

PP&E

PORTABLE PLANTS
& EQUIPMENT

MARKETING GUIDE 2012



PP&E

PORTABLE PLANTS
& EQUIPMENT



Brian Richesson
Editor in chief

At *Portable Plants & Equipment (PP&E)*, we're turning the page on 2011 and looking ahead to an exciting 2012. After nearly five years as senior editor of *Pit & Quarry Magazine*, our sister publication, I'm taking over the reins of *PP&E* and assuming the role of editor in chief. While we will continue to supply our readers with the latest equipment information to help grow their businesses across several key industries, we are broadening our editorial scope. In addition to being a reliable equipment resource, *PP&E* will bring readers more stories of human interest, of the people making a difference every day and of the issues affecting their businesses. We'll give a greater voice to the men and women behind the machines. So here's to a successful 2012. I hope our paths cross at some point during the year.



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!



One Magazine, Many Markets

Reach over 13,000 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)	440
Site Clean-Up	469
Wrecking / Demolition / Excavation	607
Construction & Demolition Recycler	1,216
Land Clearing / Leveling	558

Organic Materials Processing

Landscape Contractors	1302
Tree Services	986
Loggers / Sawmills.	443
Composting	436

Aggregates

Aggregates Producers / Contractors	5,394
Concrete / Asphalt Contractors	403
Road Building Contractors	523
Paving Contractors	448
Total	13,225

Source: Publisher's own data, November 2011

PPE & E

PORTABLE PLANTS & EQUIPMENT

2012 EDITORIAL CALENDAR

MARCH

EDITORIAL FOCUS: *Aggregates*

In this issue: A look at how frac sand is changing the industry; a preview of the AGG1 Aggregates Forum & Expo; a wrap-up of the U.S. Composting Council Conference & Trade Show; industry news and profiles from the field

Also covering: Construction, demolition, C&D processing, organic materials processing, composting and landscaping

Powerful Plants: The newest portable plants from the top equipment manufacturers, including crushing and screening plants, shredders, trommels, chippers, grinders and more

Mobile Equipment and 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, oils/lubricants, maintenance equipment and other personal-use equipment for the workplace

Advertiser Extra: *Bonus Distribution*

NDA Annual Convention, March 10-13, 2012, San Antonio

AGG1 Aggregates Forum & Expo,
March 13-15, 2012, Charlotte, N.C.



ISRI Convention & Exposition, April 15-19, 2012, Las Vegas

Waste Expo, April 30-May 3, 2012, Las Vegas

Ad Close: 1/26 • Materials Due: 2/2

JUNE

EDITORIAL FOCUS:

Construction, Demolition and C&D Processing

In this issue: Surface transportation legislation – where it stands and its impact on road builders and portable plant operators; a wrap-up of industry shows; industry news and profiles from the field

Also covering: Organic materials processing, composting, landscaping and aggregates

Powerful Plants: The newest portable plants from the top equipment manufacturers, including crushing and screening plants, shredders, trommels, chippers, grinders and more

Mobile Equipment and Attachments: Mobile equipment and various attachments for specialty work, including buckets, breakers, grapples, pulverizers, material handlers, magnets and augers

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Advertiser Extra: *LeadSource study* **PPE LEAD SOURCE**

Ad Close: 4/26 • Materials Due: 5/3

SEPTEMBER

2012-13 BUYERS' GUIDE

Also in this issue: Portable plant operators' focus on safety; a preview of MINExpo; industry news and profiles from the field

Covering: Construction, demolition, C&D processing, organic materials processing, composting, landscaping, aggregates

Powerful Plants: The newest portable plants from the top equipment manufacturers, including crushing and screening plants, shredders, trommels, chippers, grinders and more

Mobile Equipment and 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, oils/lubricants, maintenance equipment and other personal-use equipment for the workplace

Advertiser Extra:

Bonus distribution

MINExpo, September 24-26, 2012, Las Vegas



Free bold listings for advertisers

Ad Close: 7/27 • Materials Due: 8/2

DECEMBER

EDITORIAL FOCUS: *Organic materials processing; composting, landscaping*

In this issue: Election season's impact on industry; business operations in today's political and economic climate; what portable plant operators are doing to protect the environment; a wrap-up of MINExpo; industry news and profiles from the field

Also covering: Construction, demolition, C&D processing, aggregates

Powerful Plants: The newest portable plants from the top equipment manufacturers, including crushing and screening plants, shredders, trommels, chippers, grinders and more

Mobile Equipment and Attachments: Mobile equipment and various attachments for specialty work, including buckets, breakers, grapples, pulverizers, material handlers, magnets and augers

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Advertiser Extra:

Bonus distribution: 2013 U.S. Composting Council Conference & Trade Show



LeadSource study **PPE LEAD SOURCE**

Ad Close: 10/24 • Materials Due: 10/31

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2012 ADVERTISING RATES

Display Ad Rates

Four-Color	1X	4X
Full Page	\$4,400	\$4,180
1/2 Page Island	3,500	3,325
1/2 Page	3,170	3,011
1/3 Page	2,500	2,375
1/4 Page	1,800	1,675

20% back cover (Cover 4). 15% inside front and inside back (Cover 2 & 3). 10% on all other preferred positions.

Mechanical Requirements

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

COLUMN WIDTH: Page is three columns wide, each column is 2.139" (12p10 picas) wide.

PRINTING METHOD: Web Offset

BINDING METHOD: Perfect Bound

PREFERRED MATERIAL: Digital Files Preferred. (See Digital Guidelines)

LINE SCREENS: All ads 150 line screen recommended.

COLOR PROOFS: SWOP certified proof is required.

ROTATION OF COLORS: Black, cyan, magenta, yellow

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 Requirements

Questex is now accepting all advertising material via our Ad Portal, <https://questex.sendmyad.com/>

1. ACCEPTABLE FILE FORMATS

- CMYK PDFx1a-2001 or 2003 (Compatibility: Acrobat 4, PDF v1.3)
- Specifications and settings for PDF creation and a detailed SMA users manual can be downloaded from: <http://adspec.questex.com>

2. FILE PREPARATION AND AD PORTAL TIPS

The SMA portal allows you to upload and preflight your materials. The system will archive your materials for 30 days. If you are having difficulties with the ad portal, or need to submit your file in a different manner, please contact the Production Specialist.

NOTE: You must set-up an account to submit your ad. Registration process takes about 1 minute. There is no software to download or install.

View a brief tutorial video at <http://www.sendmyad.com/index.php?link=Demo>

All advertising material must be single page PDF (if ad is running as a spread, you must export your file as a one page PDF file by clicking on the "spread" box when exporting.)

File must be built to correct size - you can download an InDesign template from the Ad Portal.

Total Ink Density cannot exceed 300%.

Image Resolution of 300 dpi.

Bleed - Add EXTRA 0.125" of color or image to top, bottom, left and right.

Mechanical Requirements

Spread	15-1/2" x 10-1/2"
Single page	7-3/4" x 10-1/2"
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"

All ads are listed at trim size. For bleed ads, add 1/8" to top, bottom, left and right for bleed. Live copy MUST be 1/4" inside the trim on all four sides, also 1/4" inside on each side of the gutter for spreads.



Live Copy - Live copy MUST be .25" inside the trim on all four sides, plus 0.25" on each side of the gutter for spreads.

Fonts - All fonts must be embedded. When building your ad, make sure type is on the TOP MOST Layer to avoid rasterization when file is flattened for printing.

If your file contains crop, bleed or registration marks, they must be offset at least 1/8" outside the bleed area. Files submitted with marks within the bleed area will not be accepted, as there would be potential of the marks printing due to press/bindery standard fluctuations. When submitting files with marks through the portal, be sure you click on the Reposition Ad button, position your file correctly within the boxes, increase viewing to check corners of file to be sure any rules are not being trimmed off, the click Trim and Save - this removes all the marks from the file.

3. AD PROOFS

To insure that your ad is reproduced correctly, a SWOP-certified color proof that has been made from the same file that you supply to us must be provided. We cannot guarantee the accuracy of reproduction of your ad without a SWOP proof. No make goods will be issued on ads run without a SWOP proof.

SHIPPING INSTRUCTIONS FOR AD PROOFS:

Please include the following information in your shipment: Publication name, issue date, advertiser name, agency name and a production contact including phone number and email address. Proofs should be shipped flat with protective cardboard packaging to: PP&E (Insert issue Date), C/O RR Donnelley, 121 Matthews Drive, Senatobia, MS 38668, Attn: Lynn Booth

For further production information, please contact: Krystal Mayne, Production Specialist, Superior Media Solutions, LLC, (218) 206-2209, krystal.mayne@superiormediasolutions.net

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