

Rates



Print (Ad appears in Print & Digital Editions)

Display Ads (4-COLOR, GROSS)

	1X	3X	6X	9X	12X
Spread	\$14,190	\$13,880	\$13,640	\$13,370	\$13,110
Full Page	\$8,540	\$8,425	\$8,290	\$8,120	\$7,980
2/3 Page	\$7,010	\$6,845	\$6,785	\$6,600	\$6,500
1/2 Page Island	\$6,250	\$6,120	\$6,065	\$5,945	\$5,865
1/2 Page	\$5,550	\$5,330	\$5,115	\$4,910	\$4,710
1/3 Page	\$4,450	\$4,390	\$4,270	\$4,180	\$4,040
1/4 Page	\$3,765	\$3,160	\$3,090	\$3,020	\$2,900

Cover Rates (4-COLOR, GROSS)

	1X	3X	6X	9X	12X
2nd Cover (Inside Front)	\$8,915	\$8,730	\$8,560	\$8,380	\$8,210
3rd Cover (Inside Back)	\$8,610	\$8,445	\$8,255	\$8,090	\$7,925
4th Cover (Back Cover)	\$9,600	\$9,405	\$9,215	\$9,030	\$8,845
Inside Front Cover Spread	\$16,370	\$16,045	\$15,710	\$15,380	\$15,055

Equipment Connection Rates (4-COLOR, NET)

Full Page Ad	\$2,730
1/2 Page Ad	\$1,835
1/4 Page Ad	\$1,315
1/8 Page Ad	\$360

Classified (NET)

Rate \$260 per Column inch

Advertising

Ryan Sneltzner
330-315-2114
rsneltzner@benjaminmedia.com

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

Editorial

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

Digital

Website (CPM NET RATE)

Standard Banner (300x250)	\$60
Skyscraper Banner (300x600)	\$85
Leaderboard Banner (728x90)	\$90
Large Leaderboard Banner (970x90)	\$100
PushDown Banner (970x90)	\$125
Inline Banner (300 x 250)	\$125
Interstitial Ad (600 x 400)	\$200
Branded Background Skin	\$13,500 Annual

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

Twitter (NET)

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 per tweet

Weekly eNewsletter (NET)

Banner Advertisement	\$1,400 per month
Advertorial	\$500 per issue

Monthly eNewsletter (NET)

Skid Steer News	\$990 per issue
Excavator News	\$990 per issue
Attachment News	\$990 per issue
UTV News	\$990 per issue

Digital Edition (NET)

Digital Edition Landing Page	\$300 per issue - Full page \$400 per issue - Spread
Play Video Hyperlink	\$100 per issue
Advertisement Hyperlink	\$50 per issue