



PPE

**PORTABLE PLANTS
& EQUIPMENT**

MEDIA PLANNER 2019

Portable Plants is the place to turn for the latest developments and insights on portable processing. Whether your interest centers on crushing rock or recycling asphalt and concrete, we've lined up several exciting opportunities for you and *Portable Plants* readers in 2019. Here's a look at some of the things you can expect from the magazine:

Each issue of *Portable Plants* will focus on key portable processing equipment. March, for example, is dedicated to the latest in conveying and material handling equipment. We'll also offer an equipment-specific preview of AGG1 Aggregates Academy & Expo that issue, showcasing the latest plants and related machinery in an edition that will be available at the Indianapolis trade show. Crushing equipment is the focus of *Portable Plants*' June edition, and we'll explore wash plants and attachments that work in tandem with portable plants in September. In addition, our September issue is vital to our readers because it features the annual Buyers' Guide, which features listings of equipment and service providers.

Screening plants will be covered in *Portable Plants*' year-end issue in December, and we'll offer a State of the Industry Report that month looking back on 2019 and ahead to 2020 and beyond.

Of course, we'll keep tabs on the latest developments in all things portable plants with coverage throughout the year.

We are also excited to announce that *Portable Plants* will be getting a redesign and taking on a fresh new look in 2019. Keep up with all of the details by visiting www.portableplants.com. You'll also find us on Facebook (www.facebook.com/portableplants) and Twitter (www.twitter.com/portableplants), where readers can access the magazine 24/7 and find the latest news and information related to portable plants.

We're looking forward to working with you in 2019.



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Kevin Yanik

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CIRCULATION IN KEY MARKETS FOR 2019

Portable Plants' audience includes more of your prospects and customers. Portable plant manufacturers can now reach more aggregate producers, more concrete/ready-mix contractors and more asphalt contractors/recyclers! This emphasis gives your message a greater reach, one that will be seen by more companies that are in search of the industry's latest equipment and technology offerings.

Business & Industry	Circulation Copies	Percent
Concrete Producer/Contractor	3,159	18.6%
Asphalt Producer/Contractor	3,163	18.6%
Heavy Construction (Highway/Bridges)	1,590	8.4%
Site Clean-up	175	1.0%
Wrecking/Demolition/Excavation	3,555	20.9%
Construction & Demolition Recycler	491	2.9%
Land Clearing Leveling	621	3.70%
Aggregate Producer/Contractor	3,071	18.1%
Road Building Contractor	879	5.2%
Equipment Dealers/Distributor	283	1.7%
Other	13	0.01%
Total Circulation	17,000	100%

Source: Publisher's own data

Cover photo courtesy of Terex Washing Systems

2019 EDITORIAL CALENDAR

MARCH

EQUIPMENT & TECHNOLOGY FOCUS:
Conveying & Material Handling

Market Spotlight: Aggregate

Event Focus: AGG1 Aggregates
Academy & Expo

Also covering: Bearings, breakers, buckets, conveyors, drives, excavators, grapples, lubricants, magnets, maintenance equipment, material handlers, motors, oils, portable plants, pulverizers, pumps, skid steers, trailers, trucks, wheel loaders and other personal-use equipment for the workplace

ADVERTISER EXTRA:
Bonus Distribution

NSSGA Annual Convention
Feb. 10-13, Indianapolis

AGG1 Academy & Expo
Feb. 12-14, Indianapolis

C&D World Exhibition & Conference
March 9-12, Brooklyn, New York

ISRI Convention & Exposition
April 6-11, Los Angeles

Bauma 2019, April 8-14, Munich, Germany

Waste Expo, May 6-9, Las Vegas

Editorial Due: 11/30
Ad Close: 12/21
Materials Due: 1/7

JUNE

EQUIPMENT & TECHNOLOGY FOCUS:
Crushing

Market Spotlight: Recycled asphalt

Also Covering: Bearings, breakers, buckets, conveyors, drives, excavators, grapples, lubricants, magnets, maintenance equipment, material handlers, motors, oils, portable plants, pulverizers, pumps, skid steers, trailers, trucks, wheel loaders and other personal-use equipment for the workplace

Editorial Due: 4/26
Ad Close: 5/10
Materials Due: 5/17

SEPTEMBER

2019 BUYERS' GUIDE: Our annual equipment supplier listings, with breakdowns alphabetically and by equipment category

Equipment & Technology Focus:
Washing; attachments, including breakers, buckets, grapples, pulverizers and more

Market Spotlight: Recycled concrete

Also covering: Bearings, conveyors, drives, excavators, lubricants, magnets, maintenance equipment, material handlers, motors, oils, portable plants, pumps, skid steers, trailers, trucks, wheel loaders and other personal-use equipment for the workplace

Editorial Due: 7/1
Ad Close: 7/17
Materials Due: 7/22

DECEMBER

STATE OF THE INDUSTRY REPORT:
Analysis of the aggregate, recycled concrete and recycled asphalt markets, with a forecast for 2020 and beyond

Equipment & Technology Focus:
Screening




Also covering: Bearings, breakers, buckets, conveyors, drives, excavators, grapples, lubricants, magnets, maintenance equipment, material handlers, motors, oils, portable plants, pulverizers, pumps, skid steers, trailers, trucks, wheel loaders and other personal-use equipment for the workplace

Editorial Due: 10/8
Ad Close: 10/21
Materials Due: 10/28

Value-Added Program

Half-page and larger display advertisers in *Portable Plants* magazine will have their equipment and services featured in the *Portable Plants* Equipment Spotlight newsletter free of charge. Product spotlights are also available for purchase.

ADDED VALUE FROM *PORTABLE PLANTS*

	Place this Ad	In this Issue	...And get this FREE!
<p>EQUIPMENT SPOTLIGHT</p> <p>Half-page and larger ads in any issue of <i>Portable Plants</i> will have their selected equipment/service featured in our quarterly Equipment Spotlight newsletter completely free of charge.</p>	1/2-Page Ad (or larger)	Any Issue	
<p>BONUS DISTRIBUTION</p> <p>All advertisers get additional exposure from bonus distribution of the March <i>Portable Plants</i> issue at the NSSGA Annual Convention, AGG1 Aggregates Academy & Expo 2019, ISRI Convention & Exhibition and Waste Expo 2019.</p>	Any Ad	March	<ul style="list-style-type: none"> • NSSGA Annual Convention • AGG1 Aggregates Academy & Expo • Waste Expo • ISRI Convention & Exposition
<p>PORTABLE PLANTS LEAD PROGRAM</p> <p>The <i>Portable Plants</i> Lead Program is a free lead-generation program for qualifying <i>Portable Plants</i> advertisers. We'll present quality, newly-discovered sales leads from demolition contractors, aggregate producers, asphalt and concrete contractors and others who intend to purchase or specify your product or service category. Each sales lead comes with the buyer's name, title, company, address and phone number – along with detailed buyer demographics</p>	1/2-Page Ad (or larger)	June	
<p>BUYERS' GUIDE BONUS ADS</p> <p>Full-page advertisements in <i>Portable Plants'</i> September Buyers' Guide issue earn a bonus 1/3-page ad placement in the directory section. Plus one free bold listing in directory section.</p>	Full-Page Ad (or larger)	September	

PORTABLE PLANTS PRINT EDITION

Portable Plants is a quarterly publication focused on the equipment and technology that can make portable plant operators more efficient and boost their bottom lines. It dives into the issues affecting all portable plant operators and provides insight and solutions designed to help drive business. It also reports the top industry news and developments.



“Advertising in print, along with other media, adds substantially to brand awareness.”

MILLWARD BROWN
Digital

PORTABLE PLANTS DIGITAL EDITION

Portable Plants offers an exact replica of the magazine digitally. The digital edition offers customers unique and impactful advertising opportunities, including premium advertising positions allowing for a direct link to your website, a video, a product or equipment demonstration — wherever you like.

Ad Types

- Presentation Page
- Video
- Slide Show
- Digital Blow-in (interstitial roadblock, bellyband, partial cover tip)
- Animation
- Leaderboard (728x90)



EQUIPMENT SPOTLIGHT (quarterly)

2,134* TOTAL RECIPIENTS

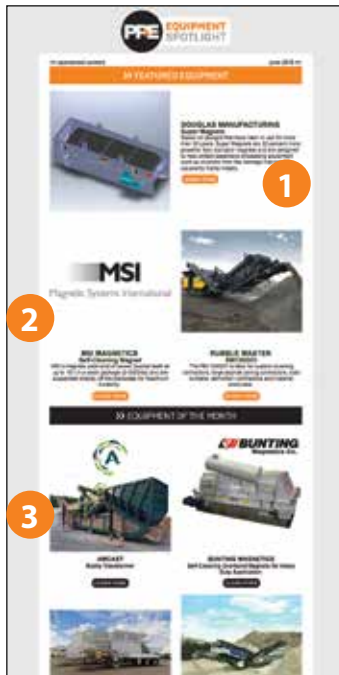
OPEN RATE: **20.3%***

CLICK THROUGH RATE: **3.0%***

Half-page and larger display advertisers in *Portable Plants* magazine will have their equipment and services featured in the *Portable Plants* Equipment Spotlight newsletter free of charge. Product spotlights are also available for purchase.

Ad Types

- 1 Featured Gold Product Listing
- 2 Gold Product Listing
- 3 Product Listing

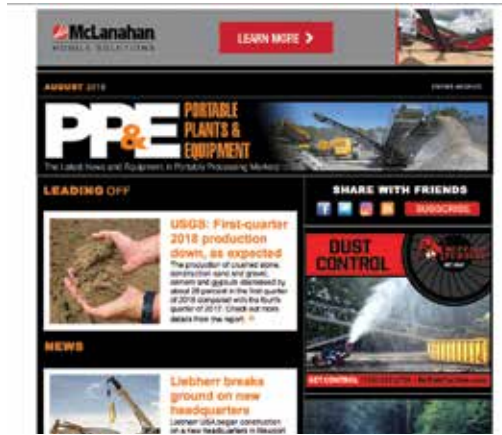


PORTABLE PLANTS ENEWSLETTER (monthly)

16,401* TOTAL RECIPIENTS

OPEN RATE: **38.9%***

CLICK THROUGH RATE: **6.2%***



Ad Types

- Top Leaderboard (728x90)
- Bottom Leaderboard (728x90)
- Top Rectangle (300x250)
- Bottom Rectangle (300x250)
- Product Listing
- Text Ad
- Microbar (88x31)

CUSTOM EBLASTS

A great way to enhance your campaign! *Portable Plants's* custom eblasts are fully customizable HTML documents that offer highly targeted digital promotions for special offers, programs and new product launches.



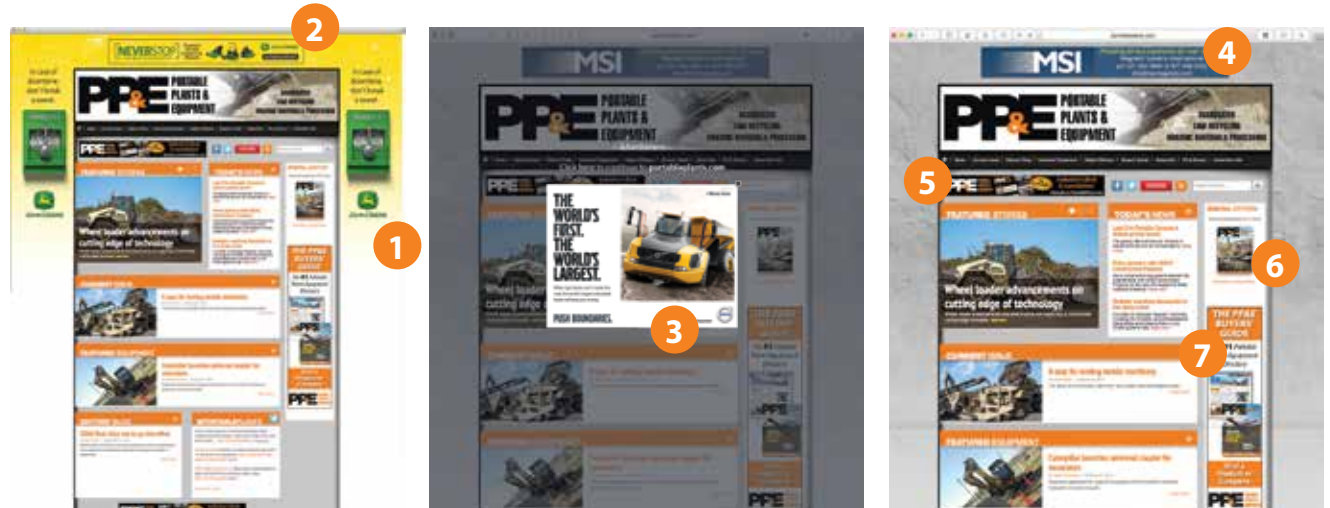
*Source: Google Analytics January 2018–August 2018

PORTABLEPLANTS.COM

Visitors to PortablePlants.com will find a user-friendly layout with the latest industry news, equipment, opinions and industry features on portable processing equipment.

Ad Sizes

- 1 Clickable Wallpaper (minimum 1,920 pixels wide)
- 2 Expandable Leaderboard (728x315 expanded, 728x90 collapsed)
- 3 Interstitial Roadblock (640x480)
- 4 Regular Leaderboard (728x90)
- 5 Banner (468x60)
- 6 Small Square (160x160)
- 7 Skyscraper (160x600)



PLATINUM WEBSITE SPONSORSHIP

Ad Sizes

With *Portable Plants* Platinum Website Sponsorship, five of your digital ads will frame the portableplants.com home page 50% of the time, and the remaining 50% of the time one or more of your digital ads will appear. Perfect for product launches, special promotions and brand awareness, our Platinum Website Sponsorship delivers immediate, sustained, significant ROI.

- Clickable Wallpaper (minimum 1,280 pixels wide)
- Interstitial Roadblock (640x480)
- Expandable Leaderboard (728x315 expanded, 728x90 collapsed)
- Banner (468x60)
- Skyscraper (160x600)

CONTENT MARKETING

Print & Web Sponsored Content

Take your company and its products to the next level in the eyes of our readers and website visitors, with high-quality content shared in an award-winning editorial environment. Whether you provide the content or have one of our experts write it for you, our program promises to elevate and enhance your standing in the marketplace.

Our content marketing pieces also are educational and establish your:

- Thought leadership
- Brand awareness
- Integrity and trust



Webinars

Webinars are an effective way to communicate educational information, build awareness of your company's technical expertise or showcase customer case studies. Sponsoring a webinar with *Portable Plants* provides an opportunity to establish your company as an industry thought leader.



We offer two webinar types:

- Educational Webinars:** Held regularly on industry hot topics. For this series, *Portable Plants* defines the topic and speakers.
- Promotional Webinars:** Sponsor selects the topic and speakers with help and guidance from *Portable Plants* staff (as requested by sponsor).



Featured Video Package

Video advertising is growing. Video attracts, engages and converts viewers into customers. To ensure the effectiveness of *Portable Plants*'s video advertising, we've developed a package of digital media support elements to complement and drive traffic to your video.

Sponsored video includes:

- Video on PortablePlants.com for one month.
- 300x250 mobile ad linking to the video for one month (If video is < 30 seconds, in-stream play is possible; if not, video will open from new link).
- Link to sponsored video ad in one *Portable Plants* enewsletter.
- Spotlight ad in Product Spotlight enewsletter linking to video.
- One tweet per week for one month (#sponsored).

BUYERS' GUIDE

In Print

The industry's most complete equipment reference guide is also featured in print in the September issue of *Portable Plants*. Kept by readers for quick desktop reference throughout the year, the massive Buyers' Guide issue includes:

- Equipment by category
- A brand name index
- Distributors by state
- Supplier contact information, and more



Digital Ads

- Leaderboard: \$325 per month**
- 1st Medium Rectangle: \$200 per month**
- 2nd Medium Rectangle: \$175 per month**
- 3rd Medium Rectangle: \$125 per month**

Create Your Own Package: Pick Gold or Platinum + add Digital Ads at Great Rates!

Online

The online Buyers' Guide – found at www.PPEBuyersGuide.com is your best bet for year-round online visibility.

A basic listing is completely free, and there are a wide variety of upgrade packages available to maximize your online presence.

Purchase a Gold or Platinum Listing by June 1 and get a **FREE logo** in the print guide!

LISTING LEVEL INCLUDES	FREE \$0	Gold \$400	Platinum \$850
Product Categories	4	8	10
Branches	5	5	5
Key Contact Info	✓	✓	✓
Brands (Mfg.-Specific)	✓	✓	✓
Where to Buy		✓	✓
Online Logo		✓	✓
Spotlight Display		✓	✓
Bold Online Listing		✓	✓
Logo in Print Guide*		✓	✓
Social Media Links		✓	✓
Company Description		500 Characters	700 Characters
Bold Text in Print Guide			✓
Unlimited \$199 Logo in Eqpt. Section			✓
Media Uploads			✓

Questions about free or enhanced listings?

Contact:
Chloe Scoular
 Buyers' Guide
 Marketing & Sales
 Manager
cscoular@northcoastmedia.net
 216-363-7929

*Must purchase gold or platinum package by June 1 to be eligible for logo inclusion in the print guide.

** Monthly rates shown are for 12-month agreement. Contact Chloe Scoular for expanded pricing and packages.

AD SUBMISSIONS

Print Ad Material Submissions

All ad material must be submitted via the ad portal: northcoastmedia.sendmyad.com.

View a brief tutorial video: [SendMyAd.Demo.com](#)

Acceptable file formats: PDFs should conform to the PDF/X-1a specification.

No Crop Marks or Color Bars: If you must have them on for a client, be sure they are at least 18 Points OFFSET—then upon upload into the portal, click on REPOSITION AD and use the Trim & Save Tool to remove them BEFORE approving the ad. (If file has been trimmed correctly you will only see from the BLUE BLEED RULE inward, the approved file should not have anything visible outside of the BLUE BLEED RULE.)

Total Ink Density cannot exceed 300%: for all page elements, text, photos, artwork, etc.

CMYK only: No RGB, LAB or PMS colors (unless you are actually printing a PMS color)

Image Resolution of at least 300 dpi: Low resolution images may not print as sharply as intended. If the images in your file were originally high resolution, and are being flagged low resolution in the ad portal, check your PDF settings to make sure the images are not being downsampled when converting to a PDF.

Build file to correct size: you can download an InDesign template from the ad portal.

Bleed: Full page and spread ads are listed at trim size. For bleed ads be sure to include an EXTRA 1/8" of color or image on all sides of the ad that is to bleed. (Full page ads bleed on all 4 sides regardless of binding method). For fractional bleed ads please contact production for ad specifications.

All fonts must be embedded.

Error and Warning Messages: Once your file has finished processing you will see a list of errors and warnings on the right hand side. Place your cursor over these messages and it will highlight the area of the file in question. Click on messages that will explain how to fix the issues.

For help in using the Ad portal:

Please contact the Production Manager:



Terri Johnstone
tjohnstone@northcoastmedia.net
216-978-9622



Print Ad Sizes

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"

Ask your account manager for print ad rates.

Website Ad Material Submissions

- 1. Naming Conventions:** When submitting materials to Ad Manager, use the following naming conventions within the subject line: ADVERTISER NAME, SITE, LIVE DATE
- 2. Material Deadlines:** Five (5) days prior to campaign start date
- 3. File Formats:** GIF, JPG and other rich media formats
- 4. Animation:** Videos are limited to one playback loop. Creative that is considered annoying or hampers the user experience (i.e. big bright, flashing colors) will not be accepted.
- 5. Rich Media:** Flash, DHTMLx, Java, third-party tags, streaming video, Enliven, image maps. Please call if the rich media you are using is not listed.
- 6. Third-Party Ad Tags Are Accepted.** The click URL must be received separately from any third-party tag, even if it's embedded in the code. Please contact your advertising representative for more details.

Send All Digital Ad Materials To:

All ad material must be submitted via the ad portal:
northcoastmedia.sendmyad.com and/or email 5 business days in advance of publication.

Enewsletter Ad Material Submissions

- 1. Naming Conventions:** When submitting materials to Ad Manager, use the following naming conventions within the subject line: ADVERTISER NAME, EMAIL NAME, LAUNCH DATE
- 2. Material Deadlines:** Five (5) days prior to campaign start date. Note: Late materials may not be posted on time.
- 3. File Formats:** GIF, JPG, PNG
- 4. Rich Media:** Not available on newsletters. (Rich media is supported on our websites.)
- 5. Third-Party Ad Tags Are Not Accepted. Send All Digital Ad Materials To:**

All ad material must be submitted via the ad portal:
northcoastmedia.sendmyad.com and/or email 5 business days in advance of publication.

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