

**PPE**

**&**

**PORTABLE PLANTS  
& EQUIPMENT**

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**MARKETING GUIDE 2009**

# The Right Media Choice for a “Moving” Market



Since its beginning three years ago, *Portable Plants & Equipment (PP&E)* has become a leader in educating its readers about portable-plant equipment and technology. Professionals in a wide variety of markets have discovered the benefits of incorporating mobile processing and production equipment

into their businesses. *PP&E* is the only magazine to cover portable processing in more than a dozen distinct markets, highlighting news, critical trends, important topics and equipment solutions for owners and managers.

These markets, which include C&D, wood waste, composting, aggregates, construction, forestry and others, are constantly changing and facing new challenges and opportunities. *PP&E* understands the urgent need for timely and independent information that can be trusted by contractors and producers who regularly make crucial business and buying decisions.

In addition to its six print issues each year, *PP&E* also offers an expanded web site with feature articles from the current issue, articles from past issues, an editor's blog and a wide variety of equipment-specific information.

*PP&E* advertisers can take advantage of *PP&E's* lead-generation service. *PP&E LeadSource* delivers highly qualified leads from decision-makers who have indicated that they plan to purchase specified product, or service.

We are confident that *PP&E* can help you accelerate sales and make a difference in your business. We sincerely look forward to working with you to help your company succeed.



A handwritten signature in white ink that reads 'Rob C. Fulop'.

**Rob Fulop**

Publisher

216-706-3741

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# 2009 Editorial Calendar

## January/February

(Ad Close 12/7 • Materials Due 12/14)

### A LOOK AT THE AGGREGATES INDUSTRY

Industry update, products and services, company profiles

### TECH TIPS

Spotlight on chippers/shredders

### EQUIPMENT FOCUS

Tracked crushing/screening plants • Wheeled crushing/screening plants • Screens • Tub grinders • Chippers • Shredders • Trommels • Attachments • Radial stackers • Loaders/Excavators • Magnets • Wear parts/Components

### ASK THE EXPERTS

Insight and opinions from market leaders

### BONUS DISTRIBUTION

U.S. Composting Council – Jan. 26-29, Houston  
AGG 1 – March 9-12, Orlando

**PLUS:** LeadSource Study

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## July/August

(Ad Close 6/6 • Materials Due 6/13)

### A LOOK AT DEMOLITION INDUSTRY

Industry update, products and services, company profiles

### SPECIAL ATTACHMENTS SUPPLEMENT

### TECH TIPS

Focus on trommels

### EQUIPMENT FOCUS

Tracked crushing/screening plants • Wheeled crushing/screening plants • Tub grinders • Chippers • Magnets • Wear parts/Components

### ASK THE EXPERTS

Insight and opinions from market leaders

**PLUS:** LeadSource Study

## March/April

(Ad Close 2/8 • Materials Due 2/15)

### A LOOK AT THE C&D RECYCLING INDUSTRY

Industry update, products and services, company profiles

### TECH TIPS

Spotlight on tub grinders

### EQUIPMENT FOCUS

Tracked crushing/screening plants • Wheeled crushing/screening plants • Screens • Tub grinders • Trommels Attachments • Radial stackers • Loaders/Excavators Magnets • Wear parts/Components

### ASK THE EXPERTS

Insight and opinions from market leaders

### BONUS DISTRIBUTION

Construction Materials Recycling Association  
March 22-24, Tampa  
National Demolition Association  
April 5-8, Orlando  
ISRI Annual Convention and Exposition  
April 26-30, Las Vegas

## September/October

(Ad Close 8/8 • Materials Due 8/15)

### ANNUAL BUYERS' GUIDE

The industry's premier equipment resource

### TECH TIPS

Spotlight on chippers/shredders

### EQUIPMENT FOCUS

Tracked crushing/screening plants • Wheeled crushing/screening plants • Screens • Chippers • Shredders • Trommels • Attachments • Radial stackers • Loaders/Excavators • Magnets • Wear parts/Components

### ASK THE EXPERTS

Insight and opinions from market leaders

## May/June

(Ad Close 4/7 • Materials Due 4/14)

### A LOOK AT THE COMPOSTING AND WOOD WASTE INDUSTRIES

Industry update, products and services, company profiles

### TECH TIPS

Spotlight on attachments

### EQUIPMENT FOCUS

Tracked crushing/screening plants • Wheeled crushing/screening plants • Screens • Tub grinders • Chippers • Shredders • Trommels • Attachments • Radial stackers • Loaders/Excavators • Magnets • Wear parts/Components

### ASK THE EXPERTS

Insight and opinions from market leaders

### BONUS DISTRIBUTION

Waste Expo - June 9-11, Las Vegas

**PLUS:** LeadSource Study

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## November/December

(Ad Close 10/6 • Materials Due 10/13)

### A LOOK AT THE CONSTRUCTION INDUSTRY

Industry update, products and services, company profiles

### TECH TIPS

Spotlight on tracked crushing/screening plants

### ANNUAL RENTAL RESOURCES LIST

### EQUIPMENT FOCUS

Wheeled crushing/screening plants • Radial stackers • Loaders/Excavators • Shredders • Trommels

### ASK THE EXPERTS

Insight and opinions from market leaders

**PLUS:** LeadSource Study

# www.PortablePlants.com



**A**n online hub for professionals interested in portable-plant equipment and technology, and suppliers looking to enter new markets. The web site features highlights from the current and previous issues, special features, and links to manufacturers and organizations serving portable producers.

## Web Site Exposure

### Banners - 468x60 Pixels

Your marketing message enjoys top-of-page, maximum visibility on the home page, plus rotates throughout the entire site. URL directly links to any location you choose on your site.

### Buttons - 120x60 Pixels

Take advantage of cost-effective, attention-getting buttons on the home page and throughout the site. URL directly links to any location you choose on your site.

## PP&ETV



**Have a product commercial  
or demo video you would  
like to feature online?  
Contact us for details!**

# Our Audience

## Nearly a Dozen Distinct Markets

Reaching more than 15,600 owners and decision-makers

Portable Plants & Equipment's diverse, yet highly targeted audience is your distribution channel to success.



### AUDIENCE PROFILE

<b>Demolition Contractors</b> .....	1,998
<b>U.S. Aggregates Producers</b> .....	6,181
<b>Canadian Aggregates Producers</b> .....	534
<b>Foresters</b> .....	1,186
<b>Construction (contractors)</b> .....	1,055
<b>Construction (site clean-up)</b> .....	678
<b>Landfill Operators</b> .....	951
<b>Recycling Centers</b> .....	1,153
<b>Landscapers</b> .....	309
<b>Ready-Mix Concrete Producers</b> .....	1,249
<b>Asphalt Producers</b> .....	382
<b>Total</b> .....	15,676

Source: Publisher's Own Data, September 2008

# What's Inside...



## FAST LOOK

Critical trends and topics in portable production



## ON THE MOVE

News from mobile markets



## PP&E PRODUCTS

New equipment



## TECH TIPS

Quick equipment solutions

# PP&E LeadSource

## High Quality Leads Delivered Directly to You

**W**hen we say quality leads, we mean quality with a capital "Q." PP&E's LeadSource Program generates hundreds of leads for its qualifying advertisers. We've partnered with a lead generation specialist who, through phone interviews with our qualified subscribers, finds those products/services receiving buying consideration in the next 6 to 12 months. Qualifying advertisers

receive 24/7 access via a personal/secured username and password to their leads (print copy, labels, import/export files and demographic reports).

A print version of the lead package including pre-printed labels also arrives to qualifying advertisers in the mail as well. PP&E LeadSource Program uncovers sales opportunities in multiple categories... from shredders to tracked crushing/screening plants to excavators. Partner with us and reap the benefits of this program today!



# Rates

## Display Ad Rates

<b>Four-Color</b>	<b>1X</b>	<b>3X</b>	<b>6X</b>
Full Page	\$4,400	\$4,000	\$3,600
1/2 Page Island	3,500	2,950	2,300
1/2 Page	3,170	2,650	1,980
1/3 Page	2,500	2,050	1,485
1/4 Page	1,800	1,490	1,250

## Mechanical Requirements

**PUBLICATION TRIM SIZE:** 7-3/4" x 10-1/2"

**COLUMN WIDTH:** Page is three columns wide, each column is 2.139" or 12p10 wide.

**PRINTING METHOD:** Web Offset

**BINDING METHOD:** Perfect Bound

**PREFERRED MATERIAL:**

DIGITAL FILES PREFERRED. (See Digital Guidelines at [www.portableplants.com](http://www.portableplants.com) for complete guidelines)

**LINE SCREENS:**

All ads 150 line screen recommended.

**COLOR PROOFS:**

SWOP certified proof is required.

**ROTATION OF COLORS:** K,C,M,Y

**INSERTS**

Insert mechanical charges are non commissionable.

1 to 2 pages are priced at 50% of B&W earned rate plus tip in charge of \$750 net.

2 to 4 pages are priced at 50% of B&W earned rate plus tip in charge of \$1,200 net.

Over 4 pages - Contact Publisher

**PAPER STOCK:**

Up to 100# (basis 25" x 38" - 500) no extra charge. Add 10% of space for inserts over 100# up to 150#. Contact Publisher on stock over 150# basis. Coated stock required for insert back-up.

## Space Unit Dimensions

Spread (full bleed).....	16" x 10-3/4"
Full Page.....	7" x 9-3/4"
Single page (full bleed).....	8" x 10-3/4"
2/3 Page.....	4-3/8" x 9-3/4"
1/2 Page, island.....	4-3/8" x 7-1/8"
1/2 Page, vertical.....	3-1/4" x 9-3/4"
1/2 Page horizontal.....	6-3/4" x 4-5/8"
1/3 Page, square.....	4-3/8" x 4-5/8"
1/3 Page, vertical.....	2-1/16" x 9-3/4"
1/4 Page, square.....	3-1/4" x 4-5/8"
1/6 Page, vertical.....	2-1/8" x 4-5/8"
1/6 Page, horizontal.....	4-3/8" x 2-1/4"

*No extra charge for bleed or oversize*



### DIGITAL AD REQUIREMENTS

1. Digital data is required for all ad submissions. Preferred format is PDF/X-1a. PDF is an acceptable format. Files should be press optimized, converted to CMYK, and have all fonts embedded. Publisher shall have no obligation or liability to Advertiser of any kind (including, without limitation, the obligation to offer Advertiser makegoods or any other form of compensation) if an ad is supplied to Publisher by Advertiser in any format other than PDF/X-1a or PDF. Each ad supplied to Publisher by Advertiser in any format other than PDF/X-1a or PDF will be charged a \$150 processing fee. Publisher cannot provide Advertiser any assurances regarding the accuracy of reproduction of any ads supplied in any format other than PDF/X-1a or PDF.

2. Publisher will not supply a faxed or soft proof for Advertiser-supplied files. Advertiser is solely responsible for preflighting and proofing all advertisements prior to submission to Publisher. If Publisher detects an error before going to press, Publisher will make a

reasonable effort to contact Advertiser to give Advertiser an opportunity to correct and resubmit Advertiser's file before publication.

3. Accepted Media: Files may be submitted on CD.

4. FTP: Files may be submitted to Publisher's FTP site. Please contact the production manager for instructions.

5. Ad Proofs: To insure that Advertiser's ad is reproduced correctly, a SWOP-certified color proof that has been made from the same file that Advertiser supplies to Publisher must be provided. Publisher cannot provide Advertiser any assurances regarding the accuracy of reproduction of any ad submitted without a SWOP proof. Publisher shall have no obligation or liability to Advertiser of any kind (including, without limitation, the obligation to offer Advertiser makegoods or any other form of compensation) for any ad supplied to Publisher by Advertiser without a SWOP proof.

### Mailing Instructions

General and reproduction materials; Contracts, insertion orders, correspondence, proofs, copy and reproduction materials should be sent to:

Production Department, Attn: Carol Brisbin  
PP&E magazine  
306 W Michigan St, Suite 200  
Duluth, MN 55802  
Phone: (218) 279-8842  
Fax: (218) 279-8813  
email: [cbrisbin@questex.com](mailto:cbrisbin@questex.com)

### COMMISSION

Accredited advertising agencies receive a 15% commission provided invoices are paid within 30 days. Production charges are not subject to agency commission.



[www.portableplants.com](http://www.portableplants.com)

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