

Rates

Print

Four-Color Rates (GROSS)

	1X	3X	6X	9X	12X
Spread	\$13,910	\$13,610	\$13,370	\$13,110	\$12,850
Full Page	\$8,370	\$8,260	\$8,130	\$7,960	\$7,820
2/3 Page	\$6,870	\$6,710	\$6,650	\$6,470	\$6,370
1/2 Page Island	\$6,130	\$6,000	\$5,945	\$5,830	\$5,750
1/2 Page	\$5,440	\$5,225	\$5,015	\$4,815	\$4,620
1/3 Page	\$4,365	\$4,305	\$4,185	\$4,100	\$3,960
1/4 Page	\$3,690	\$3,100	\$3,030	\$2,960	\$2,840

Cover Rates (GROSS)

(RATES INCLUDE FOUR-COLOR)

	1X	3X	6X	9X	12X
2nd Cover (Inside Front)	\$8,740	\$8,560	\$8,390	\$8,220	\$8,050
3rd Cover (Inside Back)	\$8,440	\$8,280	\$8,095	\$7,930	\$7,770
4th Cover (Back Cover)	\$9,410	\$9,220	\$9,035	\$8,850	\$8,670
Inside Front Cover Spread	\$16,050	\$15,730	\$15,400	\$15,080	\$14,760

Equipment Connection Rates (NET)

Full Page Ad	\$2,680
1/2 Page Ad	\$1,800
1/4 Page Ad	\$1,290
1/8 Page Ad	\$350
Add for 4-color	\$1,000

Classified

Rate (NET)	\$250 per Column inch
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Digital

Website

	CPM Net Rate
Standard Rectangle Banner (300x250)	\$55
Skyscraper Banner (300x600)	\$80
Leaderboard Banner (728x90)	\$85
Large Leaderboard Banner (970x90)	\$95
Branded Background Skin	\$13,000 Annual
Welcome Banner	\$199

Twitter

Scheduled tweets are normal text-based tweets that include one external link sent on the date/time you specify. Tweet content is subject to editor approval.

Rate	\$100 net per tweet
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E-Newsletters

Compact Equipment	\$1,350 net per month
Skid Steer News	\$990 net per issue
Excavator News	\$990 net per issue
Attachment News	\$990 net per issue
UTV News	\$990 net per issue

Regional Impressions available. Contact your sales representative for more details.

Digital Edition

Digital Edition Sponsor	\$500 net/Month	Play Video Hyperlink	\$100 net/issue
Digital Edition Landing Page	\$300 net/issue - Full page	Advertisement hyperlink	\$50 net/issue
	\$400 net/issue - Spread		

Advertising

Ryan Snelzter: 330-315-2114
rsnelzter@benjaminmedia.com

Todd Miller: 330-752-1915
tmiller@benjaminmedia.com

Editorial

Keith Gribbins: 330-315-2197
kgribbins@benjaminmedia.com