

Magazine & Digital Ad Specs

PRINT MAGAZINE

JOURNAL

| | BLEED | TRIM |
|---|--------------|------------------|
| <i>Asphalt Contractor, Concrete Contractor, Pavement Maintenance & Reconstruction, OEM Off-Highway, Rental & Sustainable Construction</i> | | |
| Full Page Spread* | 16" x 11" | 15.75" x 10.75" |
| Full Page* | 8.125" x 11" | 7.875" x 10.75" |
| 2/3 Page | | 4.5625" x 10" |
| 1/2 Page Standard | | 4.5625" x 7.375" |
| 1/2 Page Horizontal | | 7" x 4.875" |
| 1/2 Page Vertical | | 3.375" x 10" |
| 1/3 Page Standard | | 4.5625" x 4.875" |
| 1/3 Page Vertical | | 2.1875" x 10" |
| 1/4 Page | | 3.375" x 4.875" |


*LIVE AREA: All logos and type must be .25" (1/4") away from the trim

FULL-PAGE SPREAD
LIVE: 15.25" X 10.25"
TRIM: 15.75" X 10.75"
BLEED: 16" X 11"


FULL-PAGE
LIVE: 7.375" X 10.25"
TRIM: 7.875" X 10.75"
BLEED: 8.125" X 11"

1/2-PAGE SPREAD
14.75" X 4.875"


1/2 PAGE HORIZONTAL
7" X 4.875"




2/3 PAGE
4.5625" X 10"




1/2 PAGE VERTICAL
3.375" X 10"




1/2 PAGE STANDARD
4.5625" X 7.375"



1/3 PAGE STANDARD
4.5625" X 4.875"



1/3 PAGE VERTICAL
2.1875" X 10"



1/4 PAGE
3.375" X 4.875"



TABLOID

| | BLEED | TRIM |
|----------------------------|------------------|------------------|
| Equipment Today | | |
| Tabloid Spread* | 22" x 14.75" | 21.75" x 14.5" |
| Tabloid Page* | 11.125" x 14.75" | 10.875" x 14.5" |
| 1/2 Tabloid* | 11.125" x 8.25" | 10.875" x 8" |
| Journal Spread* | 16.25" x 11" | 16" x 10.75" |
| Journal Page* | 8.25" x 11" | 8" x 10.75" |
| 2/3 Page | | 4.5625" x 10" |
| 1/2 Page Standard | | 4.5625" x 7.375" |
| 1/2 Page Horizontal | | 7" x 4.875" |
| 1/2 Page Vertical | | 3.375" x 10" |
| 1/3 Page Standard | | 4.5625" x 4.875" |
| 1/3 Page Vertical | | 2.1875" x 10" |
| 1/4 Page | | 3.375" x 4.875" |

*LIVE AREA: All logos and type must be .25" (1/4") away from the trim
All fractional-page ads are based on standard journal size.

JOURNAL PAGE
TRIM: 8.25" X 11"
BLEED: 8" X 10.75"

2/3 PAGE
4.5625" X 10"

1/2 PAGE VERTICAL
3.375" X 10"

1/2 PAGE STANDARD
4.5625" X 7.375"

1/2 PAGE HORIZONTAL
7" X 4.875"

1/3 PAGE STANDARD
4.5625" X 4.875"

1/3 PAGE VERTICAL
2.1875" X 10"

1/4 PAGE
3.375" X 4.875"

Equipment
TODAY

TABLOID FULL-PAGE SPREAD
TRIM: 21.75" X 14.5"
BLEED: 22" X 14.75"

FULL-PAGE TABLOID
TRIM: 10.875" X 14.5"
BLEED: 11.125" X 14.75"

HALF TABLOID
TRIM: 10.875" X 8"
BLEED: 11.125" X 8.25"

JOURNAL SPREAD
TRIM: 16" X 10.75"
BLEED: 16.25" X 11"



DIGITAL MAGAZINE

CONCRETE
CONTRACTOR

OEM
Off-Highway

Sustainable
CONSTRUCTION

UPGRADE YOUR PRINT ADVERTISING

Include a digital ad in the *Concrete Contractor*, *OEM Off-Highway* or *Sustainable Construction* digital edition.

SCREEN DIMENSIONS: 1024 x 768 pixels; horizontal orientation only

FILE FORMAT: InDesign (preferred), Photoshop, Illustrator; PDF is acceptable. Indicate any hyperlinks. InDesign: No bleeds; include images and fonts.

VIDEO: Preferred formats are .mov and .mp4

- Send the actual videos; if you send a link, make sure it is a downloadable link.
- Video should be limited to 1 minute.

AUDIO: Preferred formats are .wav and .aiff. We can use mp3s, but they are lower quality.

Where to send magazine materials:

Email files to the assigned Ad Production Manager. For files larger than 10MB, follow these steps:

1. Go to www.hightail.com/u/acbm
2. Drag and drop file(s) to upload.
3. In the subject field, please include magazine or brand, issue date, other identifying information.
4. Click "Send."

Equipment
TODAY

ASPHALT
CONTRACTOR

PAVEMENT
MAINTENANCE & RECONSTRUCTION

Patti Brown, Ad Production Manager
201 N. Main Street
Fort Atkinson, WI 53538
800.538.5544 x1224
pbrown@ACBusinessMedia.com

Rental
TODAY

CONCRETE
CONTRACTOR

Sustainable
CONSTRUCTION

OEM
Off-Highway

Cindy Rusch, Senior Production Manager
201 N. Main Street
Fort Atkinson, WI 53538
800.538.5544 x1240
crusch@ACBusinessMedia.com

DIGITAL AD SPECS (WEBSITE/NEWSLETTER)

DIGITAL DISPLAY ADS

970 X 250 BILLBOARD

970 X 90 SUPER LEADERBOARD

Includes a 728 x 90 and 300 x 50, which allows ads to be delivered responsively with content

300 X 600 HALF PAGE

300 X 250 MEDIUM RECTANGLE

RESPONSIVE RESKIN, WELCOME ADS

SPONSORED 300 X 250 NATIVE AD

NEWSLETTER ADVERTISING

300 X 250

600 X 100 (SELECT NEWSLETTERS)

NATIVE TEXT AD

Includes logo/image, title, 300-character description

[Click here for complete Digital Technical Specs](#)



Where to send digital materials:

Kathy Hahn, Digital Ad Materials Coordinator
201 N. Main Street
Fort Atkinson, WI 53538
800.538.5544 x1254
khahn@ACBusinessMedia.com

FOR
Construction
PROS.com

OEM
Off-Highway.com

Terms and conditions:

Contract and copy conditions

Advertisements are accepted upon the representation that the advertiser and its agency have the right to publish the content. Advertisers and agencies agree to indemnify, defend and save harmless the publisher from any and all liability for content of published advertisements whether in print or in electronic format. Publisher reserves the right to refuse any advertisement.

Payment and commissions

Net 30 days. 15% of gross paid to recognized advertising agencies on space, color and position provided account is paid in full within 30 days of invoice date. Publisher reserves the right to hold the advertiser and/or its advertising agency jointly and separately responsible for such monies as are due and payable to the publisher. Publisher will not be bound by conditions, printed or otherwise, appearing in ad orders or copy instructions when such conditions conflict with Publisher's stated policies.

Protective clauses

Rates subject to change without notice. Advertiser and advertising agency assume liability for all content of advertisements printed and also assume responsibility for any claims made against the Publisher. The Publisher reserves the right to reject any advertising that it feels is not in keeping with publication standards, policies and practices.

Contract cancellation

Advertising canceled after closing date will be charged at earned rate to the advertiser with an additional fee of up to \$500 for remake of the page. Advertisers that fail to achieve contracted number of insertions within the year will be short rated to the applicable frequency on rate card.

How to create your files: Preferred file format: PDF X/1a

Careful attention must be paid to the proper creation of PDF files to ensure that they will reproduce correctly. Choose "PDF X/1a" or "Press Quality" in your job options when creating high-resolution PDFs. The original files that you are making the PDF from should also be high resolution. Make sure images are CMYK and 300 dpi resolution and all fonts used are loaded and embedded.

Ads should be created to correct ad size dimensions, including bleed.