

Published Weekly/Print & Digital

Today's Non-Stop Source For The Construction Industry

Since 1966, Contractors Hot Line has been a trusted source to connect active buyers and sellers of both new and used equipment, parts, and services. Time is of the essence, and Contractors Hot Line is a weekly publication that has a database of more than 120,000 readers through its print & digital publications, and electronic newsletter. In today's electronic age, it is important for information to reach readers faster than ever.

Each week, more than 89,000 qualified subscribers receive Contractors Hot Line. They rely on the Auction Sales, General Equipment, and Marketplace sections to fulfill their equipment purchasing needs. In 2015, Contractors Hot Line will also be distributed at more than 40 trade shows, exhibitions, and industry events to reach thousands more readers.

A special focus in each issue provides even more value. Issues with featured sections, including Mine & Quarry, Parts & Attachments, Concrete & Asphalt, Utility & Crane, Trucking, and Logging & Land Clearing, will have special circulation to targeted readers within each demographic to ensure it reaches the right readers.

Advertising Rates

PRIORITY PAGES*	All Rates are NET	
Front Cover	\$2,300	
Front Cover	\$1,900	
Inside Front Cover	\$1,500	
Page 3	\$1,265	
Page 4, 5, or Inside Back Cover	\$1,150	
* No Discounts On Priority Pages		

MARKETPLACE				All Rates are NET	
	1x	4x	13x	26x	52x
Full Page	\$1,055	\$880	\$790	\$710	\$655
1/2 Page					
1/4 Page					
2×3					
2x2	\$190	\$150	\$135	\$125	\$115
Classifieds (5 lines)	\$30/week	(\$5 each extra l	line) (\$30 extra	to add photo)	

ADVERTISING DEADLINE: EVERY TUESDAY - MATERIALS DEADLINE: EVERY WED @ NOON



WEEKLY NEWSLETTER



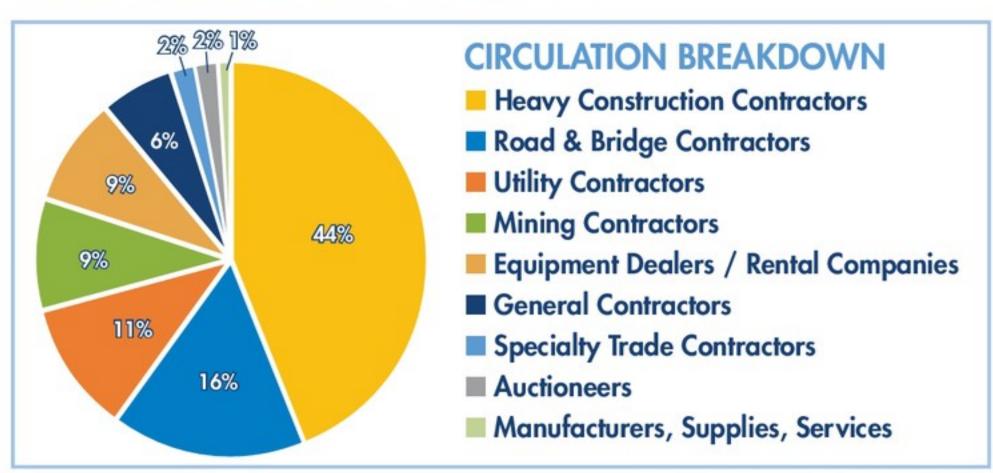
CONTACT YOUR SALES
REPRESENTATIVE FOR
MORE INFORMATION
800-247-2000

PROMOTE YOURSELF ON OUR WEBSITE

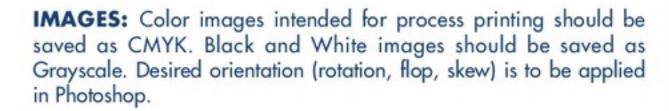


VALUE-ADDED BENEFITS for Advertisers

- Advertised used equipment listings are added to our online searchable database FREE of charge
- Advertisements are included in our digital issue sent out in our weekly newsletter
- Each Digital Issue is archived on our website for future reference



twitter.com/chlweekly facebook.com/chlweekly



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 labled "Fonts" For Macintosh, the Adobe Postcript Font must be provided. All fonts used in EPS files must be converted to outlines.

MEDIA FOR FILE TRANSFER: Contractors Hot Line® supports the following Macintosh platform media: CD/DVD. Supply a color or laser print of each ad.

ELECTRONIC FILE TRANSMISSION: Contractors Hot Line® 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

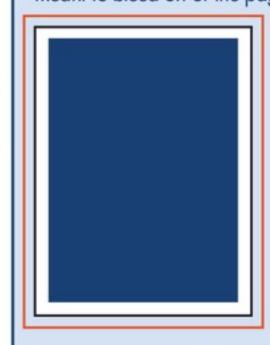
ftp.heartlandinternet.com user id: hli002 password: ads

Please send all advertising materials to:

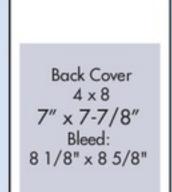
chl_production@hcgi.media

DIMENSIONS:

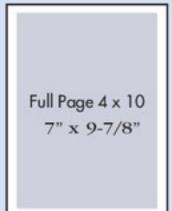
The size given below show the exact dimensions to run in the area reserved for the advertisement. Changes to files with embedded components require a new disk to be submitted by the Client or Agency. Please do not exceed the live area size in order to keep anything from being cropped off. The cut size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

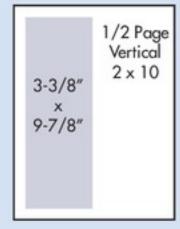


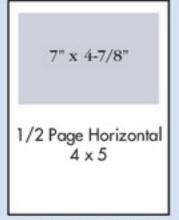
Page Trim: 75/8" x 103/4" Live Area: 7" x 9 7/8" Bleed Size: 8 1/8" x 11 1/4"



Front Cover 4 x 7 7" x 7-1/8" Bleed: 8 1/8" x 7 5/8"







3-3/8" 3-3/8" 3-7/8" 4-7/8" 2 x 4 1/4 Pg. 3-3/8" x 2×5 2-7/8" 2×3 2 x 2

Business Card Size - 2 x 2 - 3-3/8" x 1-7/8"

MORE PRINT OPPORTUNITIES



Parts Connection® is your connection to the parts community worldwide. This monthly digestsized resource includes a buyers service directory identifying active sellers by type, manufacturer & location.

YOUR NON-STOP CONNECTION TO THE PARTS INDUSTRY

A BUYER'S AND SELLER'S MEGA RESOURCE.

www.thepartsconnection.org



A directory dedicated to attachments for construction equipment. The directory provides information for buyers, sellers, and equipment owners who require the use of attachments to increase the versatility of their machinery fleets & expand their service offerings.

A SELF-CONTAINED PULL-OUT SECTION **OF CONTRACTORS** HOT LINE®.

THE BUYER'S RESOURCE FOR CONSTRUCTION ATTACHMENTS

READERSHIP STATISTICS

In July 2014, Contractors Hot Line conducted an online reader survey to gauge their opinions on the publication. The following are results from the survey.

of survey respondents reported they were owners or presidents of their company, indicating they make major decisions involving equipment in their organizations

of survey respondents spend 10 to 30 minutes reading an issue of Contractors Hot Line

spend 30 minutes to an hour reading the magazine

of survey respondents said that THEY SAVE THE ENTIRE **ISSUE** of Contractors Hot Line for reference

said they pass the issue on to another coworker

said they place the issue in a public area of their business

Many survey respondents reported they have TAKEN ACTION AS A RESULT OF READING AN **ISSUE OF CONTRACTORS** HOT LINE.

42% visited an advertiser's

website

Contractors Hot Line's website

purchased an advertised equipment, product, or service

recommended the purchase of an advertised equipment, product or service

READERS OF CONTRACTORS HOT LINE ARE FROM A BROAD RANGE OF BUSINESSES. THOSE WHO RESPONDED TO THE SURVEY INCLUDED: General Contractor, Specialty Contractor, Manufacturer, Supplier, Equipment Sales, Parts Sales, Service Company, Municipality, Finance/Insurance/Law/Other



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