

HOT LINE CONSTRUCTION EQUIPMENT GUIDE

Published Annually

Your Source For All Types of Heavy Construction Equipment

The Hot Line® Construction Equipment Guide, your source for all types of heavy construction equipment from over two hundred manufacturers will again be available in Print and Online to subscribers. With over twenty years of research this Guide is the most comprehensive single volume pricing tool for the construction industry.

Available to Contractors, Dealers, Insurance, Retail, Auction Companies and Lending Institutions this guide provides hard-to-find pricing, serial number identification and specifications for heavy construction machinery. The Guide provides advertisers an economical source to market products and services to qualified readers worldwide.

Advertising Rates

PRIORITY PAGES*

All Rates are NET

Front Cover.....	\$6,400
Back Cover.....	\$4,000
Inside Front.....	\$2,800
Inside Back.....	\$2,500
Page 3.....	\$2,000
Pages 4-15.....	\$1,800

*No Discounts On Priority Pages

MARKETPLACE

All Rates are NET

Full Page.....	\$1,700
1/2 Page.....	\$1,000
1/4 Page.....	\$700
2 x 2.....	\$300

DEALER OPPORTUNITIES

Equipment dealers have the opportunity to promote their business and align themselves with each manufacturing line they carry. Dealers are able to list their locations for a marginal fee: \$150 for the main location and \$20 per line for each branch location.

The deadline to reserve ad space is
NOVEMBER 15.

Advertisers spending \$300 or more in this guide will receive one FREE print edition of this guide.

If you would like additional copies,
PLEASE CALL 800-673-4763

Distributed in January
Invoiced in January



Heartland Construction Division

A Division of Heartland Communications Group, Inc.

PO Box 1052 • 1003 Central Ave • Fort Dodge, IA 50501
800-247-2000 • 515-574-2308 • Fax: 515-955-6636
chl_sales@hcgmedia.com • www.contractorshotline.com

CHL/Construction NEW/Miscellaneous/Forms/AllPubs/Pub Rate Sheets 2015

HOT LINE CONSTRUCTION EQUIPMENT GUIDE

The Official Construction Equipment Reference Guide on specifications, serial numbers and pricing.

BACKHOES • COMPACTORS • COMPACT TRACK LOADERS
CRAWLER LOADERS • CRAWLER TRACTORS • EXCAVATORS
MOTOR GRADERS • OFF ROAD HAULERS • PAVING EQUIPMENT
SCRAPERS • SKID STEER LOADERS • TRENCHERS • WHEEL DOZERS
WHEEL LOADERS • WHEEL TRACTORS

Celebrating Our 100th Year!!
A Family Tradition - Since 1914

**SPECIALISTS IN
CONSTRUCTION & INDUSTRIAL
EQUIPMENT
AUCTIONS**

CERTIFIED EQUIPMENT APPRAISALS

HILPIPRE AUCTION COMPANY
319-235-6007 • fax: 319-234-1751
P.O. Box 309 • Cedar Falls, IA 50613
See us at: www.hilpipe.com
"NOTHING SUCCEEDS LIKE SUCCESS"

TAKE ADVANTAGE OF OUR 100 YEARS OF EXPERIENCE

www.hotlineguides.com

CONTACT YOUR SALES
REPRESENTATIVE FOR
MORE INFORMATION
800-247-2000

CONSTRUCTION GROUP FAMILY OF PRINT PUBLICATIONS:

Contractors Hot Line
Parts Connection
Attachment Connection

FAMILY OF DIGITAL PUBLICATIONS:

MyEquipAuctions.com
Construction E-Update
Truckerzine

FAMILY OF ANNUAL RESOURCES:

Construction Equipment Guide
Transportation Dimension Guide
Material Handling Guide
Farm Equipment Guide
Compact Tractor Guide
Antique Tractor Guide
Iron Memories

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

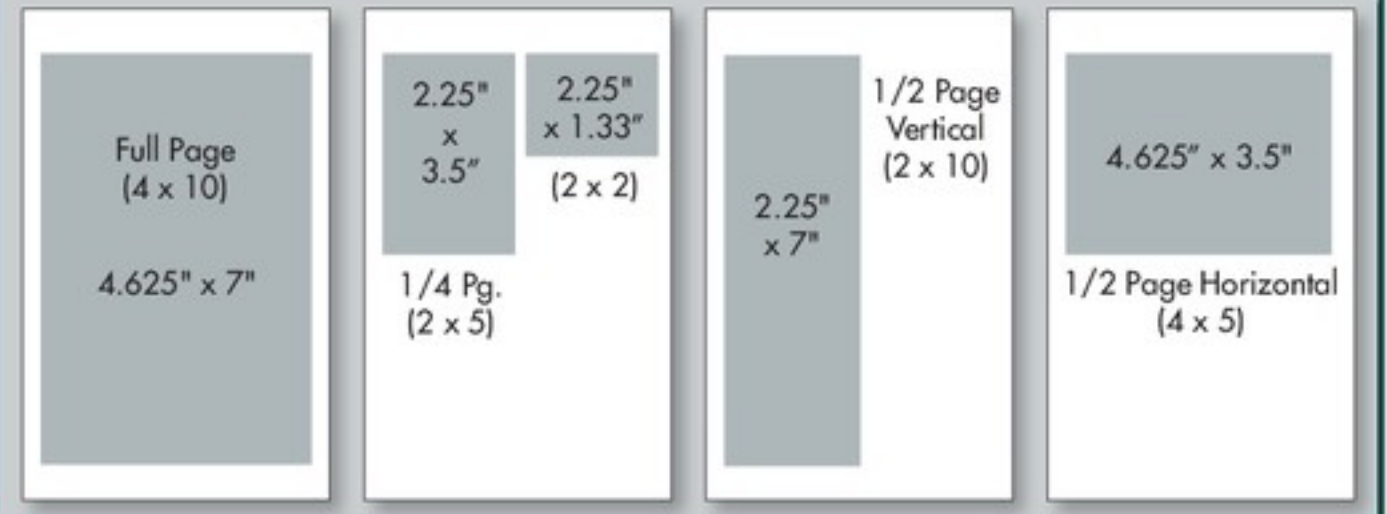
Please send all advertising materials to:
chl_production@hcgj.media

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"



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.