

The Complete Guide to the Dynamic Skid Steer and Compact Equipment Market

Compact Equipment™

2008
Media Kit

www.compactequip.com

Deadlines

Insertion Orders due on the 1st of the month prior to issue. Ad Materials due on the 15th of the month prior to issue.

January

Concrete Construction
Skid Steers
Engines
Concrete Attachments
Power Buggies
Truck Stop
Rental Center
World of Concrete Preview & Showcase
Bonus Distribution: NUCA Expo, Jan 16-19, Kauai, Hawaii
Bonus Distribution: World of Concrete, Jan. 22-25, Las Vegas

February

Trucks
Trailers and Trailer Accessories
Compact Excavators
Excavator Buckets and Thumbs
OEM Spotlight
Safety Focus
Trucks and Trailer Showcase
Bonus Distribution: ARA's The Rental Show, Feb. 11-14, Las Vegas
Bonus Distribution: National Farm Machinery Show, Feb 13-16, Louisville, Ky.
Bonus Distribution: Work Truck Show, Feb. 25-28, Atlanta

March

CONEXPO Preview and Highlights
Compact Track Loaders (also called Multi-Terrain Loaders and Rubber Track Loaders)
Lighting
Backhoe Attachments
Truck Stop
Rental Center
CONEXPO Showcase
Bonus Distribution: CONEXPO, March 11-15, Las Vegas

April

Hobby Farmers
Compact Tractors
Utility ATVs
Mower Attachments
Equipment Fluids (Oils, Grease, Hydraulics, etc.)
Truck Stop
Safety Focus
Spring Equipment Showcase

May

Grounds Maintenance & Turf
Truck Focus
Utility Vehicles (also called UTVs)
Tires & Tracks
Auger Attachments
Engines
Generators and Compressors
Rental Center
Grounds Maintenance & Turf Showcase

June

Landscaping & Tree Care
Compact Track Loaders (also called Multi-Terrain Loaders and Rubber Track Loaders)
Brush Chippers
Tree Care Attachments
Outdoor Power Equipment
Truck Stop
Safety Focus
Summer Equipment Showcase

June: Attachment Buyer's Guide

A comprehensive guide and listing to the compact equipment attachment industry. The compact tool carriers covered in the ABG include:

1. Skid Steers/Track Loaders
2. Compact Tractors
3. Compact Excavators
4. Compact Utility Loaders
5. Utility Vehicles

July

Residential Construction
Compact Utility Loaders (also called Mini Skid Steers and Mini Loaders)
Demolition
Breaker Attachments
Compact Telehandlers
Truck Stop
Rental Center
Residential Construction Showcase

August

Large Property Owner Focus
Compact Tractors
PTO Attachments
Utility Vehicles (also called UTVs)
Backhoe Loaders
Truck Stop
Safety Focus
Tractor PTO Attachment Showcase
Bonus Distribution: APWA (American Public Works Association) International Public Works Congress & Expo, August 17-20, New Orleans

September

Winter Applications
Snow Attachments
Skid Steers
Generators & Compressors
OEM Spotlight
Engines
Truck Stop
Rental Center
Winter Equipment Showcase

October

Utility Construction
Trenchers (Dedicated)
Trencher Attachments
Compact Directional Drills
Green Industry Focus
Truck Stop
Safety Focus
Utility Showcase
Bonus Distribution: OPEI's (Outdoor Power Equipment Institute's) and GIE (The Green Industry Expo) Landscape Show, Oct. 23-25, Louisville, Ky.

November

Municipal/Government
Truck Focus
Compact Utility Loaders (also called Mini Skid Steers and Mini Loaders)
Sweeper and Broom Attachments
Compact Wheel Loaders
Compact Graders
Rental Center
Municipal/Government Showcase

December

Products of the Years
Dealers/Distributors
Compact Excavators
Planer Attachments
Christmas Focus (Manufacturer Apparel and Toys)
Truck Stop
Safety Focus
Innovations Showcase

Compact Equipment



2008 Advertising Rates

2008 RATE SHEET (All Rates Are Gross)

Black and White Rates	1x	3x	6x	9x	12x
Spread	\$19,468.00	\$19,001.00	\$18,614.00	\$18,225.00	\$17,834.00
Full Page	\$10,421.00	\$10,251.00	\$10,057.00	\$9,797.00	\$9,591.00
2/3 Page	\$8,119.00	\$7,876.00	\$7,792.00	\$7,512.00	\$7,355.00
1/2 Page, Island	\$6,980.00	\$6,786.00	\$6,701.00	\$6,543.00	\$6,404.00
1/2 Page, Standard	\$5,937.00	\$6,887.00	\$5,696.00	\$5,574.00	\$5,453.00
1/3 Page	\$4,271.44	\$4,180.00	\$4,095.00	\$3,999.00	\$3,914.00
1/4 Page	\$3,229.00	\$2,344.00	\$2,235.00	\$2,180.00	\$2,139.00

Classified \$250 per column inch

Cover Rates (Rates Include 4-Color)

2nd Cover	\$13,791.00	\$13,503.00	\$13,232.00	\$12,953.00	\$12,681.00
3rd Cover (Inside Back)	\$13,303.00	\$13,036.00	\$12,769.00	\$12,502.00	\$12,235.00
4th Cover	\$14,833.00	\$14,539.00	\$14,244.00	\$13,943.00	\$13,649.00
Inside Front Cover Spread	\$22,256.00	\$21,811.00	\$21,366.00	\$20,915.00	\$20,476.00

Color Charges

(add to black and white rates)

Spread

\$3,740.00

4-Color

\$2,500.00

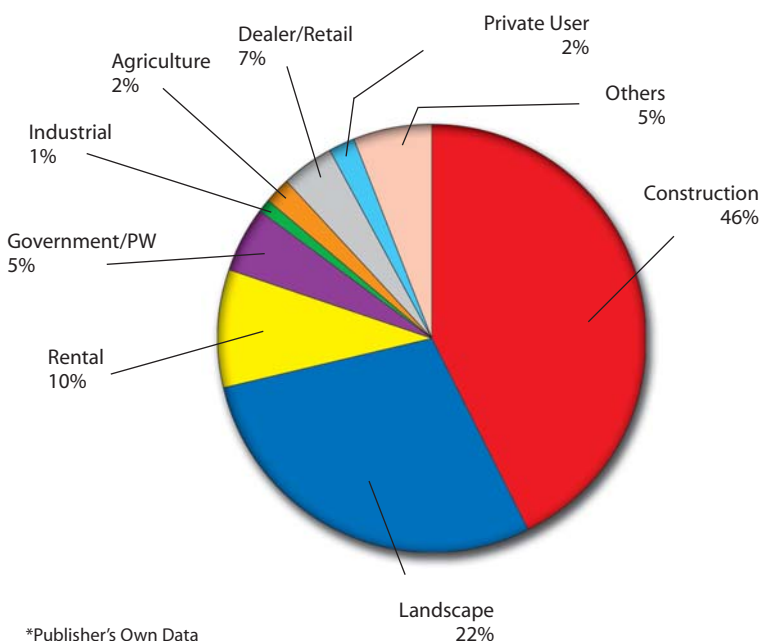
Additional Color

\$1,150.00

Equipment Connection is a low-cost advertising section located in the back of the magazine. See the accompanying attachment for rates and ad sizes.

2008 Circulation Report

Total Circulation: 75,006*



*Publisher's Own Data

Who reads Compact Equipment?

Respondents are:

Compact Equipment Owners.....	32%
Compact Equipment Operators.....	16%
Compact Equipment Owner/Operators.....	51%

Respondents will be purchasing compact equipment or attachments in the next:

6 Months.....	28%
1 Year.....	31%
1-2 Years.....	41%

Respondents job title:

Senior Management.....	71%
Middle Management.....	18%
Equip. Mgmt. & Staff.....	11%

2008 Online Opportunities

Banner Ads compactequip.com

Black and White Rates

Home Page Banner Ad

3 months	\$900 net
6 months	\$1,600 net
9 months	\$2,300 net
12 months	\$3,000 net

Secondary Page Banner Ad

3 months	\$450 net
6 months	\$800 net
9 months	\$1,200 net
12 months	\$1,500 net

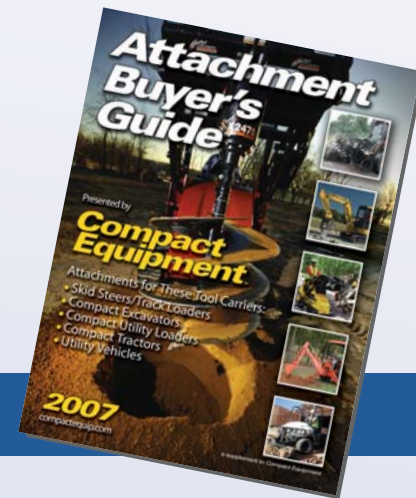
Online Attachment Buyers Guide compactequip.com

Averaging hundreds of searches for compact equipment and attachments each month, the Online Attachment Buyer's Guide is a powerful tool for reaching your prospects at a time when they're searching for your products.

Includes:

- Enhanced logo listing in your chosen product category
- Priority listing in your chosen product category
- Detailed 500 word product/company description
- E-mail and Web site hyperlinks
- 4-color business card in the December issue of *Compact Equipment*
- Banner ad on the Online Attachment Buyer's Guide rotation

Cost for 12 months — \$1,500 net



Classified Advertising

Find buyers for your used equipment, locate an industry professional for your job opening and post jobs to bid on the compactequip.com classified page. Classified ads include a direct e-mail link and Web site link.

- 1 Month** — \$90 net per 1,000 characters
— add a graphic or photo for \$10 net

Reserve your space for 6 months or longer and receive a **10% discount** per month.

Reserve your space for 12 months and receive a **15% discount** per month.

Capture Qualified Leads on the Net with the New Webinar Program from *compactequip.com*



Compact Equipment Webinars turn prospects into qualified leads, giving your sales team the information they need to close more sales.

Brand your company as an expert and leader with a one-hour seminar broadcast live on the Web. Participants will have real-time interaction with speakers/moderators throughout the event.

Webinar Sponsor Benefits:

Attendees are approved by sponsor prior to the event to ensure an audience of qualified prospects—not competitors.

- One ½ page 4-color ad in *Compact Equipment* promoting sponsor's Webinar. Ad will be placed in the issue one month prior to scheduled Webinar. The focus of the ad will be Webinar topic, date, time and sponsor.
- E-mail invitations to approximately 10,000 prospects. Invitation page links enrollees to sponsor's Web site.
- Five weeks prior to Webinar, banner advertisement will be placed on *compactequip.com*.
- Sponsor has the option to add up to 3 custom questions to enrollment form. The responses provide valuable information about the audience.
- To ensure an audience of qualified prospects, a weekly enrollment report is sent to sponsor for approval of attendees. Only attendees approved by sponsor will be able to view the live Webinar.
- 60 minute Webinar (recommended 45 minutes for presentation and 15 minutes for Q&A). Webinar can include video, real-time polling and/or surveying of audience, software demos and much more. A *Compact Equipment* editor will be on hand to moderate if needed.
- Following the event, sponsor will be provided with a final report including: list of all registrants that logged on to the Webinar, a list of all registrants that were absent, a list of all questions asked during event, answers to any polls or surveys given during the event.
- Recorded Webinar will appear on the *compactequip.com* site for one year following live event.

Educate. Market. Brand. Launch a New Product. Create Interest. Sponsors use *Compact Equipment* Webinars for all of these reasons but the No. 1 reason is to generate qualified leads.

Call or e-mail today for more information and to schedule your Webinar.

Pete McNeil

pmcneil@benjaminmedia.com

Phone: 330-467-7588

Advertising Materials

Compact Equipment is produced using computer-to-plate technology. When submitting an advertisement, the preferred method is a digital image that can be placed in a page layout program on a PC platform. Include a full-color proof with each advertisement. The image can be a .TIF or .EPS, CMYK, 300-dpi, full-size image. A high-resolution (press optimized) .PDF can also be provided.

Digital Files

Digital files that we can accept are PC based files created in:

- QuarkXPress 6.5 or lower
- Adobe PhotoShop CS3 or lower
- Adobe Illustrator CS3 or lower
- Adobe InDesign CS3 or lower

Files created on the Macintosh platform using the above programs *must* have fonts included and will be sent to our printer for file conversion* (press optimized Adobe Acrobat PDFs do not need to be converted).

Note: Files created in page layout or illustration software must be submitted with the fonts used in the creation of the ad. Ads created in Microsoft Publisher, Microsoft PowerPoint or Microsoft Word will not be accepted.

*Additional Ad Charges

There is a *minimum* additional charge for the following:

- Mac File Converted to IBM..... \$55
- Ad Creation/Modification \$75/hr

Inserts

Furnished inserts ready for binding earn black and white space rates for the first four pages; additional pages are billed at 50% of earned black and white space rates. For those cases requiring back-up, the rate will be quoted separately.

Tip-in charges per insert, per thousand is \$50.

All inserts should be shipped directly to our printing facility:

Publishers Press, Inc.
Attn: Compact Equipment
100 Frank E. Simon Ave.,
Shepherdsville, KY 40165 USA

Special Positions

Guaranteed only with a 10% extra charge added to space rate.

Short Rates

Advertisers will be short-rated if within a 12-month period from the date of the first insertion, they do not use the amount of space that their billing was based.

Agency Commissions

15% of gross billing is allowed to recognized agencies on space, color, special positions and inserts.

Shipping Instructions

Please send all advertising materials to

Compact Equipment

Attn: Advertising

1770 Main St., PO Box 190

Peninsula, OH 44264 USA

Ph: 330-467-7588 Fax: 330-468-2289

Ad Sizes

Full Page Trim Size: 8-1/8" x 10-7/8" (206 mm x 276 mm)

Gatefold Cover: 16-1/4" x 10-7/8" (413 mm x 276 mm)

Spread: 16-1/4" x 10-7/8" (413 mm x 276 mm)

Bleed Specs

Single Page: 8-1/4" x 11-1/8" (210 mm x 282 mm)

Spread: 16-1/2" x 11-1/8" (419 mm x 282 mm)

Allow minimum 1/4" (6 mm) in from trim edge for live matter.

Non-Payment

In the event of non-payment, publisher reserves the right to hold the advertiser and/or its advertising agency individually and/or jointly liable.

Compact Equipment Equipment Connection

This special advertising section of *Compact Equipment* follows a different rate structure and uses ad size specifications other than those stated in this media kit. See the accompanying insert sheet or call one of our sales representatives for more information.

