

# 2018 EDITORIAL CALENDAR

For ad sizes & specifications, visit our media kit at [ConstructionNetworkMediaKit.com](http://ConstructionNetworkMediaKit.com).

	JANUARY/FEBRUARY	MARCH	APRIL	MAY	JUNE/ JULY	AUGUST/ SEPTEMBER	OCTOBER/ NOVEMBER	DECEMBER
<b>Ad close</b>	1/2/18	2/21/18	3/21/18	4/18/18	5/16/18	7/11/18	9/12/18	11/12/18
<b>Materials due</b>	1/5/18	2/26/18	3/26/18	4/23/18	5/21/18	7/16/18	9/17/18	11/15/18
<b>Feature Articles</b> <i>Each issue tackles a topic or event vital to our readers' interests, including economic reports, business management advice and new product information</i>	<b>THE RENTAL SHOW ISSUE</b> Comprehensive showcase of new products introduced at the only national trade show dedicated to the rental market	<b>2018 STATE OF THE INDUSTRY REPORT</b> Based on news and insight gleaned from industry trade shows, we'll provide analysis of factors affecting the rental market and the contractors who rent	<b>AERIAL INDUSTRY REPORT</b> In-depth look at the dynamic forces within the aerial market with analysis as to how they impact the current business environment	<b>POWER RENTAL</b> Focused on rental trends and usage for power generation equipment	<b>RENTER'S REVIEW</b> Our staff secret shops rental businesses and shares experiences and insights	<b>BUSINESS SURVIVAL GUIDE</b> Rental industry experts reveal the secrets to surviving and thriving in the current business climate	<b>2018 EDITORS' CHOICE AWARDS</b> The year's top products in the equipment rental industry 	<b>2019 EQUIPMENT &amp; TOOL SHOWCASE</b> Comprehensive pictorial guide featuring equipment, products and technology for rental and supply fleets
<b>New Products</b>	Latest equipment introductions in every issue							
<b>Construction Support</b>	A look at the equipment contractors need to get their jobs done, including: <ul style="list-style-type: none"> <li>▪ Skid steers    ▪ Excavators    ▪ Backhoe-loaders    ▪ Trenchers    ▪ Wheel loaders    ▪ Attachments    ▪ Aerial work platforms</li> <li>▪ Concrete    ▪ Compaction    ▪ Compressors    ▪ Generators    ▪ Saws    ▪ Blades    ▪ Abrasives    ▪ Other light equipment</li> </ul>							
<b>General Tool</b>	Each issue features DIY/light equipment, such as: <ul style="list-style-type: none"> <li>▪ Lawn and grounds    ▪ Floor and carpet care    ▪ Hand tools    ▪ Pressure washers    ▪ Drain cleaners</li> </ul>							
<b>Special Reports</b>	Engines Software	Telehandlers Pumps	Compaction Lawn & grounds	Generators Compressors Engines	Software Trenchers	Engines Light towers Debris handling	Software Trailers	
<b>Supplements</b>						  ELEVATING SAFETY		
<b>Marketing Specials</b>		Manufacturer Profiles				Value Testimonials		Product Double Up
<b>Show Issues</b>	The Rental Show					GIE+EXPO		World of Concrete CRA

Dates and topics are subject to change.

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# 2018 DISPLAY AD RATES

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	1X	4X	6X	8X
<b>Full page spread</b>	\$8,592	\$8,196	\$7,970	\$7,750
<b>Full Page</b>	\$5,160	\$4,965	\$4,820	\$4,700
<b>2/3 Page</b>	\$3,860	\$3,710	\$3,590	\$3,500
<b>1/2 Page</b>	\$3,500	\$3,390	\$3,290	\$3,150
<b>1/3 Page</b>	\$2,655	\$2,530	\$2,485	\$2,400
<b>1/4 Page</b>	\$1,980	\$1,910	\$1,855	\$1,800

Back cover is an additional 25%

Inside front and back covers are an additional 20%

All other guaranteed positions will incur a 15% surcharge

Color rates: Four color process \$1,275

