

Construction Equipment Guide

SPECIFICATIONS

IMAGES: Color images intended for process printing should be saved as CMYK. Black and White images should be saved as Grayscale. Desired orientation (rotation, flop, skew) is to be applied in Photoshop.

FONTS: Fonts should not be stylized in your page layout program. Example: Do not stylize fonts by using [bold] [italic] or other font style commands. Use the font containing the desired attribute. In the event the desired font is not available a different font should be chosen. All fonts used must be supplied in a separate folder labeled "Fonts" For Macintosh, the Adobe Postscript Font must be provided. All fonts used in EPS files must be converted to outlines.

MEDIA FOR FILE TRANSFER: This publication supports these Macintosh platform medias: CD/DVD. Supply a color or laser print of each ad.

ELECTRONIC FILE TRANSMISSION: This publication is able to accept files electronically using E-mail and FTP. When sending files via email have your graphic elements originally scanned (240-300 dpi) and save them as a JPEG of the highest or maximum quality when preparing to send.

SOFTWARE:

- InDesign CS6
- Photoshop CS6
- Illustrator CS6
- PDF File

ftp.heartlandinternet.com
user id: hli002
password: ads

Please send all advertising materials to:
chl_production@hcgj.media

DIMENSIONS: The size given below show the exact dimensions to run in the area reserved for the advertisement. Changes to files with embedded components require a new disk to be submitted by the Client or Agency. *Please do not exceed the live area size in order to keep anything from being cropped off.* The cut size (trim size) is given to help position the advertisement and any graphics that are meant to bleed off of the page.

Page Trim: 5.1875" x 8.375"

Live Area: 4.625" x 7"

Bleed Size: 5.486" x 11 1/4"



Full Page (4 x 10) 4.625" x 7"	2.25" x 3.5" 1/4 Pg. (2 x 5)	2.25" x 1.33" (2 x 2)	1/2 Page Vertical (2 x 10) 2.25" x 7"	4.625" x 3.5" 1/2 Page Horizontal (4 x 5)
--	--	--------------------------	--	---

Advertising Deadline:
First Friday in October
Distribution Date:
January



The Hot Line® **TRANSPORTATION DIMENSIONS GUIDE**, is your specialized source for all types of transport dimensions for heavy construction machinery, cranes and lifting equipment as well as ag machinery from the leading manufacturers in the industry. This resource guide is available in Print and in an Online version for subscribers. The Guide will provide advertisers an economical source to market products and services to qualified readers worldwide.

Circulation is to paid subscribers who order the guide because they need it and use it. A Digital Version of the annual edition featuring the Advertisement ONLY is available on the Hot Line® website www.hotlineguides.com, allowing readers to link direct to an advertiser's website or email, share a specific ad by emailing to a friend, as well as save the entire or portion of the pages of advertisers for reference later.

Advertising Deadline:
First Friday in November
Distribution Date:
January



The Hot Line® **MATERIAL HANDLING GUIDE**, is your specialized source for aerial lifts, rough terrain forklifts and construction telehandlers. Information includes equipment manufactured from 1970 to current, both scissor and boom lifts, engine type, height, capacity, machine weight on models with 500 pound capacity and more.

Circulation is to paid subscribers! They are active in the equipment industry and purchase the guide for its valuable content and use it over and over, giving your message the opportunity to be seen year round.