

PPE & E

PORTABLE PLANTS
& EQUIPMENT

MARKETING GUIDE 2011



PP&E

PORTABLE PLANTS
& EQUIPMENT

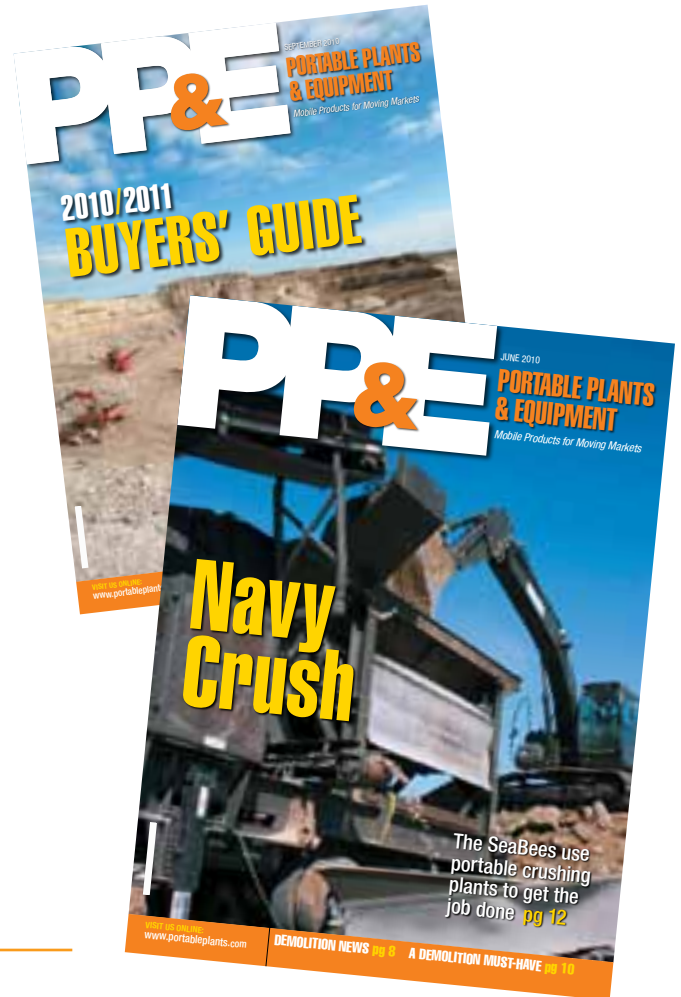
Why PP&E?

Trending Towards Portable Plants

- Flexibility
- Mobility
- Commonality In Various Markets
- Cost Savings

Equipment & Technology Focus

- Set-Up/Breakdown
- Tips And Techniques For Contractors & Producers
- Application Stories
- Latest News Affecting Materials Processing



PP&E LeadSource

High Quality Leads Delivered Directly to You

When 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.

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!

PP&E LEAD SOURCE



PORTABLE PLANTS
& EQUIPMENT

One Magazine, Many Markets

Reach over 11,000 owners and top-level management titles in these portable processing markets

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

Construction / Demolition

Heavy Construction (Highways / Bridges).....	400
Site Clean-Up.....	400
Wrecking / Demolition / Excavation.....	600
Construction & Demolition Recycler.....	1 100
Land Clearing / Leveling.....	560

Organic Materials Processing

Landscape Contractors.....	1 300
Tree Services.....	1 000
Loggers / Sawmills.....	400
Composting.....	400

Aggregates

Aggregates Producers / Contractors.....	4 200
Concrete / Asphalt Contractors.....	270
Road Building Contractors.....	520
Paving Contractors.....	450

Total 11,600

Source: Publisher's own data, 10/10

MARCH

CONEXPO-CON/AGG SHOW ISSUE

The construction industry's largest trade show



MAIN FOCUS:

CONSTRUCTION AND AGGREGATES

Industry update, news, equipment and technology

ALSO: Demolition, C&D Recycling, Organic Material Processing, Composting, Landscaping

POWERFUL PLANTS

The newest portable plants from the top equipment manufacturers, including Crushing and Screening Plants, Shredders, Trommels, Grinders, and more

MOBILE EQUIPMENT & ATTACHMENTS

Mobile equipment and various attachments for specialty work, including Buckets, Breakers, Grapples, Pulverizers, Material Handlers, Magnets, and Augers

PLUS: Loaders/Excavators, Skid Steers, Trucks, Conveyors/ Material Handling Equipment, Drives/Motors/Bearings, Pumps, Maintenance Equipment, Oils/Lubricants

NEWS: Construction Data, Transportation Issues, Legislation and Safety

ADVERTISER EXTRA

Bonus Distribution

- Conexpo-Con/Agg, March 22-26, Las Vegas
- C&D World Exhibition & Conference, March 23, Las Vegas
- Waste Expo, May 10-12, Dallas

Editorial Close: 1/24 • Ad Close: 2/11 • Materials Due: 2/18

JUNE

MAIN FOCUS:

ORGANIC MATERIAL PROCESSING & COMPOSTING

Industry update, news, equipment and technology

ALSO: Construction, Demolition, C&D Recycling, Aggregates

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NEWS: Construction Data, Transportation Issues, Legislation and Safety

ADVERTISER EXTRA

LeadSource Study

Editorial Close: 4/25 • Ad Close: 5/13 • Materials Due: 5/20

SEPTEMBER

2011-2012 BUYERS' GUIDE

A complete resource for portable-plant and equipment purchases

ALSO: Construction, Demolition, C&D Recycling, Organic Material Processing, Composting, Landscaping, Aggregates

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NEWS: Construction Data, Transportation Issues, Legislation and Safety

ADVERTISER EXTRA

Free Bold Listing For Advertisers

Editorial Close: 7/25 • Ad Close: 8/16 • Materials Due: 8/24

DECEMBER

MAIN FOCUS:

DEMOLITION AND C&D RECYCLING

Industry update, news, equipment and technology

ALSO: Construction, Organic Material Processing, Composting, Landscaping, Aggregates

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NEWS: Construction Data, Transportation Issues, Legislation and Safety

ADVERTISER EXTRA

Bonus Distribution

- U.S. Composting Council Conference & Trade Show, location/date TBA

LeadSource Study

Editorial Close: 10/24 • Ad Close: 11/17 • Materials Due: 11/28

PP&E

PORTABLE PLANTS & EQUIPMENT

Rates

Display Ad Rates

Four-Color	1X	4X	
Full Page	\$4,400	\$4,180	20% back cover (Cover 4)
1/2 Page Island	3,500	3,325	15% inside front and inside back (Cover 2 & 3)
1/2 Page	3,170	3,011	
1/3 Page	2,500	2,375	10% on all other preferred positions
1/4 Page	1,800	1,675	

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

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 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.



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: Krystal Lund
PP&E magazine
306 W Michigan St, Suite 200
Duluth, MN 55802
Phone: (218) 279-8841
Fax: (218) 279-8813
email: klund@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.



**PORTABLE PLANTS
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PP&E is published by Questex Media Group.

Questex Media Group is a global, diversified business-to-business integrated media and information provider, headquartered in Newton, MA. Questex serves multiple industries through a range of well-established, market-leading publications, events, interactive media, research, information and integrated marketing development services. Visit www.questex.com for more information.