

CRANES & LIFTING - CONCRETE & PAVING - EARTHMOVING & EXCAVATION - MINING & TUNNELING - TRUCKS & HAULING

# EQUIPMENT AND CONTRACTING

HEAVY EQUIPMENT FOR HEAVY JOBS™ VOLUME 4, ISSUE 7 / PUBLISHED 3 TIMES A YEAR

## A COMPLETE GUIDE TO BUILDING THE PERFECT WORK TRUCK

PLUS

- WHY YOU SHOULD INVEST IN A SCREENING BUCKET
- BUYER'S GUIDE: MOBILE CRANES
- GOOD STEER FORESTRY PULCHER PADS
- AND MORE

CRANES & LIFTING - CONCRETE & PAVING - EARTHMOVING & EXCAVATION - MINING & TUNNELING - TRUCKS & HAULING

# EQUIPMENT AND CONTRACTING

HEAVY EQUIPMENT FOR HEAVY JOBS™ VOLUME 4, ISSUE 7 / PUBLISHED 3 TIMES A YEAR

## ERECTING A TOWER CRANE MADE SIMPLE

PRE-INSTALLATION, CRANE SELECTION, THE 5 KEY STEPS, AND TRAINING

PLUS

- TRACERS VS. EXCAVATORS
- INTERVIEW WITH DE BRUNING'S HEAVY HAUL
- DIFFERENT TYPES OF HAULING EQUIPMENT
- AND MORE

CRANES & LIFTING - CONCRETE & PAVING - EARTHMOVING & EXCAVATION - MINING & TUNNELING - TRUCKS & HAULING

# EQUIPMENT AND CONTRACTING

HEAVY EQUIPMENT FOR HEAVY JOBS™ VOLUME 4, ISSUE 7 / PUBLISHED 3 TIMES A YEAR

## TYPES OF HOT-MIX ASPHALT PLANTS

AN EXCLUSIVE GUIDE FROM ADM (ASPHALT DRUM MIXERS)

PLUS

- COMPARING SKID STEERS AND TRACK LOADERS
- HIRING AN ASPHALT SEALCOATING CONTRACTOR
- DIFFERENT TYPES OF TRAILERS
- AND MORE

CRANES & LIFTING - CONCRETE & PAVING - EARTHMOVING & EXCAVATION - MINING & TUNNELING - TRUCKS & HAULING

# EQUIPMENT AND CONTRACTING

HEAVY EQUIPMENT FOR HEAVY JOBS™ VOLUME 4, ISSUE 7 / PUBLISHED 3 TIMES A YEAR

## HEAVY HAULING PITFALLS AND TIPS

OVER SIZE LOAD

PLUS

- TUNNELING CONSTRUCTION
- RIGGING AND OPERATOR QUALIFICATIONS
- CONCRETE MIXING AND POURING METHODS
- AND MORE

CRANES & LIFTING - CONCRETE & PAVING - EARTHMOVING & EXCAVATION - MINING & TUNNELING - TRUCKS & HAULING

# EQUIPMENT AND CONTRACTING

HEAVY EQUIPMENT FOR HEAVY JOBS™ VOLUME 4, ISSUE 7 / PUBLISHED 3 TIMES A YEAR

## METHODS TO PROPERLY REMOVE CONCRETE

REMOVAL METHODS, PATCHING, PRESSURE BURSTING, SAFETY AND MORE

PLUS

- BID ON PROJECTS LIKE A PRO
- CONVERT A PICKUP TRUCK INTO A BUMP TRUCK
- IMPROVE ASPHALT PRODUCTION SCHEDULING
- AND MORE

# EQUIPMENT AND CONTRACTING

HEAVY EQUIPMENT FOR HEAVY JOBS™

## 2024 MEDIA KIT

CRANES & LIFTING - CONCRETE & PAVING - EARTHMOVING & EXCAVATION - MINING & TUNNELING - TRUCKS & HAULING

# EQUIPMENT AND CONTRACTING

HEAVY EQUIPMENT FOR HEAVY JOBS™ VOLUME 4, ISSUE 7 / PUBLISHED 3 TIMES A YEAR

## WINCHES VS HOISTS

APPLICATIONS, TYPES, SAFETY TIPS, AND MORE

PLUS

- HISTORIC POWER CRANE RETURNING TO USHER
- CREATE A BUSINESS PLAN FOR YOUR CONSTRUCTION STARTUP
- SEALCOATING AT NIGHT
- AND MORE

CRANES & LIFTING - CONCRETE & PAVING - EARTHMOVING & EXCAVATION - MINING & TUNNELING - TRUCKS & HAULING

# EQUIPMENT AND CONTRACTING

HEAVY EQUIPMENT FOR HEAVY JOBS™ VOLUME 4, ISSUE 7 / PUBLISHED 3 TIMES A YEAR

## RECESSION-PROOF YOUR CONSTRUCTION BUSINESS

INCLUDING 25 TIPS TO IMPLEMENT NOW

PLUS

- HOW TO OPERATE A SKID STEER
- CONCRETE FORM CONSTRUCTION FOR DUMPS... AND PADS
- HEAVY HAUL PADS
- AND MORE

CRANES & LIFTING - CONCRETE & PAVING - EARTHMOVING & EXCAVATION - LANDSCAPING - TRUCKS & HAULING

# EQUIPMENT AND CONTRACTING

HEAVY EQUIPMENT FOR HEAVY JOBS™ VOLUME 4, ISSUE 7 / PUBLISHED 3 TIMES A YEAR

## LANDSCAPING

A MAJOR CONTENDER IN THE CONSTRUCTION INDUSTRY

PLUS

- SPACING THE RIGHT PAVING TRAILER
- CRANES VS EXCAVATORS ON A DEMOLITION JOBSITE
- PROPERLY AND SAFELY OPERATING CRANES
- AND MORE

CRANES & LIFTING - CONCRETE & PAVING - EARTHMOVING & EXCAVATION - LANDSCAPING - TRUCKS & HAULING

# EQUIPMENT AND CONTRACTING

HEAVY EQUIPMENT FOR HEAVY JOBS™ VOLUME 4, ISSUE 7 / PUBLISHED 3 TIMES A YEAR

## UNDERCARRIAGES

BASICS, MAINTENANCE, AND CARE

PLUS

- CRANE INSPECTION QUICK GUIDE
- MAKE MONEY AS A BUMP TRUCK DRIVER
- THE RIGHT POWER FOR YOUR LANDSCAPING BUSINESS
- AND MORE

CRANES & LIFTING - CONCRETE & PAVING - EARTHMOVING & EXCAVATION - LANDSCAPING - TRUCKS & HAULING

# EQUIPMENT AND CONTRACTING

HEAVY EQUIPMENT FOR HEAVY JOBS™ VOLUME 4, ISSUE 7 / PUBLISHED 3 TIMES A YEAR

## HOW TO HANDLE AN OSHA INSPECTION

A COMPLETE GUIDE FOR CONTRACTORS

PLUS

- RULES TO FOLLOW FOR USING SHACKLES
- BEST CONCRETE SAYS FOR EVERY JOB
- BEST WAYS TO MAKE MONEY WITH A PICKUP TRUCK
- AND MORE

CRANES & LIFTING - CONCRETE & PAVING - EARTHMOVING & EXCAVATION - LANDSCAPING - TRUCKS & HAULING

# EQUIPMENT AND CONTRACTING

HEAVY EQUIPMENT FOR HEAVY JOBS™ VOLUME 4, ISSUE 7 / PUBLISHED 3 TIMES A YEAR

## MEET THE MASSIVE A-800DBR

A REMOTE-CONTROLLED HYDRAULIC BIN

PLUS

- CONSTRUCTION FRAUD AND SCAMS
- STEEL VS. RUBBER EXCAVATOR TRACKS
- HOW TO START A LUBRICATIVE CAREER IN TRUCKING
- AND MORE

CRANES & LIFTING - CONCRETE & PAVING - EARTHMOVING & EXCAVATION - LANDSCAPING - TRUCKS & HAULING

# EQUIPMENT AND CONTRACTING

HEAVY EQUIPMENT FOR HEAVY JOBS™ VOLUME 4, ISSUE 7 / PUBLISHED 3 TIMES A YEAR

## EVERYTHING YOU'RE GETTING WRONG ABOUT LUBRICANTS, OILS, AND GREASES

PLUS

- MAKING MONEY WITH CRUMBLED CONCRETE
- GUIDE TO CONSTRUCTION SITE GRADING
- BENEFITS OF PRODUCING YOUR OWN ASPHALT
- AND MORE

CRANES & LIFTING - CONCRETE & PAVING - EARTHMOVING & EXCAVATION - LANDSCAPING - TRUCKS & HAULING

# EQUIPMENT AND CONTRACTING

HEAVY EQUIPMENT FOR HEAVY JOBS™ VOLUME 4, ISSUE 7 / PUBLISHED 3 TIMES A YEAR

## HOW TO BID ON CONSTRUCTION PROJECTS LIKE A PRO

20 CRUCIAL TIPS FOR WINNING MORE PROJECTS

PLUS

- CONCRETE PUMP TUTORIAL 101
- BUYER'S GUIDE: SERVICE TRUCKS
- HOW TO UTILIZE OUTRIGGER PADS PROPERLY
- AND MORE

CRANES & LIFTING - CONCRETE & PAVING - EARTHMOVING & EXCAVATION - LANDSCAPING - TRUCKS & HAULING

# EQUIPMENT AND CONTRACTING

HEAVY EQUIPMENT FOR HEAVY JOBS™ VOLUME 4, ISSUE 7 / PUBLISHED 3 TIMES A YEAR

## BUYING AND SELLING EQUIPMENT AT AUCTIONS

A COMPLETE GUIDE

PLUS

- SLING TYPES AND PROPER USAGE
- BUYER'S GUIDE: CONCRETE PUMPS
- DIFFERENCES BETWEEN CDS AND NON-CDS
- AND MORE

FROM THE CREATORS OF *PILE BUCK*, THE LEADING DEEP FOUNDATIONS  
AND MARINE CONSTRUCTION MAGAZINE SINCE 1984.

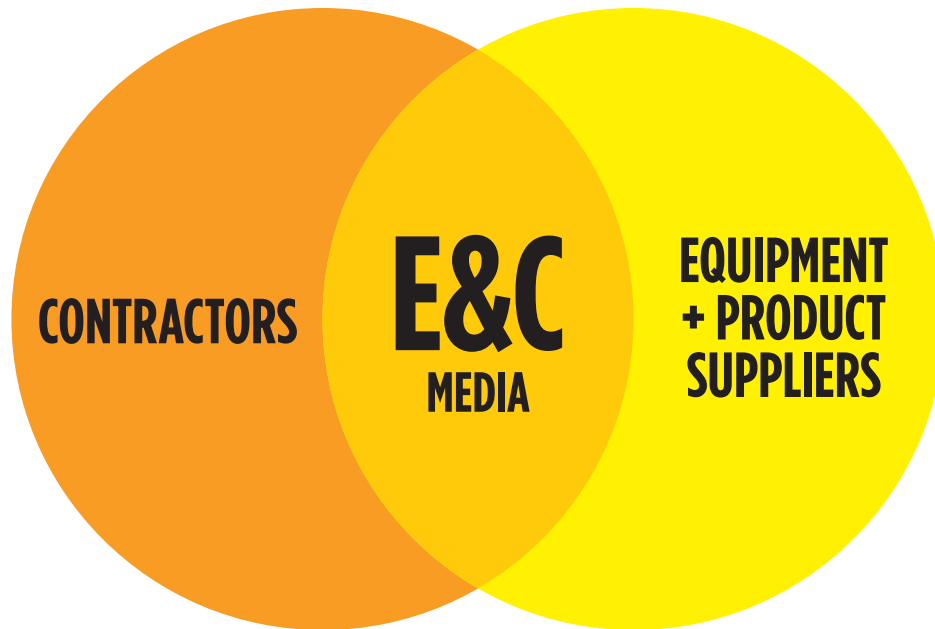
# EQUIPMENT & CONTRACTING MEDIA

## THE CONTRACTOR'S MOST RELIABLE SOURCE FOR HEAVY EQUIPMENT INFORMATION AND CONSTRUCTION METHODS.

DO YOU PROVIDE EQUIPMENT, MATERIALS, OR PRODUCTS TO THE FOLLOWING INDUSTRIES?



- CRANES & LIFTING
- CONCRETE & PAVING
- EARTHMOVING & EXCAVATION
- TRUCKS & HAULING
- LAWN CARE & LANDSCAPING



## WHO ARE WE?

Since 1984, we've helmed the leading deep foundations and marine construction magazine, *Pile Buck*. Since the beginning of 2019, we've generated the same success with *E&C* in various other industries that interest us well – concrete, cranes, earthmoving, etc.

## WHY ADVERTISE WITH E&C?

Among other reasons, we can't emphasize *content* enough.

We encourage you to compare our content with content from other publications and media companies. Each issue of *E&C* is composed of evergreen content, written exclusively for *E&C*. Our readers expect original how-to articles, safety guides, and equipment tips—not a magazine filled entirely with industry news and advertorials.

Overall, we believe that no competing publication can match the level of effort we put in for each client. From tailoring magazine articles to a client's specific focus to cooperating with new trade shows to expand a client's reach, we have 37 years of experience bridging the gap between each client and the right buyer.

## WHAT ELSE ABOUT THE DISTRIBUTION?

Published every two months and distributed internationally to contractors, engineers, government

agencies, etc., *E&C* is sent free-of-charge to our email list of 50,000+ hand-picked industry professionals.

## WHAT ABOUT THE FORMAT?

Whether it is an in-depth guide to selecting the right concrete pump or a photo edition cover story – showcasing our favorite client photos – each article is developed in its own unique way to both educate and entertain the reader.

Issues may focus on any of the following – construction methods, safety tips, instructional videos, how-to guides, legal advice, photos, and more.

Each issue contains at least one article pertaining to each – cranes & lifting, earthmoving & excavation, concrete, highway & paving, trucks & hauling, and landscaping.

Furthermore, your ad will always be placed with the appropriate content. For example, a client advertising crane attachments could expect their ad to be placed with "How to Use Slings For Hoisting & Rigging."

## DO YOU OFFER ANY DEALS?

Yes, please email [alex@equipmentandcontracting.com](mailto:alex@equipmentandcontracting.com) to learn more. We offer packages that include magazine ads, email ads, social media promotion, content marketing, and even photo/video services.

# OUR SERVICES

We love what we do. We're great at what we do. *We produce results – long-lasting results.* Specializing in heavy equipment and other related products, we're capable of handling just about any marketing service you need – from social media to blogging. We've worked with several clients for 35+ years and pride ourselves on maintaining sincere relationships that last years – not months. With so much competition, marketing is challenging – we understand – Which is why it's so important to devise a strategy that is both affordable and efficient. We're ready when you are – Just give us a call or email.

MAGAZINE ADVERTISING • EMAIL ADVERTISING • BLOGGING & EDITORIAL • SOCIAL MEDIA PROMOTION  
RETARGETING ADS • GRAPHIC DESIGN • PHOTO/VIDEO SERVICES • FLYER MAILING



## MAGAZINE ADVERTISING

Place a double, full, half, or quarter page ad in the bi-monthly *Equipment & Contracting* magazine.



## BLOGGING & EDITORIAL

Articles are published in the magazine and blog, which are also linked in social media and at least one email newsletter. Need an article written? Just let us know.

**Ransome Attachments Offers**  
Cobra Screening, Crushing, Padding Bucket  
[Read more](#)

**Trenching and Excavation Safety**  
Two workers are killed every month from trench...  
[Read more](#)

**11 Safety Tips for Mining & Tunneling**  
Proper documentation of safety procedures...  
[Read more](#)

### Featured Business

**WHY CHOOSE PIERTECH?**

- Save up to 50% in Labor Costs
- Excellent Customer Service
- Free Training & Certification
- Quick Delivery
- Extensive Inventory
- Engineering Support

**INSTALLATION EQUIPMENT**

- Drive Heads
- Augers
- Excavator Mounts
- Drive Tools
- Monitoring Systems
- Skid Steer Attachments

**PATENTED CROSS LOCK CONNECTION**

- Connects in Seconds
- Zero Hole Deformation
- Easy to Install
- Patented & ICC Certified

**Contact us now!**  
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### Featured Used Equipment

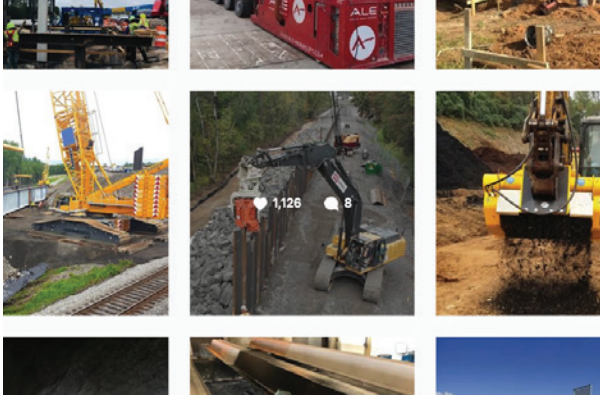
2005 Cat 420D Backhoe

2 American 100c Crawler Cranes

Gomaco GT 3600 Paver

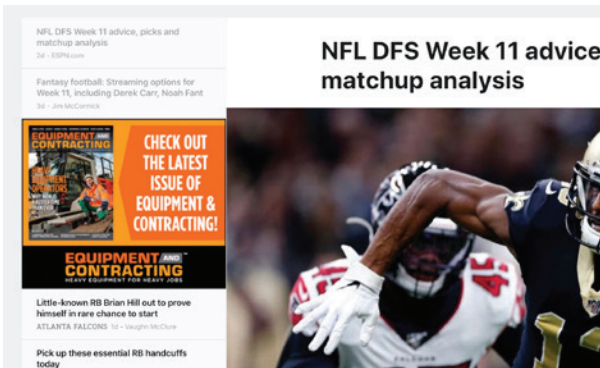
## EMAIL ADVERTISING

Want to utilize email marketing? Place an ad in one of E&C's newsletters, which are distributed to 70,000+ recipients.



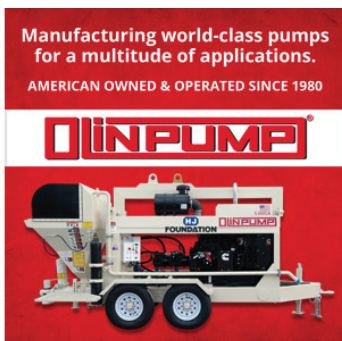
## SOCIAL MEDIA PROMOTION

Not getting enough social media engagement? We can promote your photos and videos across all of our social media platforms? We can even manage your social media, if necessary.



## RETARGETING ADS

Is your website traffic converting as much as it should be? Be certain with our retargeting services – potential clients that visit your site will see your ad across major websites throughout the web.



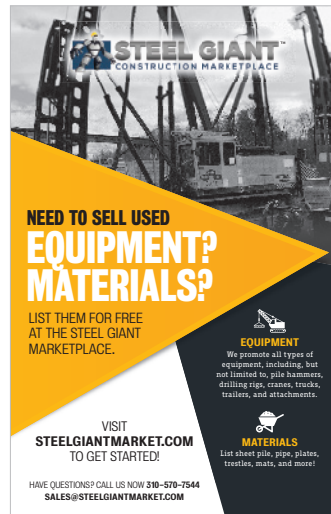
## GRAPHIC DESIGN

From print to digital, we offer a complete range of graphic design options.



## PHOTO/VIDEO SERVICES

No matter where you are located, we can get a photographer and/or videographer on the jobsite whenever you're ready.



## FLYER MAILING

Never underestimate the power of print! Send a customized flyer to our list of 10,000+ hand-picked industry professionals.

# WHY CHOOSE E&C OVER OTHER MEDIA COMPANIES AND PUBLICATIONS?

## EVERGREEN CONTENT

Evergreen content is quality material that is relevant now and will continue to be relevant for years to come. *E&C* focuses on construction guides, tips, and procedures, *not* industry news and event photos. Contractors understand that *E&C* is a valuable resource that has earned its place around the office.



**CRANES & LIFTING**

**28** SELECTING THE RIGHT CRANES & WEIGHT-HANDLING EQUIPMENT FOR THE JOB  
Height Limitations, Capacity/Reach, Transfer Speed, and More

**EARTHMOVING & EXCAVATION**

**44** STRATEGIES AND TECHNIQUES FOR EXCAVATION  
Including the Various Types

**CONCRETE**

**58** ESSENTIAL PROPERTIES OF CONCRETE: PART I  
Problems, Setting the Concrete, Early Age Grading, and More

**HIGHWAY & PAVING**

**68** THE BASICS OF CONCRETE PAVEMENT DESIGN  
Types, Site Factors, and Procedures

**TRUCKING & TRANSPORTATION**

**78** TRANSPORTING AND STORING EQUIPMENT  
For Cranes, Engines, Pumps, and More

**MINING**

**94** DRILLING TECHNIQUES FOR MINING EXPLORATION  
Rotary Air Blasting, Reverse Circulation Drilling, Diamond Core Drilling

## REACH MULTIPLE INDUSTRIES

*E&C* is sent to the top decision makers at the busiest contracting companies. These contractors aren't in need of just a single piece of equipment so why limit yourself to a single audience? These contractors need cranes, excavators, dozers, pumps, etc. so choose the magazine that covers them all.

## MASSIVE AMOUNTS OF CONTENT

We are a content machine, publishing original, exclusive blog and video content on a weekly basis. This content is not only quality and appealing, but it contains the exact same keywords you and your marketing team are targeting. Don't hesitate to discuss this with us in further detail.

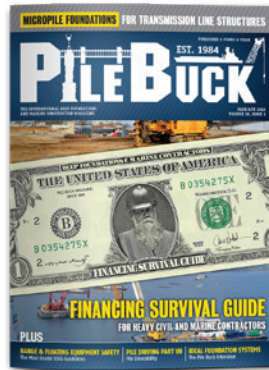


# ARE YOU FAMILIAR WITH OUR FLAGSHIP PUBLICATION?

# PILEBUCK

ESTABLISHED 1984

THE PREMIERE DEEP FOUNDATIONS AND MARINE CONSTRUCTION MAGAZINE.



## WHAT OUR CLIENTS HAVE TO SAY ABOUT EQUIPMENT & CONTRACTING...

“*Equipment & Contracting* made a grand entrance at a time when many established heavy construction magazines were struggling to stay relevant in the face of drastically changing media consumption habits. It's positioned to thrive for many years to come because of its unique content, strong balance between print and digital, and eye-popping layout.”

~ FRALEY CONSTRUCTION MARKETING

“When it comes to cranes, lifting, and heavy-hauling, *E&C* is surely becoming one of the premier sources on the internet for valuable and trusted information. In addition, their guides in the bi-monthly magazine are becoming a favorite around the office.”

~ BEYEL BROS CRANE

“With an excellent understanding of attachments and their role with equipment, *E&C* is providing invaluable print and digital content to contractors, which is crucial in a time when the industry is oversaturated with information.”

~ RANSOME ATTACHMENTS

“*Equipment & Contracting Magazine* has quickly become one of our go-to destinations for cutting-edge industry news, equipment information, general construction tips, and more. Working with them to advertise our services was a no-brainer, given their professional appearance and high-quality content creation.”

~ SKID STEER SOLUTIONS

“Between their website and magazine, *E&C* has become one of our favorite sources for concrete and paving information, particularly the guides and tips published each issue. We advertise our grout pumps and mixing equipment and are excited to see what the future holds for *E&C*!”

~ CHEMGROUT

“*E&C* is an excellent source for concrete, earthmoving, excavation, and more, which is why we advertise our concrete sawing and demolition equipment. We can't say enough good things about the magazine and, especially, the digital marketing strategy that Alex and the team employ.”

~ AGGREGATE TECHNOLOGIES

“We have provided services in the heavy lifting and transportation industry for over 70 years and consider *Equipment & Contracting* one of the premiere information sources for cranes, transportation, and other heavy equipment.”

~ LAMPSON CRANE

“*Equipment & Contracting* has become one of our favorite publications and digital resources for selling our equipment and attachments. In fact, we're not just an advertiser – but a fan and regular reader of both the magazine and blog.”

~ T-QUIP SALES & RENTALS

“After advertising with *Pile Buck* for a number of years, we now advertise in *E&C* and will continue to for years to come. We can't say enough good things about the quality of the magazine, as well as the professionalism and efficiency of Alex and the rest of his staff.”

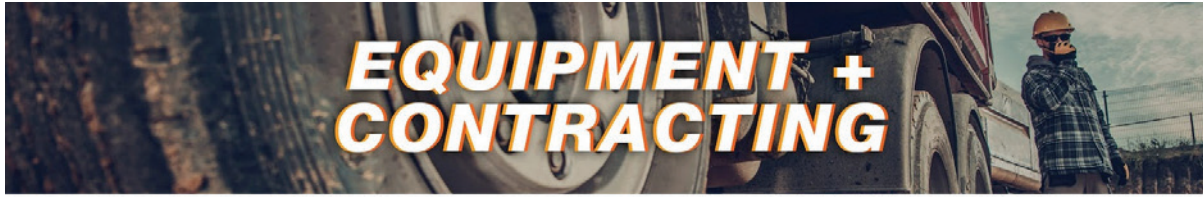
~ OLIN PUMP

“As a consulting company in the deep foundations industry, with over 25 years of experience, we not only advertise in both *Pile Buck* and *E&C*, but we are regular readers of both publications as well. Keep up the great work!”

~ CFA CONSULTING LTD.



## E&C YOUTUBE CHANNEL



Equipment & Contracting

@EQUIPMENTandCONTRACTING 739 subscribers 133 videos

Expert tips and guides for contractors and heavy equipment owners. >

[equipmentandcontracting.com](http://equipmentandcontracting.com) and 4 more links

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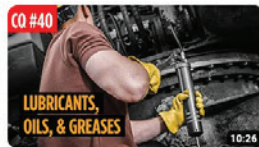
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How a Handyman Built His Own 150+ Acre Off-the-Grid Property | Steel & Dirt Podcast...  
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# MAGAZINE ADVERTISING RATES AND MECHANICS

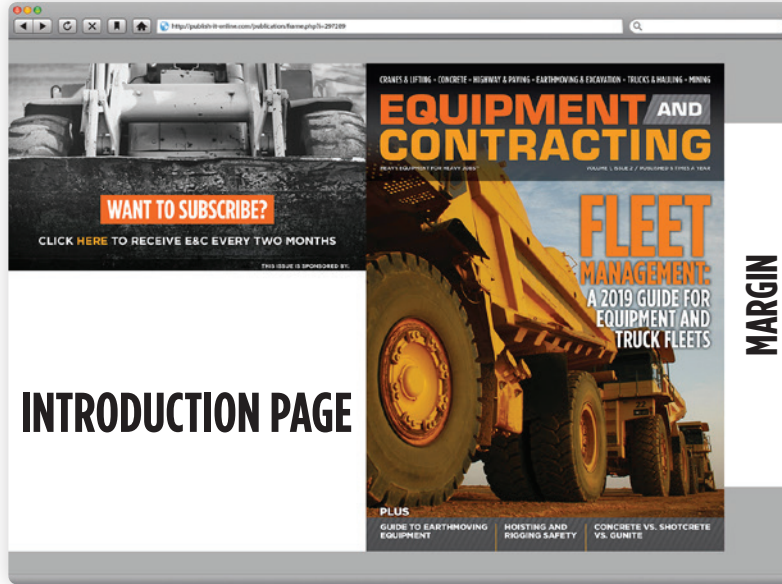
## DISPLAY ADVERTISING

Trim Size: 8" W x 10.875" H  
Live Area: 7.5" W x 10.375" H

UNIT	DIMENSIONS	PER ISSUE
1/8 Page	3.5" W x 2.25" H <i>no bleed</i>	\$262
1/4 Page	3.5" W x 4.75" H <i>no bleed</i>	\$495
1/2 Page	6.875" W x 4.75" H <i>no bleed</i>	\$811
Full Page	8" W x 10.875" H <i>.125" bleed all 4 sides</i>	\$1,274
Double Page	16" W x 10.875" H <i>.125" bleed all 4 sides</i>	\$1,950
PREMIUM UNITS		
Inside Front Cover Double Page	16" W x 10.875" H <i>.125" bleed all 4 sides</i>	\$2,080
Inside Back Cover	8" W x 10.875" H <i>.125" bleed all 4 sides</i>	\$1,469
Back Cover	8" W x 10.875" H <i>.125" bleed all 4 sides</i>	\$1,586
Center Spread	16" W x 10.875" H <i>.125" bleed all 4 sides</i>	\$2,745

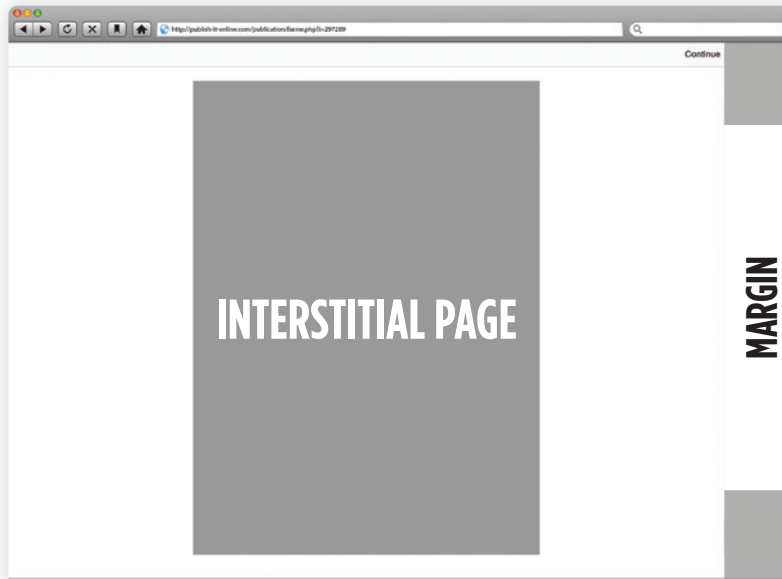


# ADDITIONAL ADVERTISING RATES AND MECHANICS



**INTRODUCTION PAGE**

UNIT	DIMENSIONS	PER ISSUE
Introduction Page	8" W x 6.25" H .125" bleed all 4 sides	\$845
Margin	120px W x 600px H	\$978
Interstitial Page <i>(Appears at Cover Story. Slides up in front of the reader.)</i>	(Full Page) 8" W x 10.875" H .125" bleed all 4 sides	\$780



**INTERSTITIAL PAGE**

**MARGIN**

# E&C TOTAL ENGAGEMENT PACKAGES

**LOOKING FOR A MORE EFFECTIVE DIGITAL MARKETING STRATEGY? WE HAVE THE EXPERIENCE AND RESOURCES TO MAKE YOUR BRAND REACH ITS FULL POTENTIAL.**

Working side-by-side with my team, I personally manage each client and encourage each to call or email me at any time and as often as necessary with any questions or inquiries.

Alex Smoot



Managing Editor - Equipment & Contracting  
alex@equipmentandcontracting.com

## ANNUAL PACKAGES

### BRONZE \$3,600/year



- 1/4 page ad in all 6 issues of E&C
- Weekly social media promotion
- Linked press releases in email newsletters
- Complimentary graphic design

### SILVER \$6,444/year



- 1/2 page ad in all 6 issues of E&C
- 1 email ad
- 1 press release in magazine
- Weekly social media promotion
- Linked press releases in email newsletters
- Complimentary graphic design

### GOLD \$7,800/year



- Full page ad in all 6 issues of E&C
- 3 email ads
- 2 press releases in magazine
- Weekly social media promotion
- Linked press releases in email newsletters
- Complimentary graphic design
- Forwarding of incoming leads
- Marketing consulting

### PLATINUM \$12,000/year



- Double page ad (or 2 full pages) in all 6 issues of E&C
- 6 email ads
- 3 press releases in magazine
- Weekly social media promotion
- Linked press releases in email newsletters
- Backlinking within our blog articles
- Complimentary graphic design
- Exclusive sponsored article in magazine
- YouTube video sponsorship
- Equipment Spotlight in magazine
- Forwarding of incoming leads
- Marketing consulting

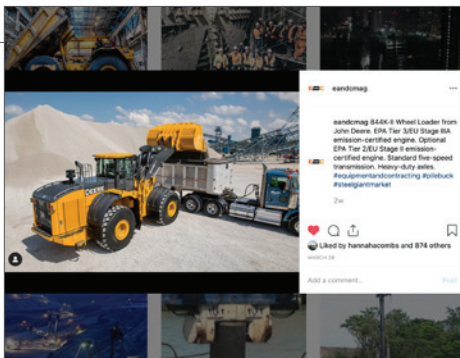
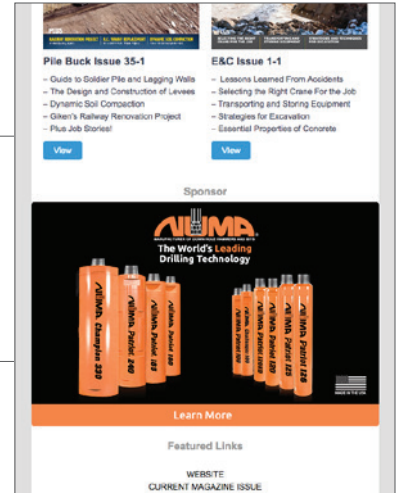


## MAGAZINE ADS

Various sizes available including double, full, 1/2, and 1/4 pages.

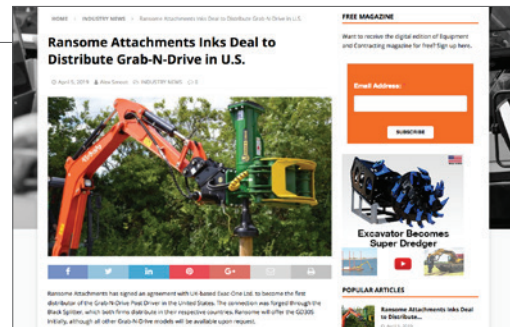
## EMAIL NEWSLETTER ADS

A 590 x 380 ad sent to our list of 70,000+ opted-in contacts.



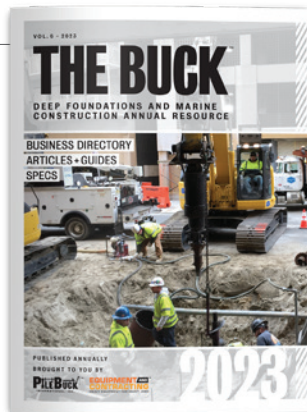
## SOCIAL MEDIA PROMOTION

Photo and/or video posts on a weekly basis to Instagram, Facebook, Twitter, and LinkedIn.



## BLOG PROMOTION

Note that each blog post is promoted across all social media platforms and is linked in at least one email newsletter as well.

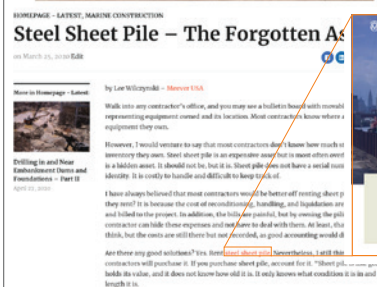


## THE BUCK

The annual deep foundations and marine construction resource that contains a directory, articles, specs, and more.

## BACKLINKING

Backlinks are essentially votes from other websites – each telling search engines: "This content is valuable, credible and useful."



## WEB ADS

The E&C website offers ad placement with specific sectors of the industry.



## 2024 MAGAZINE ADVERTISING RATES

Select	DISPLAY ADS	PER ISSUE
<input type="radio"/>	1/8 Page	\$262
<input type="radio"/>	1/4 Page	\$495
<input type="radio"/>	1/2 Page	\$811
<input type="radio"/>	Full Page	\$1,274
<input type="radio"/>	Double Page	\$1,950

Select	PREMIUM DISPLAY ADS	PER ISSUE
<input type="radio"/>	Inside Front Cover Double Page	\$2,080
<input type="radio"/>	Inside Back Cover	\$1,469
<input type="radio"/>	Back Cover	\$1,586
<input type="radio"/>	Center Spread	\$2,745

Select	BONUS ADS	PER ISSUE
<input type="radio"/>	Introduction Page	\$845
<input type="radio"/>	Margin	\$978
<input type="radio"/>	Interstitial Page	\$780

## 2024 E&C E-NEWSLETTER RATES

Select	UNIT	PER EMAIL
<input type="radio"/>	Email Newsletter Ad	\$900

## VOLUME 6 (2024), ISSUE:

1: Feb.  2: Apr.  3: Jun.  4: Aug.  5: Oct.  6: Dec.

NET ADVERTISING: \$ \_\_\_\_\_

X \_\_\_\_\_ (NUMBER OF ISSUES)

ADVERTISING TOTAL: \$ \_\_\_\_\_

INVOICE:  Each issue  Pre-pay

Unless otherwise specified, the pre-pay discount is not available when a discount is already in place.

## ANNUAL PACKAGES

Select	BRONZE	\$3,600/YEAR	Select	SILVER	\$6,444/YEAR	Select	GOLD	\$7,800/YEAR	Select	PLATINUM	\$12,000/YEAR
<input type="radio"/>	<ul style="list-style-type: none"> <li>1/4 page ad in all 6 issues of E&amp;C</li> <li>Weekly social media promotion</li> <li>Linked press releases in email newsletters</li> <li>Complimentary graphic design</li> </ul>		<input type="radio"/>	<ul style="list-style-type: none"> <li>1/2 page ad in all 6 issues of E&amp;C</li> <li>1 email ad</li> <li>1 press release in magazine</li> <li>Weekly social media promotion</li> <li>Linked press releases in email newsletters</li> <li>Complimentary graphic design</li> </ul>		<input type="radio"/>	<ul style="list-style-type: none"> <li>Full page ad in all 6 issues of E&amp;C</li> <li>3 email ads</li> <li>2 press releases in magazine</li> <li>Weekly social media promotion</li> <li>Linked press releases in email newsletters</li> <li>Complimentary graphic design</li> <li>Forwarding of incoming leads</li> <li>Marketing consulting</li> </ul>		<input type="radio"/>	<ul style="list-style-type: none"> <li>Double page ad (or 2 full pages) in all 6 issues of E&amp;C</li> <li>6 email ads</li> <li>3 press releases in magazine</li> <li>Weekly social media promotion</li> <li>Linked press releases in email newsletters</li> <li>Backlinking within our blog articles</li> <li>Complimentary graphic design</li> <li>Exclusive sponsored article in magazine</li> <li>YouTube video sponsorship</li> <li>Equipment Spotlight in magazine</li> <li>Forwarding of incoming leads</li> <li>Marketing consulting</li> </ul>	

## ADVERTISER INFORMATION

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: ( \_\_\_\_\_ ) \_\_\_\_\_

## PAYMENT OPTIONS

Check enclosed (made payable to PileBuck International, Inc.)

Send me an invoice:  Email  Mail

Bill To:  Company  Agency

Billing address if different than above:

Email: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Charge my credit card:

Visa  MasterCard  American Express  Discover

Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Name (as it appears on card): \_\_\_\_\_

Company name (if corporate card): \_\_\_\_\_

Signature: \_\_\_\_\_

## RETURN THIS FORM WITH ARTWORK TO:

Alex Smoot • Email: alex@equipmentandcontracting.com

I have read and agree to the terms and conditions set forth on this contract. I am signing this contract as confirmation of my company's intent to place the indicated ad. Placing this ad makes my company responsible for the stated contracted cost.

Name (printed): \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_