

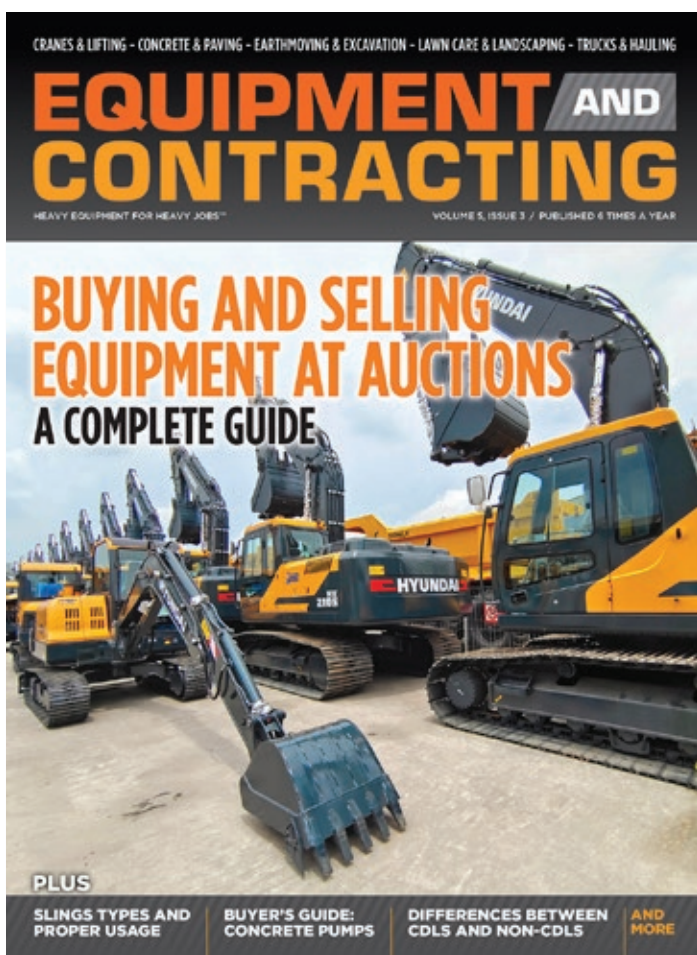


FROM THE CREATORS OF *PILE BUCK*, THE LEADING DEEP FOUNDATIONS
AND MARINE CONSTRUCTION MAGAZINE SINCE 1984.

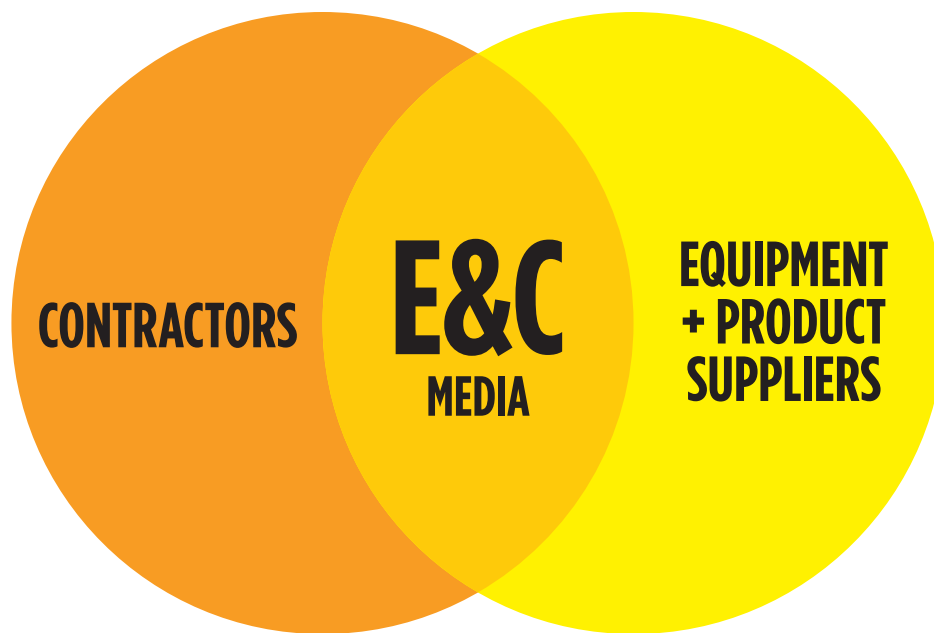
EQUIPMENT & CONTRACTING MEDIA

THE CONTRACTOR'S MOST RELIABLE SOURCE FOR HEAVY
EQUIPMENT INFORMATION AND CONSTRUCTION METHODS.

DO YOU PROVIDE EQUIPMENT, MATERIALS, OR PRODUCTS TO THE FOLLOWING INDUSTRIES?



- CRANES & LIFTING
- ASPHALT & PAVING
- EARTHMOVING & EXCAVATION
- TRUCKS & HAULING
- CONCRETE



WHO ARE WE?

Since 1984, we've helmed the leading deep foundations and marine construction magazine, *Pile Buck*. Since the beginning of 2019, we've generated the same success with *E&C* in various other industries that interest us well – concrete, cranes, earthmoving, etc.

WHY ADVERTISE WITH E&C?

Among other reasons, we can't emphasize *content* enough.

We encourage you to compare our content with content from other publications and media companies. Each issue of *E&C* is composed of evergreen content, written exclusively for *E&C*. Our readers expect original how-to articles, safety guides, and equipment tips—not a magazine filled entirely with industry news and advertorials.

Overall, we believe that no competing publication can match the level of effort we put in for each client. From tailoring magazine articles to a client's specific focus to cooperating with new trade shows to expand a client's reach, we have 37 years of experience bridging the gap between each client and the right buyer.

WHAT ELSE ABOUT THE DISTRIBUTION?

Published every two months and distributed internationally to contractors, engineers, government

agencies, etc., *E&C* is sent free-of-charge to our email list of 50,000+ hand-picked industry professionals.

WHAT ABOUT THE FORMAT?

Whether it is an in-depth guide to selecting the right concrete pump or a photo edition cover story – showcasing our favorite client photos – each article is developed in its own unique way to both educate and entertain the reader.

Issues may focus on any of the following – construction methods, safety tips, instructional videos, how-to guides, legal advice, photos, and more.

Each issue contains at least one article pertaining to each – cranes & lifting, earthmoving & excavation, concrete, highway & paving, trucks & hauling, and landscaping.

Furthermore, your ad will always be placed with the appropriate content. For example, a client advertising crane attachments could expect their ad to be placed with "How to Use Slings For Hoisting & Rigging."

DO YOU OFFER ANY DEALS?

Yes, please email alex@equipmentandcontracting.com to learn more. We offer packages that include magazine ads, email ads, social media promotion, content marketing, and even photo/video services.

OUR SERVICES

We love what we do. We're great at what we do. *We produce results – long-lasting results.* Specializing in heavy equipment and other related products, we're capable of handling just about any marketing service you need – from social media to blogging. We've worked with several clients for 35+ years and pride ourselves on maintaining sincere relationships that last years – not months. With so much competition, marketing is challenging – we understand – Which is why it's so important to devise a strategy that is both affordable and efficient. We're ready when you are – Just give us a call or email.

MAGAZINE ADVERTISING • EMAIL ADVERTISING • BLOGGING & EDITORIAL • SOCIAL MEDIA PROMOTION
RETARGETING ADS • GRAPHIC DESIGN • PHOTO/VIDEO SERVICES • FLYER MAILING



MAGAZINE ADVERTISING

Place a double, full, half, or quarter page ad in the bi-monthly *Equipment & Contracting* magazine.



BLOGGING & EDITORIAL

Articles are published in the magazine and blog, which are also linked in social media and at least one email newsletter. Need an article written? Just let us know.

Ransome Attachments Offers Cobra Screening, Crushing, Pading Bucket Read more	Trenching and Excavation Safety Two workers are killed every month from trench... Read more	11 Safety Tips for Mining & Tunneling Proper documentation of safety procedures... Read more
--	--	---

Featured Business

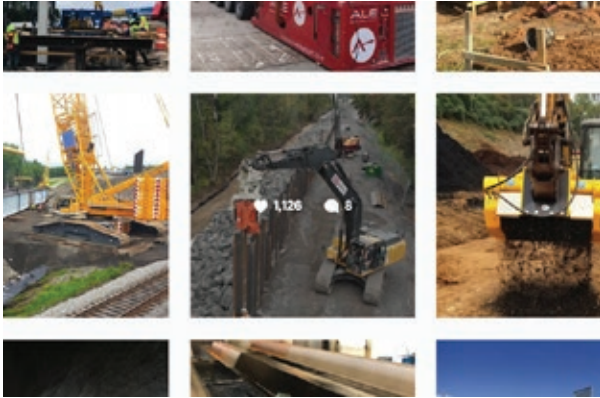
	WHY CHOOSE PIERTECH? • Save up to 50% in Labor Costs • Excellent Customer Service • Free Training & Certification	• Quick Delivery • Extensive Inventory • Engineering Support
	INSTALLATION EQUIPMENT • Drive Heads • Augers • Excavator Mounts	• Drive Tools • Monitoring Systems • Skid Steer Attachments
PATENTED CROSS LOCK CONNECTION • Connects in Seconds • Zero Hole Deformation		
Easy to Install • Patented & ICC Certified		
Contact us now! www.piertech.com • sales@piertech.com • 866-536-5007		

Featured Used Equipment

 2005 Cat 420D Backhoe	 2 American 100c Crawler Cranes	 Gomaco GT 3600 Paver
---	---	---

EMAIL ADVERTISING

Want to utilize email marketing? Place an ad in one of E&C's newsletters, which are distributed to 70,000+ recipients.



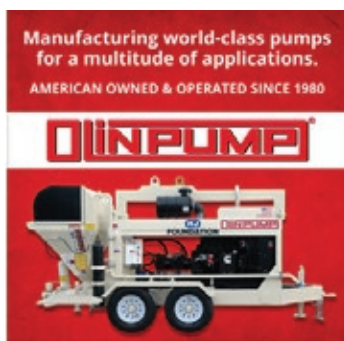
SOCIAL MEDIA PROMOTION

Not getting enough social media engagement? We can promote your photos and videos across all of our social media platforms? We can even manage your social media, if necessary.



RETARGETING ADS

Is your website traffic converting as much as it should be? Be certain with our retargeting services – potential clients that visit your site will see your ad across major websites throughout the web.



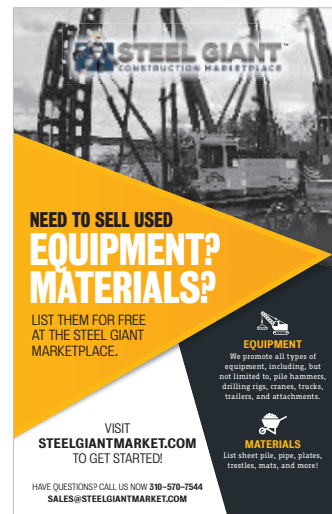
GRAPHIC DESIGN

From print to digital, we offer a complete range of graphic design options.



PHOTO/VIDEO SERVICES

No matter where you are located, we can get a photographer and/or videographer on the jobsite whenever you're ready.



FLYER MAILING

Never underestimate the power of print! Send a customized flyer to our list of 10,000+ hand-picked industry professionals.

WHY CHOOSE E&C OVER OTHER MEDIA COMPANIES AND PUBLICATIONS?

EVERGREEN CONTENT

Evergreen content is quality material that is relevant now and will continue to be relevant for years to come. *E&C* focuses on construction guides, tips, and procedures, *not* industry news and event photos. Contractors understand that *E&C* is a valuable resource that has earned its place around the office.



REACH MULTIPLE INDUSTRIES

E&C is sent to the top decision makers at the busiest contracting companies. These contractors aren't in need of just a single piece of equipment so why limit yourself to a single audience? These contractors need cranes, excavators, dozers, pumps, etc. so choose the magazine that covers them all.

MASSIVE AMOUNTS OF CONTENT

We are a content machine, publishing original, exclusive blog and video content on a weekly basis. This content is not only quality and appealing, but it contains the exact same keywords you and your marketing team are targeting. Don't hesitate to discuss this with us in further detail.



ARE YOU FAMILIAR WITH OUR FLAGSHIP PUBLICATION?

PILE BUCK

ESTABLISHED 1984

THE PREMIERE DEEP FOUNDATIONS AND
MARINE CONSTRUCTION MAGAZINE.

WHAT OUR CLIENTS HAVE TO SAY ABOUT EQUIPMENT & CONTRACTING...

“*Equipment & Contracting* made a grand entrance at a time when many established heavy construction magazines were struggling to stay relevant in the face of drastically changing media consumption habits. It's positioned to thrive for many years to come because of its unique content, strong balance between print and digital, and eye-popping layout.”

~ FRALEY CONSTRUCTION MARKETING

“When it comes to cranes, lifting, and heavy-hauling, *E&C* is surely becoming one of the premier sources on the internet for valuable and trusted information. In addition, their guides in the bi-monthly magazine are becoming a favorite around the office.”

~ BEYEL BROS CRANE

“With an excellent understanding of attachments and their role with equipment, *E&C* is providing invaluable print and digital content to contractors, which is crucial in a time when the industry is oversaturated with information.”

~ RANSOME ATTACHMENTS

“*Equipment & Contracting* Magazine has quickly become one of our go-to destinations for cutting-edge industry news, equipment information, general construction tips, and more. Working with them to advertise our services was a no-brainer, given their professional appearance and high-quality content creation.”

~ SKID STEER SOLUTIONS

“Between their website and magazine, *E&C* has become one of our favorite sources for concrete and paving information, particularly the guides and tips published each issue. We advertise our grout pumps and mixing equipment and are excited to see what the future holds for *E&C*!”

~ CHEMGROUT

“*E&C* is an excellent source for concrete, earthmoving, excavation, and more, which is why we advertise our concrete sawing and demolition equipment. We can't say enough good things about the magazine and, especially, the digital marketing strategy that Alex and the team employ.”

~ AGGREGATE TECHNOLOGIES

“We have provided services in the heavy lifting and transportation industry for over 70 years and consider *Equipment & Contracting* one of the premiere information sources for cranes, transportation, and other heavy equipment.”

~ LAMPSON CRANE

“*Equipment & Contracting* has become one of our favorite publications and digital resources for selling our equipment and attachments. In fact, we're not just an advertiser – but a fan and regular reader of both the magazine and blog.”

~ T-QUIP SALES & RENTALS

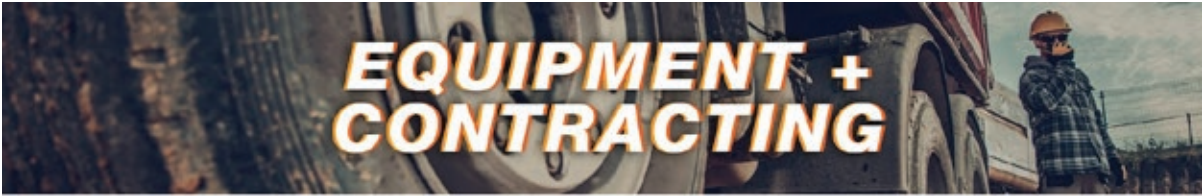
“After advertising with *Pile Buck* for a number of years, we now advertise in *E&C* and will continue to for years to come. We can't say enough good things about the quality of the magazine, as well as the professionalism and efficiency of Alex and the rest of his staff.”

~ OLIN PUMP

“As a consulting company in the deep foundations industry, with over 25 years of experience, we not only advertise in both *Pile Buck* and *E&C*, but we are regular readers of both publications as well. Keep up the great work!”

~ CFA CONSULTING LTD.

E&C YOUTUBE CHANNEL



EQUIPMENT + CONTRACTING

Equipment & Contracting
@EQUIPMENTandCONTRACTING 739 subscribers 133 videos
Expert tips and guides for contractors and heavy equipment owners. >
equipmentandcontracting.com and 4 more links

Subscribe

HOME VIDEOS SHORTS PLAYLISTS COMMUNITY CHANNELS ABOUT

Latest Popular Oldest



Hiring and Working with Subcontractors
39 views • 2 weeks ago



Construction Insurance
8 views • 2 weeks ago



20 Low-Cost Construction Business Ideas for 2024
5.1K views • 3 weeks ago



10 Best Attachments for Earthmoving Equipment | WHY These Are the Most...
553 views • 1 month ago



CRUCIAL 2024 Information for Construction Equipment Auctions
439 views • 1 month ago



Is This the Most Efficient Attachment Ever? | Steel & Dirt Podcast #16
3.7K views • 1 month ago



How Contractors are Making \$1,000,000+ Per Year
93 views • 1 month ago



Contractors and Tradesmen can Make Millions Investing | Steel & Dirt Podcast #15
44 views • 1 month ago



Concrete Pumps 101
122 views • 1 month ago



CRUCIAL FACTS About Making Money with Dump Trucks | Steel & Dirt Podcast #14
129 views • 1 month ago



Best Trucks FOR CONSTRUCTION JOBS
13K views • 1 month ago



Why the Best Asphalt Contractors Produce Their Own Asphalt
187 views • 1 month ago



Learn How Mike Vidan's Pressure Washing Business Made MILLIONS | Steel & Dirt...
40 views • 1 month ago



How to Handle an OSHA Inspection | Complete Guide for Contractors
85 views • 1 month ago



Start a Lucrative Truck Driving Career... the Right Way | Steel & Dirt Podcast #12
104 views • 1 month ago



What You're Getting Wrong About Lubricants, Oils, and Greases
515 views • 1 month ago



Make BIG Money as a Dump Truck Driver | Including Managing Your Own Hauling...
244 views • 1 month ago



Complete Guide to Construction Scams | For Contractors and Homeowners
90 views • 1 month ago



Best Concrete Saws and Diamond Blades | Plus How to Choose
89 views • 1 month ago



How a Handyman Built His Own 150+ Acre Off-the-Grid Property | Steel & Dirt Podcast...
104 views • 1 month ago

MAGAZINE ADVERTISING RATES AND MECHANICS

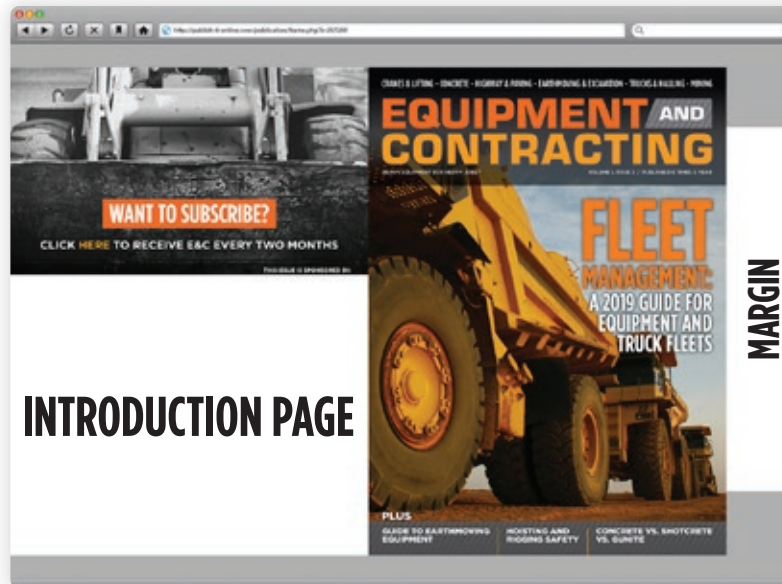
DISPLAY ADVERTISING

Trim Size: 8" W x 10.875" H
Live Area: 7.5" W x 10.375" H

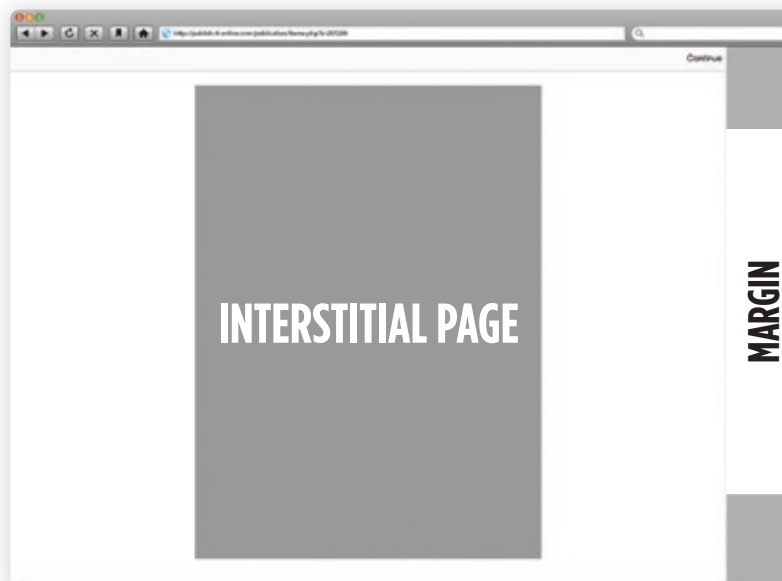
UNIT	DIMENSIONS	PER ISSUE
1/8 Page	3.5" W x 2.25" H <i>no bleed</i>	\$262
1/4 Page	3.5" W x 4.75" H <i>no bleed</i>	\$495
1/2 Page	6.875" W x 4.75" H <i>no bleed</i>	\$811
Full Page	8" W x 10.875" H .125" bleed all 4 sides	\$1,274
Double Page	16" W x 10.875" H .125" bleed all 4 sides	\$1,950
PREMIUM UNITS		
Inside Front Cover Double Page	16" W x 10.875" H .125" bleed all 4 sides	\$2,080
Inside Back Cover	8" W x 10.875" H .125" bleed all 4 sides	\$1,469
Back Cover	8" W x 10.875" H .125" bleed all 4 sides	\$1,586
Center Spread	16" W x 10.875" H .125" bleed all 4 sides	\$2,745



ADDITIONAL ADVERTISING RATES AND MECHANICS



UNIT	DIMENSIONS	PER ISSUE
Introduction Page	8" W x 6.25" H .125" bleed all 4 sides	\$845
Margin	120px W x 600px H	\$978
Interstitial Page (Appears at Cover Story. Slides up in front of the reader.)	(Full Page) 8" W x 10.875" H .125" bleed all 4 sides	\$780



E&C TOTAL ENGAGEMENT PACKAGES

LOOKING FOR A MORE EFFECTIVE DIGITAL MARKETING STRATEGY? WE HAVE THE EXPERIENCE AND RESOURCES TO MAKE YOUR BRAND REACH ITS FULL POTENTIAL.

Working side-by-side with my team, I personally manage each client and encourage each to call or email me at any time and as often as necessary with any questions or inquiries.

Alex Smoot



Managing Editor - Equipment & Contracting
alex@equipmentandcontracting.com

ANNUAL PACKAGES

BRONZE \$3,600/year



- 1/4 page ad in all 6 issues of E&C
- Monthly social media promotion
- Linked press releases in email newsletters
- Complimentary graphic design

SILVER \$6,444/year



- 1/2 page ad in all 6 issues of E&C
- 1 email ad
- 1 exclusive blog article
- Bi-weekly social media promotion
- Linked press releases in email newsletters
- Complimentary graphic design

GOLD \$7,800/year



- Full page ad in all 6 issues of E&C
- 3 email ads
- 2 exclusive blog articles
- Weekly social media promotion
- Linked press releases in email newsletters
- Complimentary graphic design
- Marketing consulting

**+ ON-SITE VIDEO INTERVIEW
\$9,800/year**

PLATINUM \$12,000/year



- Double page ad (or 2 full pages) in all 6 issues of E&C
- 6 email ads
- 3 exclusive blog articles
- Weekly social media promotion
- Linked press releases in email newsletters
- Backlinking within our blog articles
- Complimentary graphic design
- Exclusive sponsored article in magazine
- YouTube video sponsorship
- Equipment Spotlight in magazine
- Forwarding of incoming leads
- Marketing consulting

**+ ON-SITE VIDEO INTERVIEW
\$14,000/year**

The on-site video interview is conducted at your location to showcase your equipment and/or services, and is promoted significantly via the magazine, blog, social media, and email newsletters.

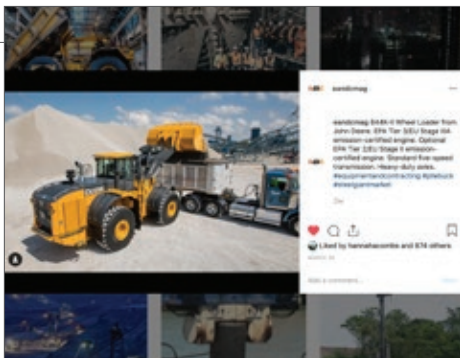
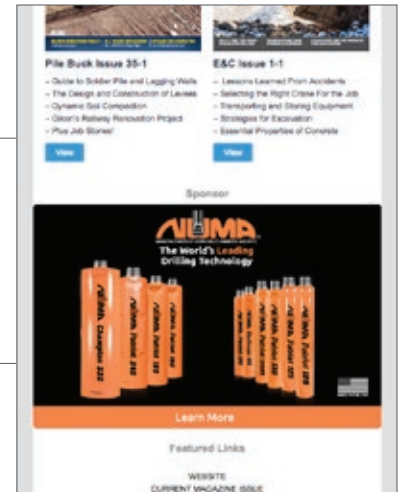


MAGAZINE ADS

Various sizes available including double, full, 1/2, and 1/4 pages.

EMAIL NEWSLETTER ADS

A 590 x 380 ad sent to our list of 70,000+ opted-in contacts.



SOCIAL MEDIA PROMOTION

Photo and/or video posts on a weekly basis to Instagram, Facebook, Twitter, and LinkedIn.



BLOG PROMOTION

Note that each blog post is promoted across all social media platforms and is linked in at least one email newsletter as well.



THE BUCK

The annual deep foundations and marine construction resource that contains a directory, articles, specs, and more.

BACKLINKING

Backlinks are essentially votes from other websites – each telling search engines: "This content is valuable, credible and useful."



WEB ADS

The E&C website offers ad placement with specific sectors of the industry.



2027 MAGAZINE ADVERTISING RATES

Select	DISPLAY ADS	PER ISSUE
☐	1/8 Page	\$262
☐	1/4 Page	\$495
☐	1/2 Page	\$811
☐	Full Page	\$1,274
☐	Double Page	\$1,950

Select	PREMIUM DISPLAY ADS	PER ISSUE
☐	Inside Front Cover Double Page	\$2,080
☐	Inside Back Cover	\$1,469
☐	Back Cover	\$1,586
☐	Center Spread	\$2,745

Select	BONUS ADS	PER ISSUE
☐	Introduction Page	\$845
☐	Margin	\$978
☐	Interstitial Page	\$780

2027 E&C E-NEWSLETTER RATES

Select	UNIT	PER EMAIL
☐	Email Newsletter Ad	\$900

VOLUME 9 (2027), ISSUE:

☐ 1: Feb. ☐ 2: Apr. ☐ 3: Jun. ☐ 4: Aug. ☐ 5: Oct. ☐ 6: Dec.

NET ADVERTISING: \$ _____

X _____

ADVERTISING TOTAL: \$ _____

INVOICE: ☐ Each issue ☐ Pre-pay

Unless otherwise specified, the pre-pay discount is not available when a discount is already in place.

ANNUAL
PACKAGES

Select	BRONZE	\$3,600/YEAR
☐	1/4 page ad in all 6 issues of E&C - Monthly social media promotion - Linked press releases in email newsletters - Complimentary graphic design	

Select	SILVER	\$6,444/YEAR
☐	1/2 page ad in all 6 issues of E&C 1 email ad 1 exclusive blog article - Bi-weekly social media promotion - Linked press releases in email newsletters - Complimentary graphic design	

Select	GOLD	\$7,800/YEAR
☐	- Full page ad in all 6 issues of E&C 3 email ads 2 exclusive blog articles - Weekly social media promotion - Linked press releases in email newsletters - Complimentary graphic design - Marketing consulting	
☐	+ ON-SITE VIDEO INTERVIEW	\$9,800/YEAR

Select	PLATINUM	\$12,000/YEAR
☐	- Double page ad (or 2 full pages) in all 6 issues of E&C 6 email ads 3 exclusive blog articles - Weekly social media promotion - Linked press releases in email newsletters - Backlinking within our blog articles - Complimentary graphic design - Exclusive sponsored article in magazine - YouTube video sponsorship - Equipment Spotlight in magazine - Forwarding of incoming leads - Marketing consulting	
☐	+ ON-SITE VIDEO INTERVIEW	\$14,000/YEAR

ADVERTISER INFORMATION

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact Person: _____

Email: _____

Phone: () _____

PAYMENT OPTIONS

☐ Check enclosed (made payable to PileBuck International, Inc.)

☐ Send me an invoice: ☐ Email ☐ Mail

Bill To: ☐ Company ☐ Agency

Billing address if different than above:

Email: _____

Address: _____

City: _____ State: _____ Zip: _____

☐ Charge my credit card:

☐ Visa ☐ MasterCard ☐ American Express ☐ Discover

Card Number: _____

Expiration Date: _____

Name (as it appears on card): _____

Company name (if corporate card): _____

Signature: _____

RETURN THIS FORM WITH ARTWORK TO:

Alex Smoot • Email: alex@equipmentandcontracting.com

I have read and agree to the terms and conditions set forth on this contract. I am signing this contract as confirmation of my company's intent to place the indicated ad. Placing this ad makes my company responsible for the stated contracted cost.

Name (printed): _____

Signature: _____

Date: _____