

Contractors Equipment Directory

2016 Media Information
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The Contractors Equipment Directory
is a Division of

Five Star
Publishing, Inc.



Who We Are, What We Do

The **Contractors Equipment Directory** is a trade magazine catering to the business needs of heavy construction owners and operators.

The **Contractors Equipment Directory** follows a simple format; we believe advertising does not need to be complicated to be effective. The basic, tried and true formula for print advertising campaign success is to print large number of magazines that are directly mailed (via USPS) to a large number of people who have a need for your type of equipment and services to run their businesses.

[View online magazines](#)



Our Circulation

Our primary audience is made up of concrete/asphalt, highway/bridge /heavy construction equipment and excavation and demolition contractors.

We print and mail 30,000 copies of the Contractors Equipment Directory monthly. We provide the official United States Postal Service (USPS) receipts for **each** publication we mail. When it comes to print advertising, this is the only concrete proof that you are getting what you are being promised.

Each magazine we publish is posted online, which gives you digital exposure above print. Your ad will have a link to your website – there is no additional charge for this service.

[View online magazines](#)

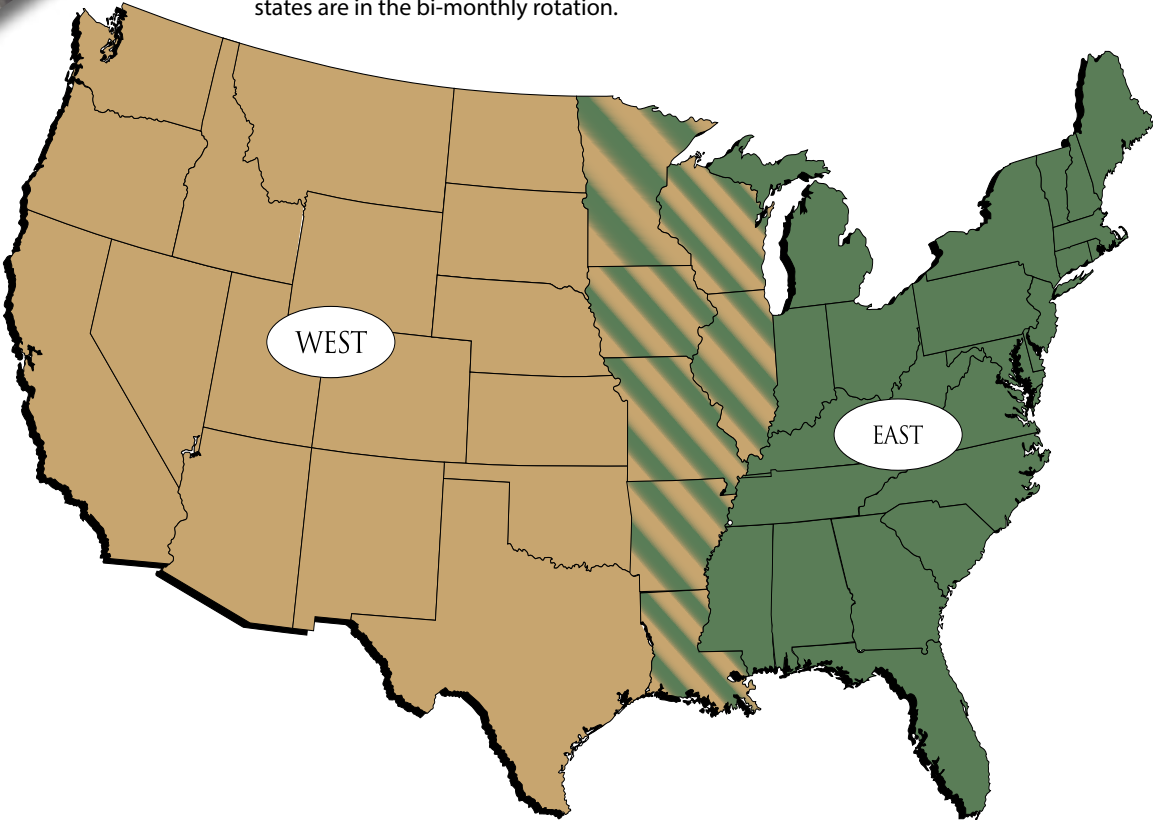
Printing and mailing a publication in a high volume is costly. In most cases, if you are being quoted an advertising rate that seems to good to be true, it usually is. You should think of the postal receipt as any other receipt for services or goods you purchase.

[What does a Postal Receipt look like?](#)



Regions (East & West states)

Circulation rotates every month. Map below illustrates which states are in the bi-monthly rotation.



Print Advertising Specs:

size dimensions = width x height (inches)

full page	10 x 12.3	back cover	10 x 10.3
1/2 vertical	4.8 x 12.3	full bleed	10.9 x 13.7
1/2 horizontal	10 x 6.1	junior page	6.5 x 9.2
1/4	4.8 x 6.1	2/3 page	6.5 x 12.3
1/8 vertical	3.2 x 4.5	1/3 page	3.2 x 12.3
1/8 horizontal	4.8 x 3.0		
1/6 vertical	3.2 x 6.1		
1/6 horizontal	6.5 x 3.0		
2x3	3.2 x 3.0		
business card	3.2 x 1.4		

Web Banners:

Homepage

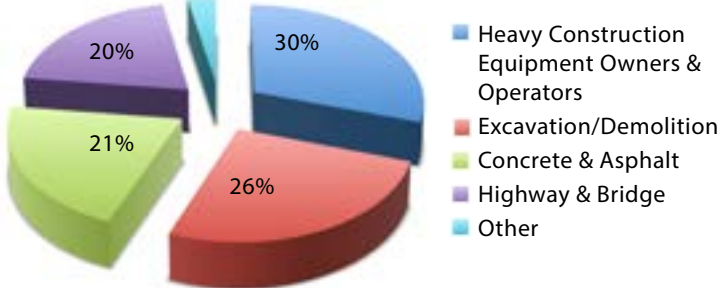
300x250 pixels

Secondary Page ...

180x150 pixels

(banners are static; single jpeg images only)

Demographics



Contract for Advertising

ISSUE AREA	AD COPY deadline	PRINT ad size placement	ONLINE ad size placement	COST
April 2016 (West)	3/3/16			
May 2016 (East)	3/31/16			
June 2016 (West)	4/28/16			
July 2016 (East)	6/2/16			
Aug. 2016 (West)	6/30/16			
Sept. 2016 (East)	7/28/16			
Oct. 2016 (West)	9/1/16			
Nov. 2016 (East)	9/29/16			
Dec. 2016 (West)	10/27/16			
Jan. 2017 (East)	12/1/16			
Feb. 2017 (West)	12/29/16			
March 2017 (East)	1/26/17			
April 2017 (West)	3/2/17			
May 2017 (East)	3/30/17			
June 2017 (West)	4/27/17			

NOTICE: All publications are mailed exactly 15 days after the ad copy deadline date shown above. **Postal receipts are posted online after mailing.**



_____ insertions at \$ _____ total

company name: _____

signature: _____

2016 advertising rates

Covers **1x**.....**3x** **6x**..... **12x**

front cover.....	3800361234223233
back cover.....	3556337932013024
inside front full.....	3253292726042277
inside back full.....	2948265423602064
inside front 1/2.....	1641147813141149
inside back 1/2.....	1489134011921042
inside front 1/4.....	881793705618
inside back 1/4.....	806727645564

Four Color Centers **1x**.....**3x** **6x**..... **12x**

2-page spread.....	3125281324992187
full.....	2246202117981572
2/3.....	1728159113831210
junior page.....	136512291092956
1/2.....	12261164982859
1/3.....	946853757663
1/4.....	695626556486
1/6.....	474423377330
2x3.....	250226201175

Black & White **1x**.....**3x** **6x**..... **12x**

Full.....	1861167514901303
2/3.....	1449130311591014
junior page.....	11991081961840
1/2.....	1019918815713
1/4.....	548491437383
1/6.....	395355316277
1/8.....	296266236209
2x3.....	180162144126
business card.....	147132117103

Co-Op Advertising

Dealer Listing.....135
 Dealer Name, location, phone number and web site

Postcard Insert 2920

Web Site Placement

(weekly rates)
 Homepage banner.....250
 Secondary page banner ...
200