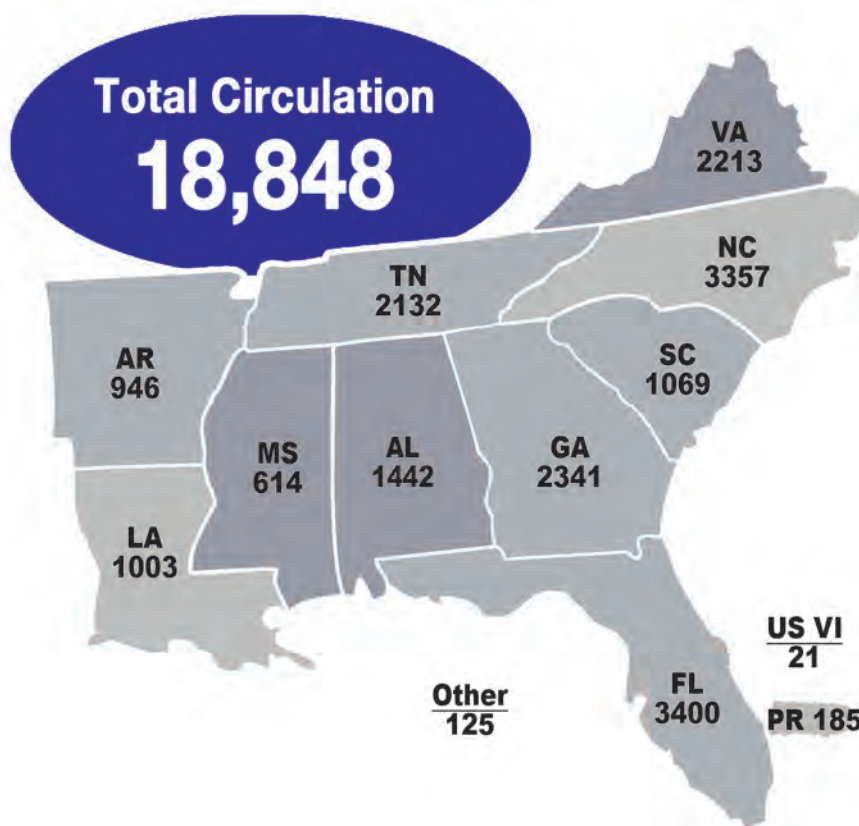
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Inside
Hoar Construction Expands SCO in Memphis
Considered one of the most ambitious projects the school has undertaken in years, a \$25 million expansion plan by Southern College of Optometry (SCO) will bring major changes to its campus and surrounding area. This project is not only an investment in future students and the longevity of SCO, but it's also an investment in the Greater Memphis community, which has been known to be slow to fund major infrastructure projects. George Miller, SCO's vice president for institutional advancement, said Construction Equipment Guide "has proved to be a great asset in Memphis, with its local distribution and long track record, and different walks of life come together through the city's rich culture and history." "The classroom never has become a recognizable element of the Memphis skyline, so pursuing a project of this magnitude solidifies our commitment to this community for the remainder of our century." The project will be completed in two phases. Phase one will be completed by the Fall of 2026, and phase two will be completed by the Fall of 2027. "This project is the largest campus expansion we've undertaken since 2007," Miller explained.

Disaster Relief On the Horizon
States Suffering Hurricanes, Floods, Wildfires, Structural Collapse Will Get Emergency Infrastructure Funding
By Lucy Perry
The U.S. Department of Housing and Urban Development (HUD) announced that it will be using major infrastructure funds to help states with transportation infrastructure repairs in the wake of natural disasters and catastrophic events that led to 2025. Hurricanes, floods, wildfires, and other disasters in the southeast, including in the northeast and midwest, will be the focus of HUD's efforts. HUD is also providing funding to states that have been hit by disasters. HUD is also providing funding to states that have been hit by disasters. HUD is also providing funding to states that have been hit by disasters.

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Concrete Contractor/Masonry	847
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Demolition Contractor	777
Drilling & Boring	220
Dump Truck/Trailer Hauling	613
Environmental	162
Excavators/Grading Site Work	5604
Farms/Landscape Contractors-Heavy	552
Forestry/Logging	246
General Contractor/Builder - AGC Type	2632
Heavy Contractors/Road Builders	379
Highway Contractor/Bridge Builder	334
Industrial & Maintenance Contractors	98
Industrial Manufacturing	125
Landfills	214
Marine Construction	110
Milling	11
Mining - Surface - Coal	20
Mining - Surface - Stone, Sand, Etc	372
Paving Contractor - Asphalt	1305
Pipeline Contractors	405
Recycling	212
Trucking	528

CONTRACTORS (continued)

Utility Companies	67
Utility Contractors	446
Other	212

RENTAL COMPANIES

Cranes	99
Heavy Equipment	227
Lifting (Except Cranes) - Aerials	16
Tools/Small Equipment	40
Utility/Light Equipment	129
Other	10

DEALERS

Heavy	716
Light/Utility/Rental	280
Parts Dealer	380
Supply Houses-Heavy Hardware/Safety Tools	95
Truck	96
Used Equipment Dealer	499

MISCELLANEOUS DEALERS

PAVING, RECYCLING, FORESTRY ETC.	729
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MANUFACTURERS/AUCTIONEERS/

FINANCE COMPANIES	812
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	FULL PAGE 10.125"X10.625"					
		Open	6 Time	13 Time	26 Time	
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	1/2 PAGE 10.125"X5.25" OR 5"X10.625"					
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		Open	6 Time	13 Time	26 Time	
	B&W	\$890	\$760	\$655	\$615	
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		Open	6 Time	13 Time	26 Time	
	B&W	\$715	\$625	\$580	\$505	
	1/6 PAGE 3.275"X5.25"					
		Open	6 Time	13 Time	26 Time	
	B&W	\$530	\$475	\$430	\$400	

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per Insertion

FULL COLOR

\$375

per Insertion

INCH RATE 1" to 10"

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B&W	\$45	\$43	\$42	\$40

AUCTION RATE Per Auction - Max 3 insertions

Per Column Inch	\$66
Per Column Inch - Full Page	\$61

(All inch rates are based on 6 column width)

SOUTHEAST PUBLISHING 2027

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

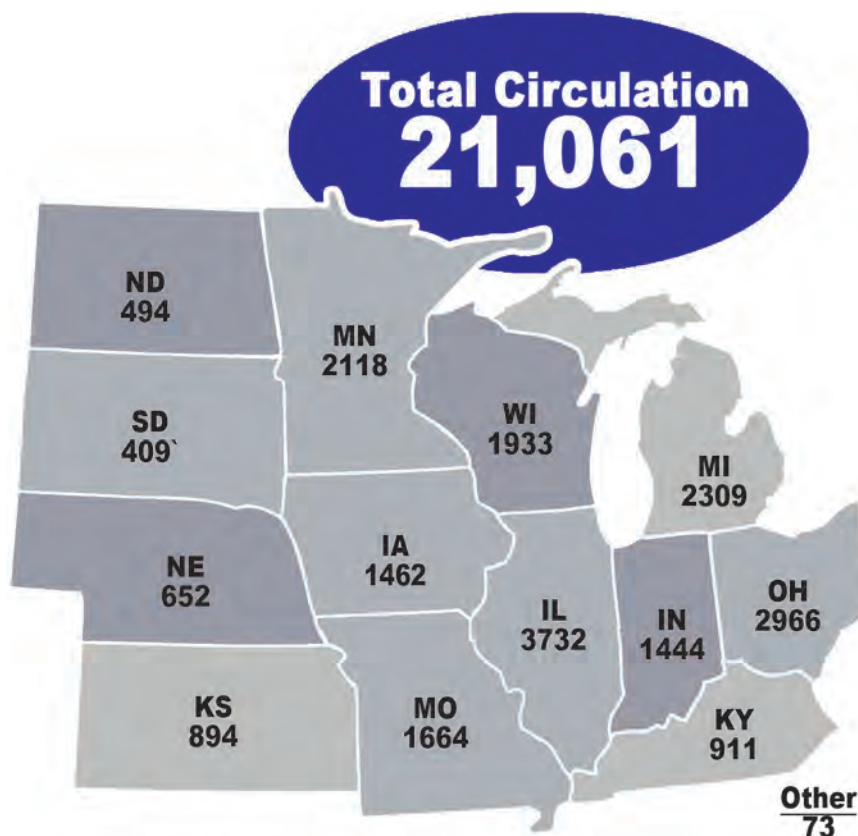
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DEMOGRAPHICS*

CONTRACTORS

Asphalt Producers	214
Builder	418
Concrete Contractor/Masonry	1530
Concrete Ready - Mix & Products	522
Crane Users/Erectors/Pile Drivers	468
Demolition Contractor	1222
Drilling & Boring	232
Dump Truck/Trailer Hauling	943
Environmental	145
Excavators/Grading Site Work	8094
Farms/Landscape Contractors-Heavy	1111
Forestry/Logging	147
General Contractor/Builder - AGC Type	2191
Heavy Contractors/Road Builders	518
Highway Contractor/Bridge Builder	432
Industrial & Maintenance Contractors	117
Industrial Manufacturing	100
Landfills	151
Marine Construction	59
Milling	26
Mining - Surface - Coal	42
Mining - Surface - Stone, Sand, Etc	716
Paving Contractor - Asphalt	1578
Pipeline Contractors	316
Recycling	215
Trucking	861

CONTRACTORS (continued)

Utility Companies	49
Utility Contractors	401
Other	249

RENTAL COMPANIES

Cranes	110
Heavy Equipment	248
Lifting (Except Cranes) - Aerials	32
Tools/Small Equipment	46
Utility/Light Equipment	139
Other	8

DEALERS

Heavy	855
Light/Utility/Rental	345
Parts Dealer	538
Supply Houses-Heavy Hardware/Safety Tools	134
Truck	182
Used Equipment Dealer	512

MISCELLANEOUS DEALERS

PAVING, RECYCLING, FORESTRY ETC.	952
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MANUFACTURERS/AUCTIONEERS/ FINANCE COMPANIES

1259

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MIDWEST ADVERTISING RATES AND PUBLISHING SCHEDULE

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	B&W	Open	6 Time	13 Time	26 Time	
		\$1,365	\$1,270	\$1,180	\$1,060	
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	B&W	Open	6 Time	13 Time	26 Time	
		\$1,135	\$1,070	\$980	\$890	
	1/3 PAGE	3.275"X10.625" OR 6.7"X5.25"				
	B&W	Open	6 Time	13 Time	26 Time	
		\$810	\$765	\$725	\$680	
	1/4 PAGE	5"X5.25"				
	B&W	Open	6 Time	13 Time	26 Time	
		\$660	\$635	\$605	\$560	
	1/6 PAGE	3.275"X5.25"				
	B&W	Open	6 Time	13 Time	26 Time	
		\$530	\$490	\$465	\$440	

SPOT COLOR
\$195
per Insertion

FULL COLOR
\$375
per Insertion

INCH RATE 1" to 10"

	Open	6 Time	13 Time	26 Time
B&W	\$46	\$44	\$43	\$41

AUCTION RATE Per Auction - Max 3 insertions

Per Column Inch	\$66
Per Column Inch - Full Page	\$61

(All inch rates are based on 6 column width)

MIDWEST PUBLISHING 2027

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

* Early Holiday Deadline

JOE McKEON

ILLINOIS • WISCONSIN • MISSOURI,
KANSAS • NORTHWEST INDIANA

773/769-4090 Cell 312/953-0375

jmcneon@cegltd.com

NATALIE SPAIN

INDIANA • MICHIGAN • OHIO
KENTUCKY

260/760-0521

nspring@cegltd.com

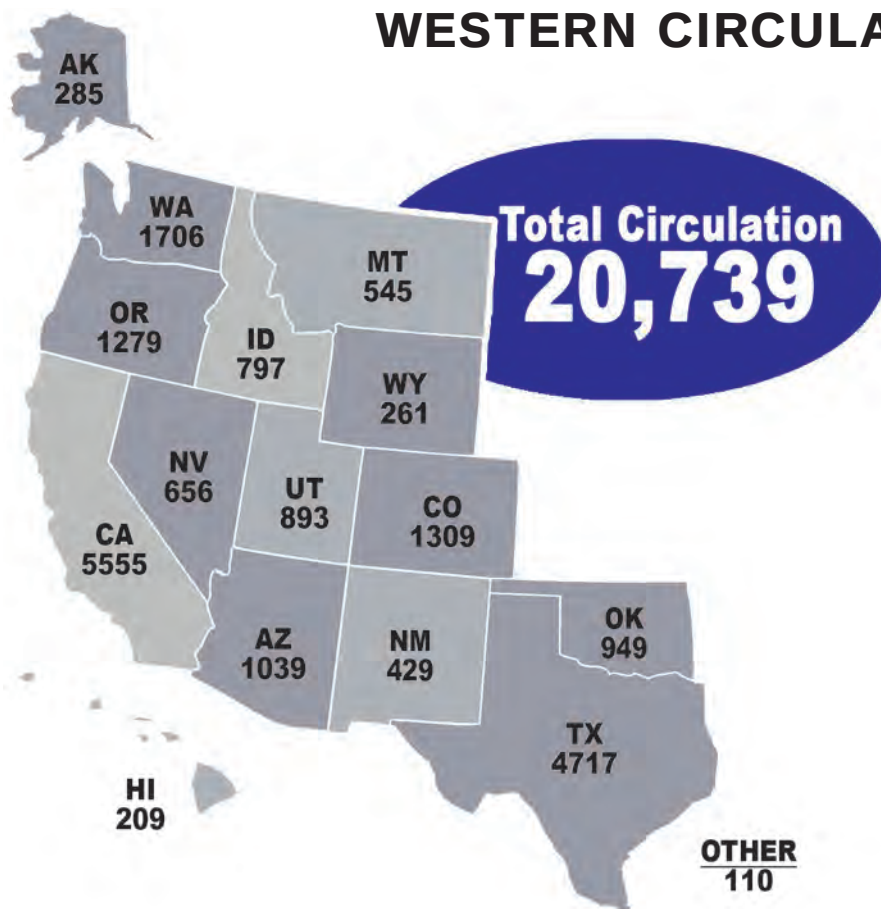
PATRICK KIEL

MINNESOTA • SOUTH DAKOTA,
NORTH DAKOTA • IOWA • NEBRASKA

612/481-8557

pkiel@cegltd.com

WESTERN CIRCULATION



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

Construction Equipment Guide
Published Nationally
August 2, 2026
Vol. 226 • No. 16
\$3.00

Inside
 • Dig Texas Touts AMFD
 • Redmond Municipal Airport Expansion Project in Oregon
 • Just a Call for Some Innovative Thinking
 • Virginia Key to Tunnel Modernization
 • Backhoe Loaders Still Earn Their Place
 • Not Letting the Train Leave
 • States Rapidly Financing Local, Regional Transit

DEMOGRAPHICS*

CONTRACTORS

Asphalt Producers	154
Builder	347
Concrete Contractor/Masonry	1181
Concrete Ready - Mix & Products	369
Crane Users/Erectors/Pile Drivers	399
Demolition Contractor	840
Drilling & Boring	278
Dump Truck/Trailer Hauling	483
Environmental	132
Excavators/Grading Site Work	5635
Farms/Landscape Contractors-Heavy	338
Forestry/Logging	284
General Contractor/Builder - AGC Type	3307
Heavy Contractors/Road Builders	452
Highway Contractor/Bridge Builder	372
Industrial & Maintenance Contractors	125
Industrial Manufacturing	55
Landfills	139
Marine Construction	57
Milling	18
Mining - Surface - Coal	18
Mining - Surface - Stone, Sand, 5tc	560
Paving Contractor - Asphalt	1649
Pipeline Contractors	426
Recycling	197
Trucking	447

CONTRACTORS (continued)

Utility Companies	73
Utility Contractors	369
Other	238

RENTAL COMPANIES

Cranes	87
Heavy Equipment	370
Lifting (Except Cranes) - Aerials	19
Tools/Small Equipment	40
Utility/Light Equipment	146
Other	17

DEALERS

Heavy	859
Light/Utility/Rental	234
Parts Dealer	461
Supply Houses-Heavy Hardware/Safety Tools	91
Truck	112
Used Equipment Dealer	473

MISCELLANEOUS DEALERS

PAVING, RECYCLING, FORESTRY ETC.	764
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MANUFACTURERS/AUCTIONEERS/

FINANCE COMPANIES	903
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*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

	FULL PAGE 10.125"X10.625"					
		Open	6 Time	13 Time	26 Time	
	B&W	\$2,100	\$1,810	\$1,665	\$1,435	
	2/3 PAGE 6.7"X10.625"					
		Open	6 Time	13 Time	26 Time	
	B&W	\$1,805	\$1,510	\$1,430	\$1,290	
	1/2 PAGE 10.125"X5.25" OR 5"X10.625"					
		Open	6 Time	13 Time	26 Time	
	B&W	\$1,285	\$1,235	\$1,145	\$1,035	
	1/3 PAGE 3.275"X10.625" OR 6.7"X5.25"					
		Open	6 Time	13 Time	26 Time	
	B&W	\$950	\$915	\$905	\$850	
	1/4 PAGE 5"X5.25"					
		Open	6 Time	13 Time	26 Time	
	B&W	\$765	\$730	\$710	\$680	
	1/6 PAGE 3.275"X5.25"					
		Open	6 Time	13 Time	26 Time	
	B&W	\$670	\$610	\$580	\$560	

SPOT COLOR
\$195
per Insertion

FULL COLOR
\$375
per Insertion

INCH RATE 1" to 10"

	Open	6 Time	13 Time	26 Time
B&W	\$52	\$50	\$49	\$47

AUCTION RATE Per Auction - Max 3 insertions

Per Column Inch	\$70
Per Column Inch - Full Page	\$65

(All inch rates are based on 6 column width)

WESTERN PUBLISHING 2027

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

* Early Holiday Deadline

PATRICK KIEL
MONTANA • WYOMING
612/481-8557
pkiel@cegltd.com

SHARON SWANSON
CALIFORNIA • NEVADA • UTAH • IDAHO
ALASKA • OREGON • WASHINGTON
NEW MEXICO • ARIZONA • HAWAII
760/518-4336
sswanson@cegltd.com

JACOB ESTRELLO
TEXAS • OKLAHOMA • COLORADO
210/878-5650
jestrello@cegltd.com

STATE EDITION AD RATES AND PUBLISHING SCHEDULE

GEORGIA



FULL PAGE 10.125"X10.625"

B&W 6 Time 13 Time
\$980 \$835



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

B&W 6 Time 13 Time
\$755 \$575



1/4 PAGE 5"X5.25"

B&W 6 Time 13 Time
\$530 \$460

GEORGIA PUBLISHING 2027

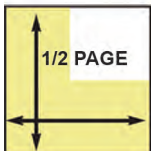
Issue	Closing	Publishing
2	Jan 7	Jan 20
4	Feb 4	Feb 17
6	Mar 4	Mar 17
8	Apr 1	Apr 14
10	Apr 29	May 12
12	May 26*	Jun 9
14	Jun 24	Jul 7
16	Jul 22	Aug 4
18	Aug 19	Sep 1
20	Sep 16	Sep 29
22	Oct 14	Oct 27
24	Nov 11	Nov 24
26	Dec 9	Dec 22

ALABAMA



FULL PAGE 10.125"X10.625"

B&W 6 Time 13 Time
\$800 \$670



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

B&W 6 Time 13 Time
\$635 \$505



1/4 PAGE 5"X5.25"

B&W 6 Time 13 Time
\$475 \$420

ALABAMA PUBLISHING 2027

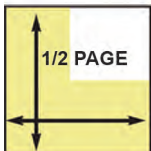
Issue	Closing	Publishing
1	Dec 22*	Jan 6
3	Jan 21	Feb 3
5	Feb 18	Mar 3
7	Mar 18	Mar 31
9	Apr 15	Apr 28
11	May 13	May 26
13	Jun 10	Jun 23
15	Jul 8	Jul 21
17	Aug 5	Aug 18
19	Sep 1*	Sep 15
21	Sep 30	Oct 13
23	Oct 28	Nov 10
25	Nov 23*	Dec 8

OHIO



FULL PAGE 10.125"X10.625"

B&W 6 Time 13 Time
\$875 \$765



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

B&W 6 Time 13 Time
\$585 \$530



1/4 PAGE 5"X5.25"

B&W 6 Time 13 Time
\$475 \$440

OHIO PUBLISHING 2027

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

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 \$1,180
13 Time \$1,025



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

6 Time \$835
13 Time \$740



1/4 PAGE 5"X5.25"

6 Time \$510
13 Time \$475

All ads are full color

TEXAS PUBLISHING 2027

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

CALIFORNIA



FULL PAGE 10.125"X10.625"

6 Time \$1,180
13 Time \$1,025



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

6 Time \$835
13 Time \$740



1/4 PAGE 5"X5.25"

6 Time \$510
13 Time \$475

All ads are full color

CALIFORNIA PUBLISHING 2027

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

FOUR CORNERS



FULL PAGE 10.125"X10.625"

6 Time \$1,155
13 Time \$995



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

6 Time \$855
13 Time \$720



1/4 PAGE 5"X5.25"

6 Time \$530
13 Time \$460

All ads are full color

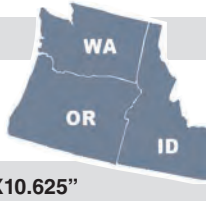
FOUR CORNERS PUBLISHING 2027

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

* Early Holiday Deadline

STATE EDITION AD RATES AND PUBLISHING SCHEDULE

FULL PAGE	PACIFIC NORTHWEST	
	FULL PAGE	10.125"X10.625"
	6 Time	13 Time
	\$1,200	\$1,045
1/2 PAGE	1/2 PAGE	
	10.125"X5.25" OR 5"X10.625"	
	6 Time	13 Time
	\$855	\$745
1/4 PAGE	1/4 PAGE	
	5"X5.25"	
	6 Time	13 Time
	\$520	\$485



PNW PUBLISHING 2027		
Issue	Closing	Publishing
1	Dec 29*	Jan 10
3	Jan 27	Feb 7
5	Feb 24	Mar 7
7	Mar 23*	Apr 4
9	Apr 21	May 2
11	May 19	May 30
13	Jun 16	Jun 27
15	Jul 14	Jul 25
17	Aug 11	Aug 22
19	Sep 8	Sep 19
21	Oct 6	Oct 17
23	Nov 3	Nov 14
25	Dec 1	Dec 12

* Early Holiday Deadline

All ads are full color

GEORGIA STATE EDITION A Supplement to
Construction Equipment Guide
August 5, 2026
Vol. XXVIII No. 16
The Nation's Best Construction Magazine - Ranked #100

Downtown Atlanta Hospital Campus Demolition One of Largest Undertakings

DOT Selects Matthews-McClendo

ALABAMA STATE EDITION A Supplement to
Construction Equipment Guide
August 19, 2026
Vol. XXVIII No. 17
The Nation's Best Construction Magazine - Ranked #100

Vermeer Southeast Expands Into North Alabama With New Huntsville Facility

TENSAR RIVER BRIDGE REPLACEMENT WILL STRENGTHEN CORRIDOR

OHIO STATE EDITION A Supplement to
Construction Equipment Guide
August 15, 2026
Vol. XXVIII No. 15
The Nation's Best Construction Magazine - Ranked #100

Ohio Peterbilt Celebrates Grand Opening of Elina Dealership

Train Harbor Breakwater Project

PACIFIC NORTHWEST EDITION A Supplement to
Construction Equipment Guide
July 26, 2026
Vol. XXVIII No. 15
The Nation's Best Construction Magazine - Ranked #100

GRANITE CONSTRUCTION CONCLUDES WITH EARTHQUAKE RISK, FLOODS, 90-FT DROP TO BUILD NEW BRIDGE IN EVERETT

FOUR CORNERS EDITION A Supplement to
Construction Equipment Guide
August 9, 2026
Vol. XXVIII No. 17
The Nation's Best Construction Magazine - Ranked #100

Wadsworth Brothers Targets Year-End Completion of UDOT's I-15 Shepard Lane Interchange

FISHER'S TOOLS
480-968-0123
1900 East 31st Street
Tempe, Arizona
FisherTools.com

THE NEW ENGLAND EDITION A Supplement to
Construction Equipment Guide
August 12, 2026
Vol. XXVIII No. 16
The Nation's Best Construction Magazine - Ranked #100

For Mass. Biz, Why the Best Operators Start at the 'Bottom of the Trench'

Crews Rebuild Critical River Crossing in Vt.

NEW ENGLAND SUPPLEMENT RATES AND PUBLISHING SCHEDULE



FULL PAGE	FULL PAGE	10.125"X10.625"			
	B&W	6 Time	13 Time	26 Time	
		\$1,320	\$1,220	\$1,060	
2/3 PAGE	2/3 PAGE	6.7"X10.625"			
	B&W	6 Time	13 Time	26 Time	
		\$1,190	\$1,045	\$960	
1/2 PAGE	1/2 PAGE	10.125"X5.25" OR 5"X10.625"			
	B&W	6 Time	13 Time	26 Time	
		\$940	\$860	\$755	
1/3 PAGE	1/3 PAGE	3.275"X10.625" OR 6.7"X5.25"			
	B&W	6 Time	13 Time	26 Time	
		\$705	\$695	\$660	
1/4 PAGE	1/4 PAGE	5"X5.25"			
	B&W	6 Time	13 Time	26 Time	
		\$565	\$560	\$525	
1/6 PAGE	1/6 PAGE	3.275"X5.25"			
	B&W	6 Time	13 Time	26 Time	
		\$490	\$485	\$455	
INCH RATE 1" to 10"					
	B&W	6 Time	13 Time	26 Time	
		\$49	\$48	\$46	

NEW ENGLAND PUBLISHING 2027

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

* 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

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 2027

Issue	Closes
Issue 4	Jan 20
Issue 8	March 16
Issue 12	May 12
Issue 16	July 7
Issue 22	Sept 29
Issue 25	Nov 10

CRANE GUIDE



FULL PAGE

\$1,460

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

\$1,095

Ad Size:

3.5" w x 9.5" h or

7.25" w x 4.625" h



1/4 PAGE

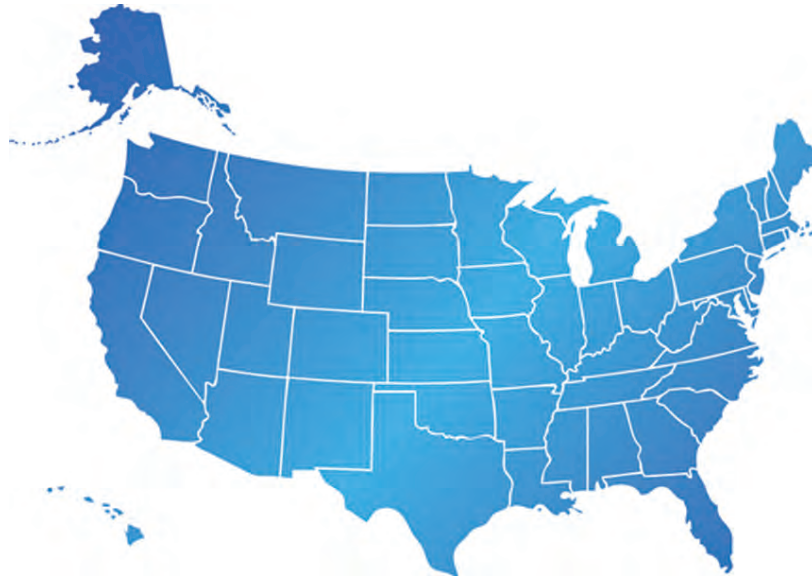
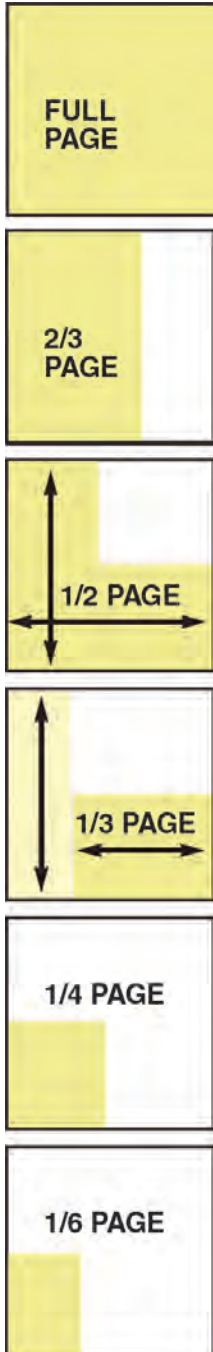
\$770

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&W	\$7,995	\$6,975	\$6,050
SPOT COLOR	\$8,935	\$7,870	\$6,945
FULL COLOR	\$9,870	\$8,890	\$7,960

2/3 PAGE 6.7"X10.625"

	6 Time	13 Time	26 Time
B&W	\$6,810	\$5,935	\$5,075
SPOT COLOR	\$7,610	\$6,820	\$5,970
FULL COLOR	\$8,675	\$7,845	\$6,985

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

	6 Time	13 Time	26 Time
B&W	\$5,150	\$4,800	\$4,170
SPOT COLOR	\$6,010	\$5,700	\$4,995
FULL COLOR	\$7,000	\$6,710	\$6,070

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

	6 Time	13 Time	26 Time
B&W	\$3,600	\$3,320	\$3,150
SPOT COLOR	\$4,480	\$4,190	\$4,030
FULL COLOR	\$5,460	\$5,310	\$5,035

1/4 PAGE 5"X5.25"

	6 Time	13 Time	26 Time
B&W	\$2,945	\$2,815	\$2,550
SPOT COLOR	\$3,780	\$3,700	\$3,440
FULL COLOR	\$4,770	\$4,700	\$4,450

1/6 PAGE 3.275"X5.25"

	6 Time	13 Time	26 Time
B&W	\$2,360	\$2,185	\$1,970
SPOT COLOR	\$3,165	\$3,055	\$2,860
FULL COLOR	\$4,210	\$4,075	\$3,865

**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

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

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

Concrete Pouring, Paving and Placing:

Runs Issues 5, 9, 13, 17, 21, 25

Snow and Ice Special Sections Fall 2027:

Runs Issues 18 through 26

Bonus Distribution at the following Events...



FLORIDA AUCTIONS 2027

Special Printed Handout at the Auctions

Ad Closing Date is January 6, 2027



WORLD OF ASPHALT 2027

March 15-17, 2027
New Orleans, LA

Special Magazine Supplement.
Issue 4

Ad Closing Date is January 20, 2027



January 19-21, 2027
Las Vegas, NV



October 19-22, 2027
Louisville, KY

SPECIALTY ADVERTISING

ONSERT RATES

4 Page or Less Pre-Printed Onsert

Quantity	Cost Per Thousand	Price
Up to 999	--	\$1,095 (minimum)
1,000-1,999	--	\$1,415
2,000-4,999	--	\$1,875
5,000-9,999	--	\$2,595
Over 10,000	\$280	

8 Page or Less Pre-Printed Onsert

Quantity	Cost Per Thousand	Price
Up to 999	--	\$2,155 (minimum)
1,000-1,999	--	\$2,495
2,000-4,999	--	\$3,060
5,000-9,999	--	\$3,730
Over 10,000	\$380	

No mailing indicia can be imprinted on an onsert. 8 1/2" x 11" is the standard size, 4" x 6" 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



POST-IT NOTES

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

Quantity	Cost Per Thousand	Price
5,000 Minimum Order	--	\$3,075 Minimum Charge

Over 5,000 Base Charge of \$3,075 - 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

\$595 per Region (black & white). Add \$150 for color
Purchase all 4 Regions for Only \$2,370 (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)	\$3,090
7,500	\$4,170
10,000	\$5,120
15,000	\$6,670
Over 15,000	\$430 per thousand

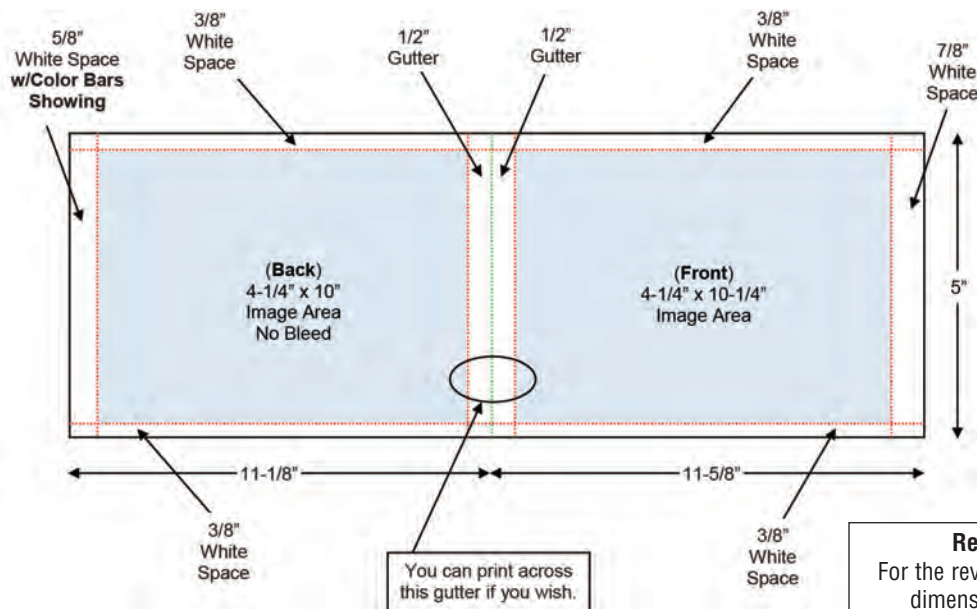
Full Bleed Pricing**

5,000 (Minimum)	\$3,780
7,500	\$4,840
10,000	\$5,820
15,000	\$7,495
Over 15,000	\$495 per thousand

All pricing is per issue per region and includes printing (on both sides) and production costs

****Bleed specs available on request**

Specs for Non-Bleed Belly Wraps



INDUSTRY SPECIFIC USED EQUIPMENT AND NEWS WEBSITES

Only
\$275
per month
Ad size is
300x250

For only \$275 per month you can advertise on these websites with a banner ad! Ad size is 300x250 pixels and 970x100 pixels.
[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

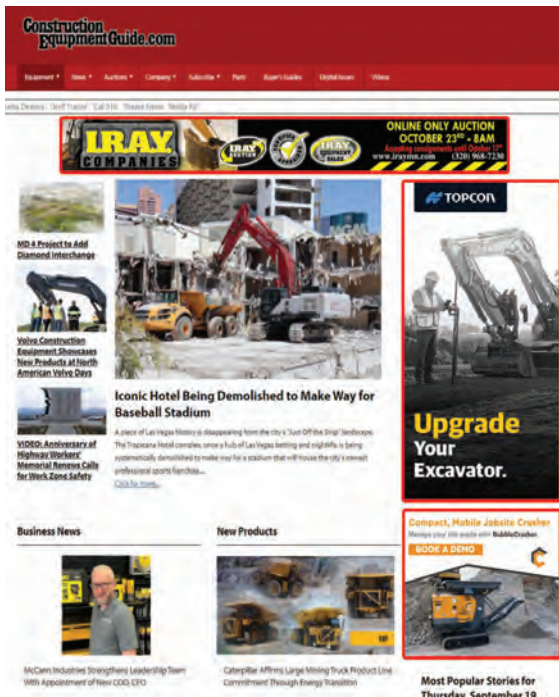
[Click for Phone Number](#)

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



Run Of Site

\$44 / Thousand Impressions

* 15,000 Minimum

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

Targeted Ads

\$49 / 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

\$55 / Thousand Impressions

(check for availability & limited space)

Ads are built to look like part of the website.



PAGE SKINS

(1) 970x100 px Leader Board
(2) 300x600 px Panels

INTERSTITIAL TAKEOVER

300x250

\$105 / CPM

30,000 Maximum

(Please check for availability)

Ads should be RGB

* 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 40,000+ 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.

WEEKLY NEWSLETTER SCHEDULE

SUNDAY Equipment

MONDAY Regional Industry News
Northeast • Southeast • Midwest • West

TUESDAY Coming Auctions

WEDNESDAY National Industry News

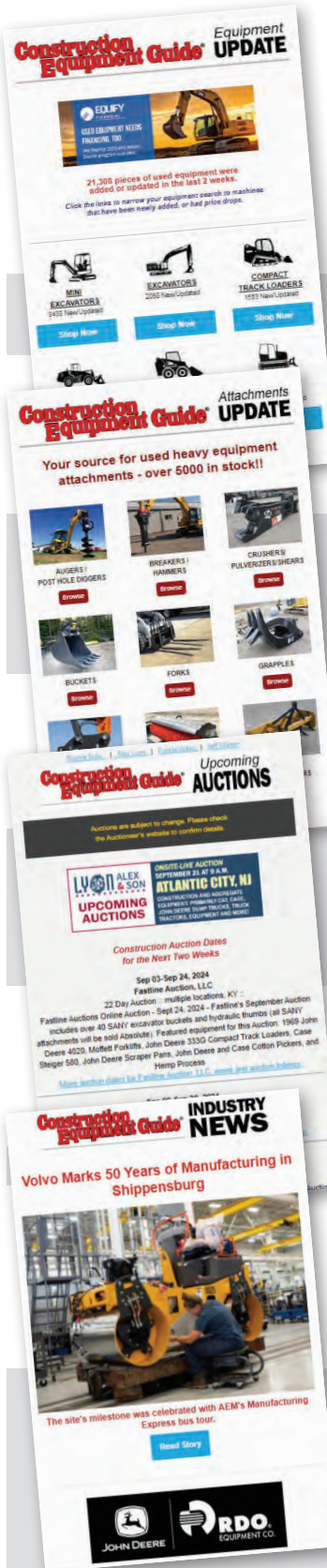
FRIDAY Industry Newsletters
Aggregate • Agriculture • Attachments
Cranes • Forestry • Truck & Trailers

Banner sizes are:
400 pixels wide x 133 pixels deep,
72 dpi and must be .jpeg, .png .jpg or .gif files

NEWSLETTER ADVERTISING RATES

\$475

Call your sales representative
for bulk discount



2027

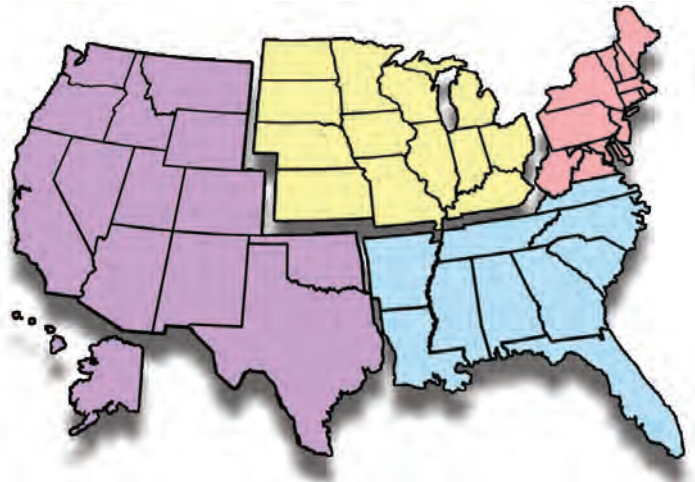


EMAIL BLAST ADVERTISING

Our Email Blasts are sent to our email list and allow you to directly get your message to our subscriber base of 30,000+ addresses for maximum impact. Advanced metrics also provide precise info on subscriber interaction with your Email Blast.

Over
30,000+
Subscribers

Target your audience with our
email database



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

EMAIL BLAST ADVERTISING RATES

\$775

GEO-TARGETED LIST...\$675

FULL LIST...\$775

Per Industry standards, HTML files are required.

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

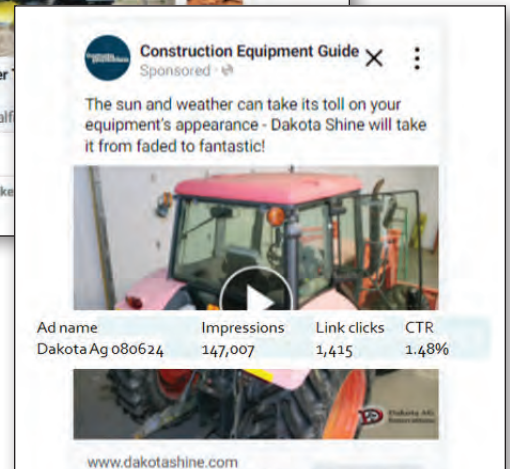
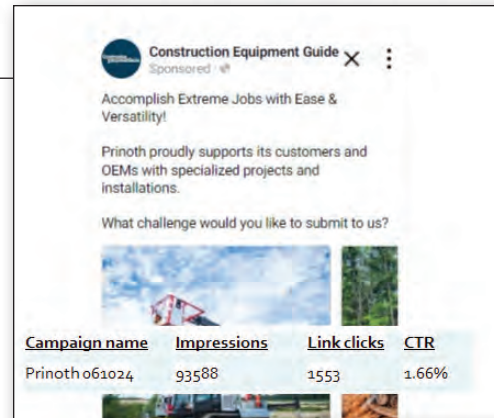
\$22 CPM

Meta

(Targeted Ads)

20,000
Impression
Minimum

\$42 CPM



*\$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 3k hrs. 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

\$31 CPM

20,000 Minimum Impressions

Get Started
in 3 Steps: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.

NEWSPRINT SIZES



FULL PAGE

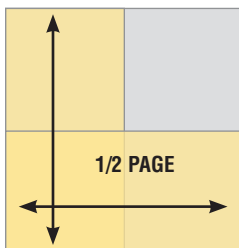
10.125"w x 10.625"h

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



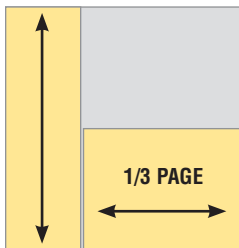
2/3 PAGE

6.7"w x 10.625"h



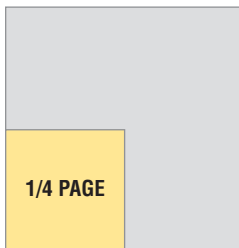
1/2 PAGE

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



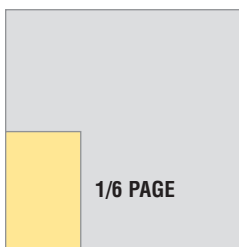
1/3 PAGE

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

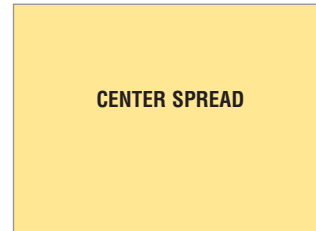


1/6 PAGE

3.275"w x 5.25"h

MAGAZINE SIZES

CENTER SPREAD

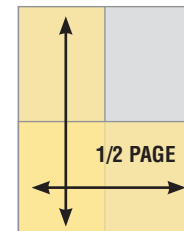


Safe: 15.75"w x 9.5" h
Trim: 16"w x 10.375"h
Bleed: 16.5"w x 10.875"h
Image Area: 15.25"w x 9.5"h



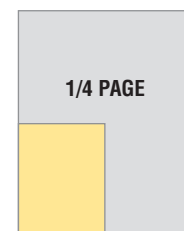
FULL PAGE

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 - \$150 Ad will run in two consecutive issues. Supply photos and a brief description (Maximum 17 words). Payment must accompany the order. An additional \$75 for color and \$40 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. Credit card payments are subject to a 3% surcharge.

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