Pave the way to success with advertising that gets results.

2017
ADVERTISING
INFORMATION

FIVE STAR
PUBLISHING, INC.

Advertising that **gets results** is an investment in your bottom line.

Overview

www.contractorsequipmentdirectory.com
FIVE STAR PUBLISHING, INC. 800-622-8836

The **Contractors Equipment Directory** is a regionalized trade magazine focusing on the business needs of concrete/asphalt, highway/bridge /heavy construction equipment and excavation and demolition contractors.

We take pride in helping our advertisers put together a plan that meets their needs. With two regions and a wide range of pricing options to choose from, your advertising is easily customizable. You don't have to pay for coverage you don't need. And with a circulation of 30,000-plus copies per edition rotating through our database of over 250,000 qualified buyers, you're sure to reach a wide audience.

You'll also get free digital coverage to compliment your print ad. We publish all of our print editions on our companion web sites. Your ad will have a direct link to your web site.

You'll get bonus coverage over and above mailed circulation and digital issues. Bonus circulation includes requests for store counter copies, show copies and extra mailed circulation.

Call us today at 800-622-8836 and let us help you tailor a plan that meets your needs.

Circulation versus readership

We stick to the actual numbers and quote circulation, rather than readership numbers. What's the difference between circulation numbers and readership numbers?

Simply put, circulation is the *actual number of copies directly mailed***.** Readership is based on a publishers estimate of how many people might potentially read a single copy of the publication. Readership is difficult to verify.

It's also important to know that all publications mailed via USPS are provided a postal receipt. You should think of the postal receipt as any other receipt for services or goods you purchase. Be sure to request a copy from any publication you are considering doing business with.

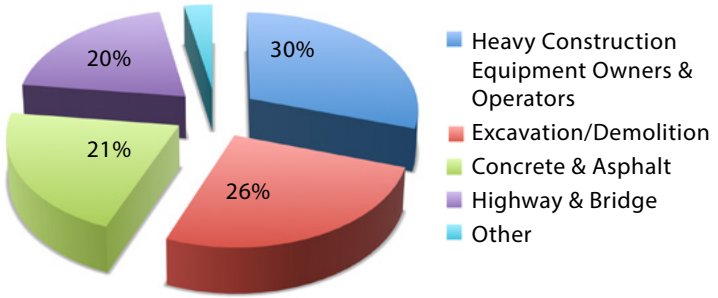
Comparing the cost of advertising

The best way to make an 'apples to apples' comparison on ad pricing is by breaking down the *actual cost per ad per magazine*. You can only make this comparison if you are provided with the postal receipt, so you can see the actual numbers to make the comparison.

Divide the cost of your ad by circulation to see your actual cost per piece. You will find we are very competively priced!

Demographics

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



We have a controlled mailing list of highly qualified recipients.

Our mailing list is compiled from these primary sources:

- periodic purchases of audited lists from high-quality vendors
- qualified sign-ups at trade shows
- subscription requests via call-in, snail-mail request and online signups

Our mailing list is constantly updated, ensuring deliverability.

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2017 Advertising Rates

Covers	1x	3x	6x	12x
front cover	3800	3612	3422	3233
back cover	3556	3379	3201	3024
inside front full	3253	2927	2604	2277
inside back full	2948	2654	2360	2064
inside front 1/2	1641	1478	1314	1149
inside back 1/2	1489	1340	1192	1042
inside front 1/4	881	793	705	618
inside back 1/4	806	727	645	564

Four Color Centers	1x	3x	6x	12x
2-page spread	3125	2813	2499	2187
full	2246	2021	1798	1572
2/3	1728	1591	1383	1210
junior page	1365	1229	1092	956
1/2	1226	1164	982	859
1/3	946	853	757	663
1/4	695	626	556	486
1/6	474	423	377	330
2x3	250	226	201	175

Black & White	1x	3x	6x	12x
Full	1861	1675	1490	1303
2/3	1449	1303	1159	1014
junior page	1199	1081	961	840
1/2	1019	918	815	713
1/4	548	491	437	383
1/6	395	355	316	277
1/8	296	266	236	209
2x3	180	162	144	126
business card	147	132	117	103

Co-Op Advertising Dealer Listing 135
(Dealer Name, location, phone number and web site)

Postcard Insert 2920
(ask your representative for copy specs)

Print Ad Specs

ad specs = W x H (inches)

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

size (WxH in pixels)..... 300x250

monthly rate..... 500

Regions, Deadlines, Mailing and Online Posting Dates

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We print and mail 30,000-plus* copies of each title of the **Contractors Equipment Directory**.

Our structured schedule guarantees the publication will be mailed out and posted on our web site on the dates in the schedule on this page.

The postal receipt for the corresponding publication will be available for download on the 'online' date. You can also call or email us to request an emailed or hard copy of the postal receipt.

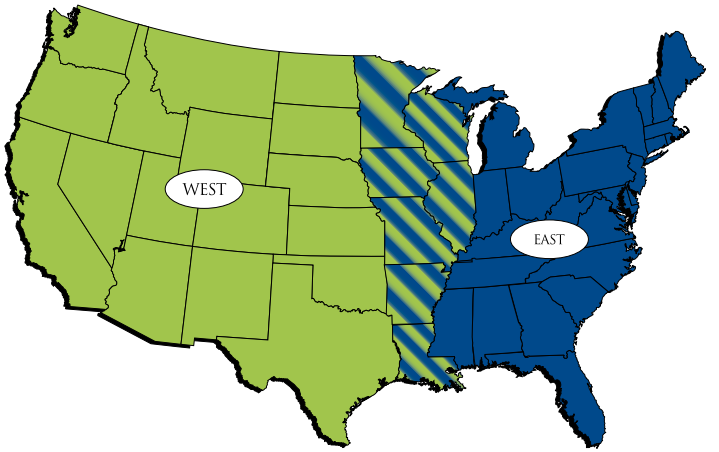
*We offer bonus circulation on select issues. Bonus circulation includes requests for store counter copies, show copies and extra mailed circulation.

REGIONAL BREAKDOWN
by states:

WEST

Arizona
Arkansas
California
Colorado
Idaho
Illinois
Iowa
Kansas
Louisiana
Minnesota
Missouri
Montana
Nebraska
Nevada
New Mexico
North Dakota
Oklahoma
Oregon
South Dakota
Texas
Utah
Washington
Wisconsin
Wyoming

EAST

Alabama
Arkansas
Connecticut
Delaware
Dist. Of Col.
Florida
Georgia
Illinois
Indiana
Iowa
Kentucky
Louisiana
Maine
Maryland
Mass.
Michigan
Minnesota
Mississippi
Missouri
New Hampshire
New Jersey
New York
North Carolina
Ohio
Pennsylvania
Rhode Island
South Carolina
Tennessee
Vermont
Virginia
West Virginia
Wisconsin

issue month	region	deadline	mail date	online
2017				
January	**EAST**	12-1-16	12-16-16	12-19-16
February	**WEST**	12-29-16	1-13-17	1-16-17
March	**EAST**	1-26-17	2-10-17	2-13-17
April	**WEST**	3-2-17	3-17-17	3-20-17
May	**EAST**	3-30-17	4-14-17	4-17-17
June	**WEST**	4-27-17	5-12-17	5-15-17
July	**EAST**	6-1-17	6-16-17	6-19-17
August	**WEST**	6-29-17	7-14-17	7-17-17
September	**EAST**	7-27-17	8-11-17	8-14-17
October	**WEST**	8-31-17	9-15-17	9-18-17
November	**EAST**	9-28-17	10-13-17	10-16-17
December	**WEST**	10-26-17	11-10-17	11-13-17
2018				
January	**EAST**	11-30-17	12-15-17	12-19-17
February	**WEST**	12-28-17	1-12-18	1-16-18
March	**EAST**	1-25-18	2-9-18	2-13-18