

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 |
| Back 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.....  | \$650   | \$540 | \$485 | \$440 | \$400 |
| 1/4 Page.....  | \$385   | \$320 | \$290 | \$265 | \$240 |
| 2x3.....       | \$265   | \$220 | \$200 | \$180 | \$160 |
| 2x2.....       | \$190   | \$150 | \$135 | \$125 | \$115 |

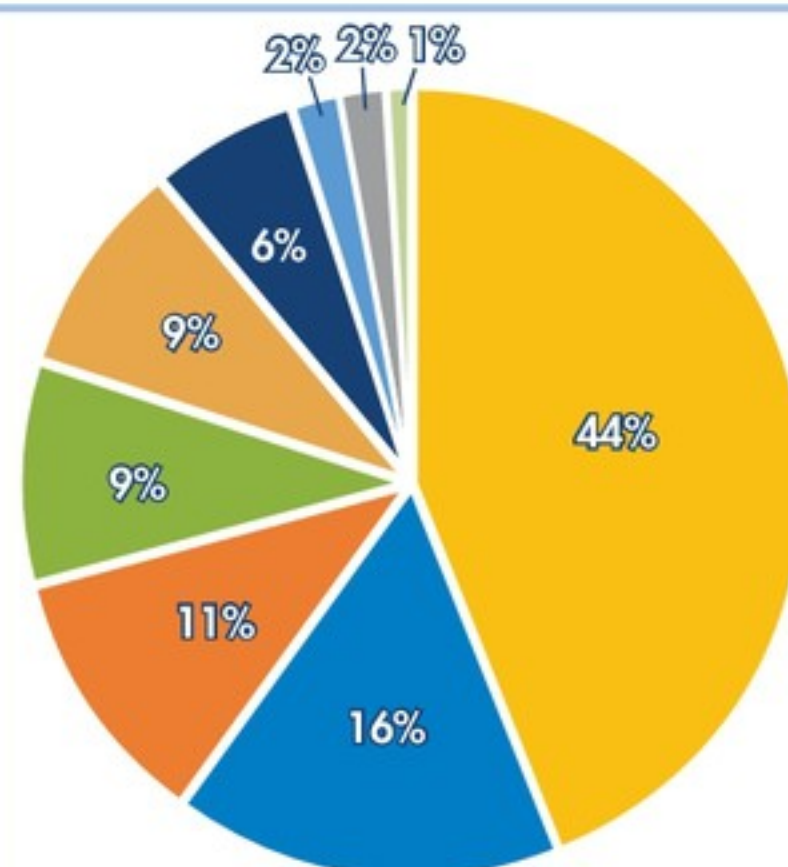
Classifieds (5 lines)..... \$30/week (\$5 each extra line) (\$30 extra to add photo)  
 Auction Directory..... \$520/year  
 Dealer Listings..... \$150 for main, \$20 per line each branch per issue

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

## 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

### CIRCULATION BREAKDOWN



- Heavy Construction Contractors
- Road & Bridge Contractors
- Utility Contractors
- Mining Contractors
- Equipment Dealers / Rental Companies
- General Contractors
- Specialty Trade Contractors
- Auctioneers
- Manufacturers, Supplies, Services

### WEEKLY NEWSLETTER



Emailed weekly to  
**OVER 67,000**  
SUBSCRIBERS

### ADVERTISING RATES

Leaderboard (447p x 121p).... \$175  
 Buttons (120p x 120p)..... \$50  
 Spotlight Ads (198p x 279p).... \$150  
 Bottom Banner (447p x 121p).. \$150

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

PROMOTE YOURSELF ON OUR WEBSITE



### ADVERTISING RATES/WK

Banner (468p x 60p).....\$100  
 Buttons (120p x 120p).....\$75  
 Featured Auctions (198p x279p)..\$125

**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:** 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:**

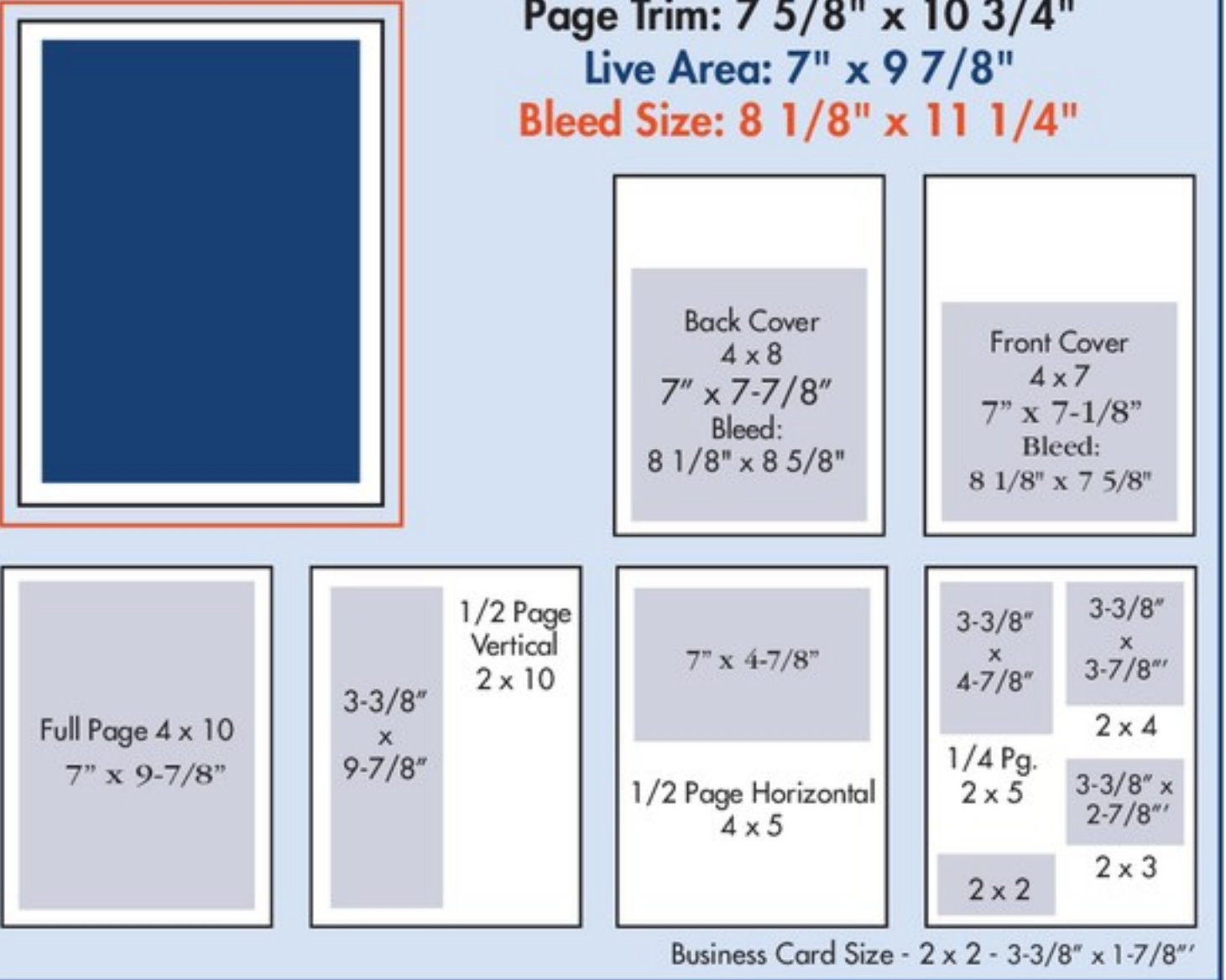
- InDesign CS6
- Photoshop CS6
- Illustrator CS6
- PDF File

[ftp.heartlandinternet.com](http://ftp.heartlandinternet.com)  
user id: hli002  
password: ads

Please send all advertising materials to:  
[chl\\_production@hcgi.media](mailto: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: 7 5/8" x 10 3/4"**  
**Live Area: 7" x 9 7/8"**  
**Bleed Size: 8 1/8" x 11 1/4"**

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

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

Full Page 4 x 10  
7" x 9-7/8"

1/2 Page Vertical  
2 x 10  
3-3/8" x 9-7/8"

7" x 4-7/8"

1/2 Page Horizontal  
4 x 5

3-3/8" x 4-7/8"

3-3/8" x 3-7/8"

2 x 4

1/4 Pg.  
2 x 5

3-3/8" x 2-7/8"

2 x 2

2 x 3

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 digested 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](http://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**

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

**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.

**44%** of survey respondents reported they were owners or presidents of their company, indicating they make major decisions involving equipment in their organizations

**26%** of survey respondents spend 10 to 30 minutes reading an issue of Contractors Hot Line

**24%** spend 30 minutes to an hour reading the magazine

**24%** of survey respondents said that **THEY SAVE THE ENTIRE ISSUE** of Contractors Hot Line for reference

**26%** said they pass the issue on to another coworker

**21%** 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

**18%** visited Contractors Hot Line's website

**23%** purchased an advertised equipment, product, or service

**18%** 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

**Heartland Construction Division**  
A Division of Heartland Communications Group, Inc.

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**Call a Sales Representative Today! 800-247-2000 FIND OUT HOW WE CAN HELP YOU!**