

Your Trusted Marketing Partner Since 1966.

Contractors Hot Line continues to be a leader in the construction industry bringing buyers and sellers together. This nationwide weekly publication is a format for selling new and used construction equipment, attachments, parts and services in an easy to read sectionalized four-color publication.

Each issue offers readers:

- New and Used Equipment For Sale
- Parts
- Attachments
- Equipment Classifieds
- Want To Buys
- Construction Auctions

Special focus issues and distribution nationwide allow our advertisers to reach a targeted audience. A few of our special focus issues throughout the year include: Mine & Quarry, Parts & Attachments, Utility, Manufacturers, Highway/Street/Bridge and Truck & Trailer.

In 2006, *Contractors Hot Line* continues in a 40 year tradition of bringing buyers and sellers together.

Thanks... in advance for advertising in our magazine!



For the past forty years our readers have been the contractors, dealers and brokers who are actively looking to buy new & used construction equipment

Contractors Hot Line circulates 40,000 nationwide to qualified buyers in every segment in the construction industry including but not limited to: mine & quarry, utility, demolition services and auctions.



Contractors Hot Line is also distributed at major trade shows throughout the year with staff and distribution areas located at the shows. Our relationship with the Auction community also allows for our publication to be available at several auctions throughout the year.

Our circulation and advertising costs provide advertisers with the lowest cost per thousand in the industry.



Since placing our ads in the *Contractors Hot Line* we've made contacts that, through networking, has opened doors all over the country. I can honestly say that business is better than ever, which translates into our company growing bigger each and every month. Thank You *Contractors Hot Line*, we give you a "10+!"

Tom Mersits | Managing Member
Mersits Equipment Rentals & Sales
Phone: 562-946-1220



January

<u>issue focus</u>	<u>advertising deadline</u>	<u>mail date</u>
Mine and Quarry <i>Association of General Contractors (AGC) Iowa Convention, Des Moines, IA, Jan 11-13</i>	01/04/06	01/06/06
Parts/Attachment Focus <i>Associated Equipment Distributors (AED) Convention, San Diego, CA, Jan 26-28</i>	01/11/06	01/13/06
Utility <i>Kissimmee Auctions, Kissimmee, FL Feb 11-17</i>	01/18/06	01/20/06
Truck & Trailer <i>Midwest Truck Show, Peoria, IL, Feb 2-4 Design & Construction Expo, Novi, MI, Feb 8-9; North American Truck Show, Feb 2006, Boston, MA The Rental Show, Orlando, FL, Feb 6-9</i>	01/25/06	01/27/06

February

<u>issue focus</u>	<u>advertising deadline</u>	<u>mail date</u>
Mine and Quarry <i>National Assoc. of Tower Erectors (NATE) Convention, Orlando, FL, Feb 13-16</i>	02/01/06	02/03/06
Logging & Forestry	02/08/06	02/10/06
	02/15/06	02/17/06
Utility <i>National Utility Contractors Association (NUCA) Convention, New Orleans, LA, March 1-3</i>	02/22/06	02/24/06

March

<u>issue focus</u>	<u>advertising deadline</u>	<u>mail date</u>
Mine and Quarry <i>World of Asphalt, Orlando, FL, March 14-16</i>	03/01/06	03/03/06
Demolition/Recycling <i>National Demolition Association (NDA) Convention, Nashville, TN, March 26-29</i>	03/08/06	03/10/06
	03/15/06	03/17/06
<i>AGC Convention, New Orleans, LA, March 22-24</i>		
	03/22/06	03/24/06
<i>Globalcon, Philadelphia, PA, March 29-30</i>		
Manufacturers <i>Intermat, Paris, France, April 24-29</i>	03/29/06	03/31/06

April

<u>issue focus</u>	<u>advertising deadline</u>	<u>mail date</u>
Mine and Quarry <i>AERA Expo - Las Vegas, NV April 2006</i>	04/05/06	04/07/06
Highway/Bridge/Street <i>Specialized Carriers & Riggers Association Convention, Hilton Head, SC, April 26-29</i>	04/12/06	04/14/06
Logging & Forestry	04/19/06	04/21/06
	04/26/06	04/28/06

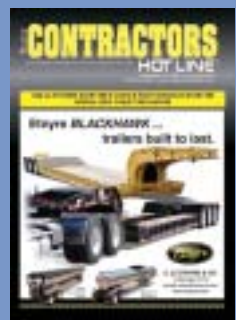
May

<u>issue focus</u>	<u>advertising deadline</u>	<u>mail date</u>
Mine and Quarry	05/03/06	05/05/06
	05/10/06	05/12/06
Parts/Attachment Focus <i>Used Parts Network Convention - June 2006</i>	05/17/06	05/19/06
Utility	05/24/06	05/26/06

June

<u>issue focus</u>	<u>advertising deadline</u>	<u>mail date</u>
Mine and Quarry	05/31/06	06/02/06
	06/07/06	06/09/06
West Coast Circ <i>West Coast Energy Management Congress - San Diego, CA June 28-29</i>	06/14/06	06/16/06
	06/21/06	06/23/06
Mine and Quarry	06/28/06	06/30/06

Advertising Deadlines:
Classified & Equip Pics Monday at Noon CST
Priority Pages Monday at Noon CST
All Other Pages Tuesday @5:00 p.m. CST



July

<u>issue focus</u>	<u>advertising deadline</u>	<u>mail date</u>
	07/05/06	07/07/06
Manufacturers	07/12/06	07/14/06
	07/19/06	07/21/06
Utility	07/26/06	07/28/06
<i>National Utility Equipment Show, Sioux Falls, SD, Aug 2006</i>		

August

<u>issue focus</u>	<u>advertising deadline</u>	<u>mail date</u>
Mine and Quarry	08/02/06	08/04/06
	08/09/06	08/11/06
Logging & Forestry	08/16/06	08/18/06
	08/23/06	08/25/06

September

<u>issue focus</u>	<u>advertising deadline</u>	<u>mail date</u>
Mine and Quarry	08/30/06	09/01/06
<i>South Texas Industrial & Construction Show, San Antonio, TX Sept 2006</i>		
Utility	09/06/06	09/08/06
<i>Mega Utility Show, Shakopee, MN, Sept 13-14</i>		
Highway/Street/Bridge	09/13/06	09/15/06
<i>Specialized Carriers & Riggers Association Crane & Rigging Workshop, Atlanta, GA, Sept 21-23</i>		
Manufacturers	09/20/06	09/22/06
<i>International Lawn & Garden Expo Oct 2006</i>		
Parts/Attachments Focus	09/27/06	09/29/06
<i>IDA Convention, TBA, Oct 2006</i>		

October

<u>issue focus</u>	<u>advertising deadline</u>	<u>mail date</u>
Mine and Quarry	10/04/06	10/06/06
<i>North American Quarry Show, Atlanta, GA, October 26-28</i>		
	10/11/06	10/13/06
	10/18/06	10/20/06
	10/25/06	10/27/06

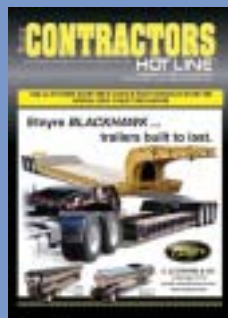
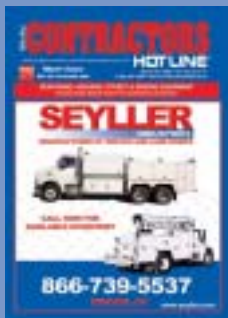
November

<u>issue focus</u>	<u>advertising deadline</u>	<u>mail date</u>
Mine and Quarry	11/01/06	11/03/06
	11/08/06	11/10/06
Utility	11/15/06	11/17/06
	11/22/06	11/24/06

December

<u>issue focus</u>	<u>advertising deadline</u>	<u>mail date</u>
Mine and Quarry	11/29/06	12/01/06
Manufacturers	12/06/06	12/08/06
	12/13/06	12/15/06
	12/20/06	12/22/06
	12/27/06	12/29/06

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 Classified & Equip Pics Monday at Noon CST
 Priority Pages Monday at Noon CST
 All Other Pages Tuesday @5:00 p.m. CST



PRIORITY PAGE RATES

Front Cover	7" x 7-1/8"	\$2,050
Back Cover	7" x 7-7/8"	\$1,650
Inside Front.....	7" x 9-7/8"	\$1,250
Page 3	7" x 9-7/8"	\$1,050
Page 4	7" x 9-7/8"	\$1,025
Page 5	7" x 9-7/8"	\$998

** No Discounts For Priority Pages*

FOUR COLOR RATES

	<u>1x</u>	<u>4x</u>
Full Page	7" x 9-7/8"\$992\$746
1/2 Page Horiz.	7"x 4-7/8"\$620\$467
1/4 Page.....	3-3/8" x 4-7/8"\$373\$284
2x3	3-3/8" x 2-7/8"\$242\$184
2x2	3-3/8" x 1-7/8"\$163\$126
All Other Sizes \$32.50 per Column Inch		

** Call 1-800-247-2000 For Special Auction Company Rates*

** Additional 5% For Special Placement*

** Please Contact Your Marketing Specialist For Multiple Order Discounts*

AD SPECIFICATIONS

IMAGES:

Color images intended for process printing should be saved as CMYK. Black and White images should be saved as Grayscale. Desired orientation (rotation, flop, skew) is to be applied in Photoshop.

FONTS:

Fonts should not be stylized in you page layout program. Example: Do not stylize fonts by using [bold] [italic] or other font style commands. Use the font containing the desired attribute. In the event the desired font is not available a different font should be chosen. All fonts used must be supplied in a separate folder labeled "Fonts" For Macintosh, the Adobe Postscript Font must be provided. All fonts used in EPS files must be converted to outlines.

MEDIA FOR FILE TRANSFER:

Contractors Hot Line supports the following Macintosh platform media: CD/DVD. Supply a color or laser print of each ad.

ELECTRONIC FILE TRANSMISSION:

Contractors Hot Line is able to accept files electronically using E-mail and FTP. When sending files via email have your graphic elements originally scanned (240-300 dpi) and save them as a JPEG of the highest or maximum quality when preparing to send.

ADDED VAULE PROGRAMS

Publication Online:

Only weekly publication serving the construction industry whose issues are online cover-to-cover each week. The online version of our publication offers an alphabetical reference tool to find an advertiser quick and easy.

Equipment Database:

In addition to your print advertisement, all advertisers will also receive FREE of charge their equipment listings placed on our database. This includes the equipment for sale listings, any photos and detailed seller information which includes links to the seller's website and email address.

Website Exposure:

Website viewers can search your equipment listings, view your print ad and even email you all from one fast and effective website-contractorshotline.com. Our Find A Company Link offers visitors with a direct link to your email address and direct link to your website. Online Want-To-Buy Referral Service - user friendly, you post the equipment you are looking for and it automatically emails to all customers on database who have equipment for sale. This is another forum where we join the buyers and sellers together.

Email Opportunities:

Email Blasts to 5,000 qualified on our database for advertisers who run a quarter page or more in our publication. This gives the advertiser a customized business card sized ad which includes company logo, brief company statement, and direct link to your website or link to your advertisement online with Contractors Hot Line.

Special Items:

Gatefolds, catalogs, special inserts, reprints, poly-bagging and other special items are available to advertisers. Rates and specifications are available from your Contractors Hot Line representative.

COMMISSIONS

A 15% commission is allowed on gross billing of space, color and position when professionally prepared digital files are provided. If publisher typesetting is required, this commission may be forfeited. The 15% commission does not apply to other charges such as insert handling, production charges, trimming inserts, reprints, fifth colors or other mechanical charges.

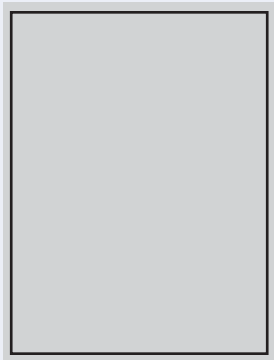
5% commission for prepayment on credit card.

DIMENSIONS:

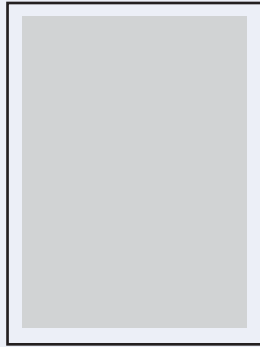
The size given below show the exact dimensions to run in the area reserved for the advertisement. Changes to files with embedded components require a new disk to be submitted by the Client or Agency.

Please do not exceed the live area size in order to keep anything from being cropped off. The cut size is give to help position the advertisement and any graphics that are meant to bleed off of the page

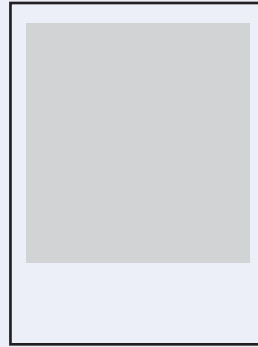
Page Trim: 8" x 10 3/4" **Live Area:** 7" x 9 7/8" **Bleed Size:** 8 1/4" x 11"



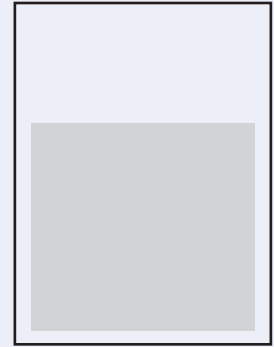
Full Page Bleed
4 x 10



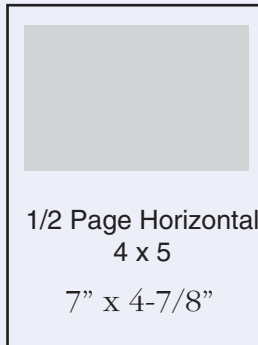
Full Page
4 x 10
7" x 9-7/8"



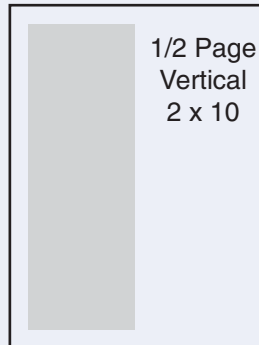
Back Cover
4 x 8
7" x 7-7/8"



Front Cover
4 x 7
7" x 7-1/8"

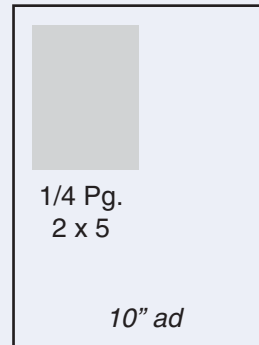


1/2 Page Horizontal
4 x 5
7" x 4-7/8"



1/2 Page
Vertical
2 x 10

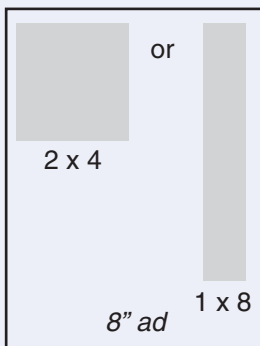
3-3/8" x 9-7/8"



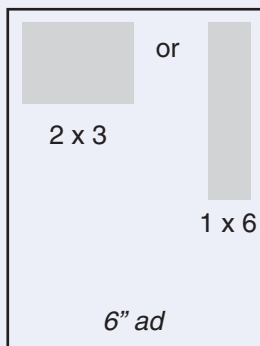
1/4 Pg.
2 x 5

10" ad

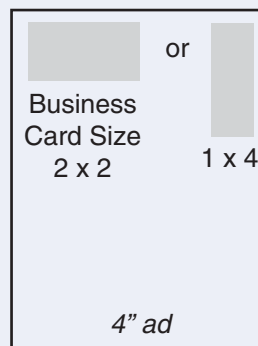
3-3/8" x 4-7/8"



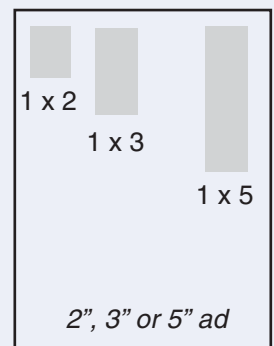
2 x 4 or 1 x 8
8" ad
3-3/8" x 3-7/8"
or
1-5/8" x 7-7/8"



2 x 3 or 1 x 6
6" ad
3-3/8" x 2-7/8"
or
1-5/8" x 5-7/8"



Business Card Size
2 x 2 or 1 x 4
4" ad
3-3/8" x 1-7/8"
or
1-5/8" x 3-7/8"



1 x 2 or 1 x 3 or 1 x 5
2", 3" or 5" ad
1-5/8" x 1-7/8"
1-5/8" x 2-7/8"
1-5/8" x 4-7/8"