

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





**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:**

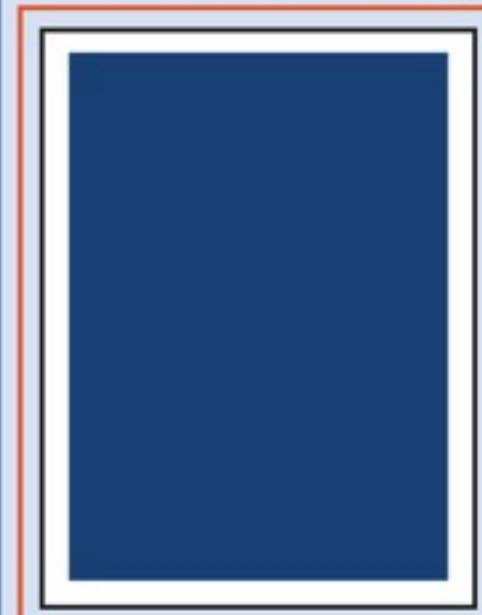
- InDesign CS6
- Photoshop CS6
- Illustrator CS6
- PDF File

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user id: hli002  
password: ads

Please send all advertising materials to:  
chl\_production@hcgj.media

**DIMENSIONS:**

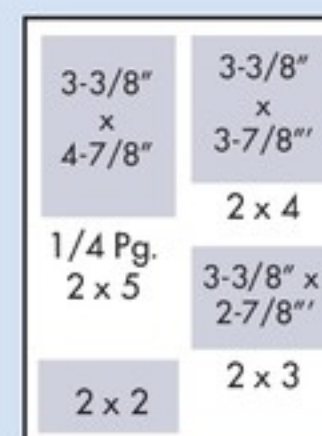
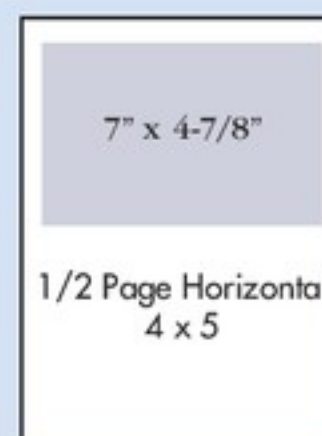
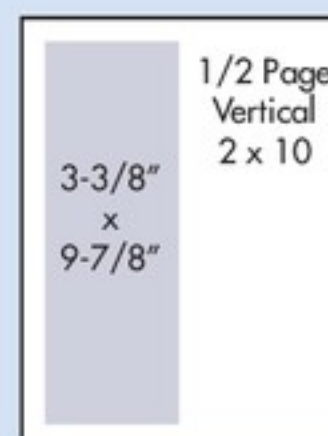
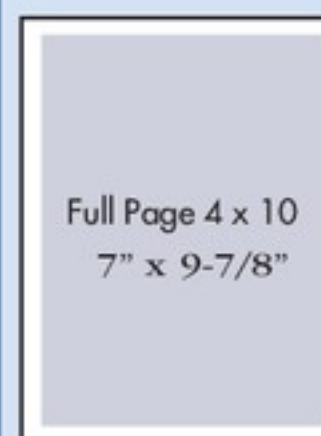
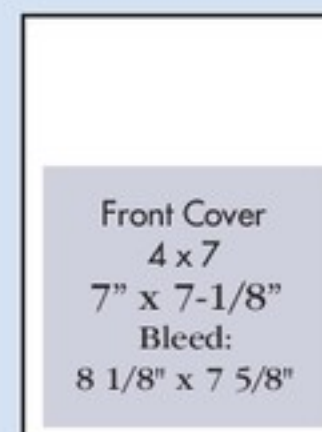
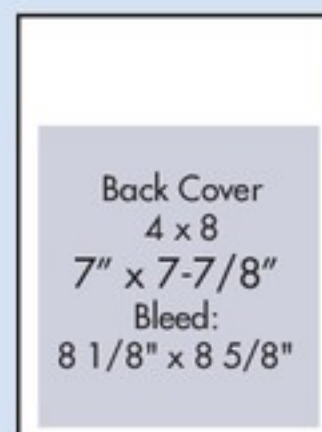
The size given below show the exact dimensions to run in the area reserved for the advertisement. Changes to files with embedded components require a new disk to be submitted by the Client or Agency. **Please do not exceed the live area size in order to keep anything from being cropped off.** The cut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



Page Trim: 7 5/8" x 10 3/4"

Live Area: 7" x 9 7/8"

Bleed Size: 8 1/8" x 11 1/4"



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

## MORE PRINT OPPORTUNITIES



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## 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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