

2017 EDITORIAL CALENDAR

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	
Ad close	12-2-2016	1-6-2017	2-7-2017	3-21-2017	4-19-2017	5-18-2017	6-16-2017	7-18-2017	8-17-2017	9-15-2017	10-16-2017	11-14-2017	
Materials due	12-7-2016	1-11-2017	2-10-2017	3-24-2017	4-24-2017	5-23-2017	6-21-2017	7-21-2017	8-22-2017	9-20-2017	10-19-2017	11-17-2017	
Special Focus / Supplements	ATTACHMENT GUIDE	THE 2017 BIG SHOW GUIDE TO CONEXPO-CON/AGG & IPFE	ANNUAL SHOWCASE Comprehensive pictorial guide featuring equipment, products and technology for commercial construction contractors			EXCAVATOR SPEC GUIDE	SKID-STEER SPEC GUIDE	 ELEVATING SAFETY			TRUCKS & TRAILERS		
Product Focus	World of Concrete Preview Excavators Compaction equipment	Pavers - asphalt Skid-steer loaders Lift equipment Dozers		Backhoe-loaders Power sources Grading / Site prep Undercarriages & tracks	Wheel loaders Compact track loaders Pavers - concrete	Excavator attachments Engines & components On- & off-road tires	Lighting equipment Concrete equipment	Compact excavators Attachments Road building & repair	Demolition attachments Excavators Underground / utility equipment Lift equipment	Skid-steer loaders Skid-steer attachments Snow removal equipment Power sources	Vehicles & accessories Wheel loaders Service & repair equipment	Backhoe-loaders Compact track loaders Grading / Site Prep	
Technology Trends	■	■		■	■	■	■	■	■	■	■	■	■
Trucks & Transportation	■	■		■	■	■	■	■	■	■	■	Trucks & Transportation SPECIAL FOCUS	■
COLUMNS/ DEPARTMENTS													
Running the Business	■	■		■	■	■	■	■	■	■	■	■	■
Oils & Lubricants		■				■		■		■		■	
Safety & Compliance	■							■			■		
The Cutting Edge	Recurring column focused on recent innovations/ advancements in equipment design												
Marketing Specials	Advertiser Brand Study Attachment Equipment Spotlight ads		Attachment Equipment Spotlight ads			Innovations Profiles Attachment Spotlight ads	Mid-Year Ad Study for display advertisers	Attachment Equipment Spotlight ads	Print & Digital Ad Packages for Contractors' Top 50 Attachment Equipment Spotlight ads	Attachment Equipment Spotlight ads			
Bonus/Show Distribution		CONEXPO-CON/AGG, AGC, NAPA Work Truck Show							ICUEE			WOC 2018	

Dates and topics are subject to change without notice.

2017 Display Ad Rates	1X	4X	6X	8X	12X
Tabloid Spread	\$34,880	\$33,650	\$32,745	\$32,525	\$26,600
Tabloid Page	\$19,850	\$18,915	\$18,165	\$17,795	\$14,300
1/2 Tabloid	\$13,460	\$12,805	\$12,295	\$11,985	\$9,600
Journal Spread	\$22,470	\$21,750	\$21,120	\$20,980	\$16,000
Journal Page	\$13,460	\$12,805	\$12,295	\$11,985	\$9,600
Journal 2/3 Page	\$9,335	\$8,940	\$8,625	\$8,525	\$6,875
Journal 1/2 Page	\$6,930	\$6,720	\$6,520	\$6,475	\$6,000
Journal 1/3 Page	\$4,890	\$4,810	\$4,555	\$4,500	\$4,335
Journal 1/4 Page	\$3,800	\$3,590	\$3,440	\$3,350	\$3,165

Back cover is an additional 25%

Inside front and back covers are an additional 20%

All other guaranteed positions will incur a 15% surcharge

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For ad sizes & specifications, visit our media kit website:

ConstructionNetworkMediaKit.com