



..... 2021

MEDIA KIT AND PLANNER

THE LEADER IN THE HEAVY
EQUIPMENT DISTRIBUTION
INDUSTRY IN NORTH AMERICA

YOUR AED ADVERTISING EXPERIENCE

Advertising with AED is the most powerful, effective way to connect with AED's extensive population of equipment distribution industry professionals – and there are many creative ways to customize your own marketing plan of attack.

GET YOUR MESSAGE HEARD!

AED is committed to helping companies reach our equipment distribution industry audience. With industry leading advertising exposure through publications like CED, we provide an excellent platform for communicating your value proposition. We look forward to developing a marketing program to connect your message with those who are serious about becoming more efficient and profitable using your products and services.

AED should be the cornerstone of your marketing plan to communicate with the industry's most influential decision-makers and top equipment distribution companies. There are also opportunities to expand your plan with unique member profile stories about your company, your products, and what makes you great!

Every marketing plan should start and end with the return on investment in mind. With AED, your investment reaches the greatest number of companies directly involved in the equipment distribution industry– and it reaches those who are highly engaged decision makers.

HOW TO GET STARTED

Call your Business Development Specialist today for details and to reserve your placement space and learn about other customized options. Special advertising opportunities are available on a first-come, first-served basis.



Jon Cruthers, *Vice President*

Phone: 630-468-5127

Email: jcruthers@aednet.org



Michael Kondrath, *Business Development Specialist*

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Northeast and Midwest US, Canada, and Asia-Pacific



Denis Budz, *Business Development Specialist*

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West, Rocky Mountain, South Central, and Southeast US, Europe

CED BY THE NUMBERS

93%

of CED readers perceive companies that advertise in CED as **more supportive** of the industry and association

82%

of CED readers are **more than likely** to consider purchasing products and services from companies that advertise within the publication and/or websites.

77%

of subscribers have **called or visited a website** because of an advertisement they viewed in CED

89%

of CED readers keep the issue for **at least a month** or longer

86%

of CED readers spend **at least 30 minutes** reading each issue of the publication

82%

of CED readers have read **three out of the past four** issues from cover to cover

77%

of CED readers are Dealers/Distributors with over **\$60 bil in sales**, more than **130,000 workers**, and **5,100 branches**

**CED
MAGAZINE
CIRCULATION**

58% Executive (C-level, President, VP, Owner)

18% General Managers

15% Sales & Marketing

9% Other

CED MAGAZINE PRINT ADVERTISING RATES

AD SIZE	1X	3X	6X	12X
Spread	\$6,125	\$5,400	\$4,800	\$3,450
Full Page	\$3,450	\$3,050	\$2,910	\$2,650
2/3 Page Vertical	\$3,010	\$2,670	\$2,560	\$2,335
1/2 Page Horizontal, Vertical, Or Island	\$2,695	\$2,405	\$2,305	\$2,110
1/3 Page Vertical or Square	\$2,360	\$2,120	\$2,040	\$1,880
1/4 Page Vertical	\$2,070	\$1,875	\$1,810	\$1,675

*The rates featured in this table are gross rates.

*Rates will be linearly interpolated between published rates as needed to reflect the actual frequency of placement.

Color Rates

The prices above include digital four-color printing.

Special Placements

Inside Front Add \$600

Inside Back Add \$400

Outside Back Add \$700

Guaranteed Position

Add 10% of gross.

General Rate Policy

All publication rates are subject to change.

CED Magazine reserves the right to reject advertising that it feels is not in the best interest of the magazine's standards.

The copy is subject to approval by the Editor-in-Chief.

Advertisers who cancel before the content deadline date of their placement will be charged a \$350 advertising cancellation charge plus the adjusted rate to reflect the actual number of placements.

All advertising contract cancellations require 30 days' written notice before the content deadline close date.

Ad Sizes*

Spread ————— 16.5" x 10.875"

Full Page ————— 8.25" x 10.875"

2/3 Vertical ————— 4.75" x 10.875"

1/2 Island ————— 4.75" x 7.5"

1/2 Horizontal ————— 7.25" x 4.875"

1/2 Vertical ————— 3.5" x 10"

1/3 Square ————— 4.75" x 4.875"

1/3 Vertical ————— 2.3" x 10"

1/4 Vertical ————— 3.5" x 4.875"

*For full page spread ads with bleeds, please allow 0.25" on all size.

Place all important text, logos, and images within the live area (inside 0.25" on all sides)

Advertising Requirements:

Preferred File Format: Please provide your advertisement as a high-resolution PDF file.

Submitting Your Advertisements:

Email: mcabral@aednet.org. Please include in the subject line: CED Ad for <issue month>.

*If the file sizes are larger than 10MB, please upload to AED's Hightail account: bit.ly/CEDupload

QUESTIONS?

Contact Martin Cabral, Associate Director of Production

Phone: 630-468-5118 | Email: mcabral@aednet.org

EDITORIAL CALENDAR

MONTH	CONTENT DEADLINE	ADVERTISEMENT INSERTION ORDER DEADLINE	ADVERTISEMENT MATERIAL DEADLINE	ISSUE PREVIEW
January + February	1/5/2021	1/8/2021	1/15/2021	2021 Summit Preview + NEW! Equipment Leasing & Financing Showcase
March	1/25/2021	2/5/2021	2/12/2021	2021 AED Summit Guide + 2021 CONDEX Showcase
April	2/22/2020	3/5/2021	3/12/2021	Technology Trends + Technology Showcase
May	N/A	4/9/2021	4/16/2021	Membership Directory
June	5/5/2021	5/7/2021	5/14/2021	Workforce Development + Crushing & Screening Equipment Showcase
July	6/4/2021	6/11/2021	6/18/2021	Education and Training + Attachments Showcase
August	7/5/2021	7/9/2021	7/16/2021	Marketing and Social Media + Road Building Equipment Showcase
September	8/5/2021	8/13/2021	8/20/2021	Human Resources + Compact Equipment Showcase
October	9/3/2021	9/10/2021	9/17/2021	Strategic Planning + NEW! Equipment Trailer Showcase
November + December	10/28/2021	11/5/2021	11/12/2021	2022 CONDEX & Hospitality Showcase

Deadline Definition Guide: Please note that some deadlines may be back to back for issues with timely subjects, I.E. March Summit Issue.

Content Deadline: This deadline is for individuals submitting articles for the publication and for advertising placement cancellations. Articles should be submitted to CED's Editor-in-Chief, Sara Smith (ssmith@aednet.org), in a Microsoft Word document attachment. All material including photos, logos and bios should be submitted by this date.

Advertisement Insertion Order Deadline: This deadline represents the due date of the signed insertion orders. All insertions should be signed and submitted to your dedicated sales representative by this date.

Advertisement Material Deadline: This deadline represents the due date for your advertisement and showcase material. If the material is not submitted by this date, the advertisement will be billed as per the signed insertion order and the issue will run without the placement being included.

SHOWCASE INFORMATION & PRICING

Don't miss the *SPECIAL OPPORTUNITY* to be showcased in the *AWARD WINNING CED Magazine* available to all companies that offer industry leading equipment, products and services.

JANUARY/FEBRUARY – 2021 HOSPITALITY SUITE SHOWCASE

JANUARY/FEBRUARY – EQUIPMENT LEASING & FINANCING SHOWCASE

MARCH – 2021 CONDEX SHOWCASE

APRIL – TECHNOLOGY SHOWCASE

JUNE – CRUSHING & SCREENING EQUIPMENT SHOWCASE

JULY – ATTACHMENTS SHOWCASE

AUGUST – ROAD BUILDING EQUIPMENT SHOWCASE

SEPTEMBER – COMPACT EQUIPMENT SHOWCASE

OCTOBER – EQUIPMENT TRAILER SHOWCASE

NOVEMBER/DECEMBER – 2022 CONDEX & HOSPITALITY SUITE SHOWCASE

CONTACT YOUR SALES REP FOR MORE INFORMATION AND TO BE INCLUDED IN A SHOWCASE, SPACE IS LIMITED AND WILL UP FAST!

TWO SHOWCASE OPTIONS AVAILABLE

Standard:

150 words and a product/service image or company logo

- Complimentary for AED members
- \$1020 for non-members

Enhanced:

Highlighted listing with 300 words, product/service image, company logo, sales contact with email address

- Complimentary for AED members with ad
- \$510 for AED members without ad
- \$2040 for non-members without ad

Upload your description, high resolution photo and logo to: bit.ly/CEDupload

**AED will resize images and logos to approximately 150 x 150 dpi.*

SPECIAL ADVERTISING OPPORTUNITIES

AED offers a variety of other advertising opportunities in both print and digital media to chose from. These options provide an excellent solution for expanding your exposure to your target audience.

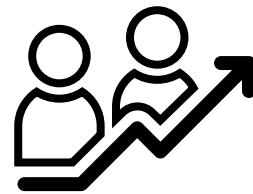
CREATE BRAND AWARENESS



ACHIEVE POWERFUL RETURNS



INCREASE YOUR CUSTOMER BASE



AED TOP ADVERTISER

Be recognized by AED members as a Top 25 CED Ambassador!

To qualify as a CED Ambassador, your company must be among our top 25 advertisers for the 2021 calendar year based on orders placed before the end of 2020. CED Ambassadors will be recognized in the March 2021 CED issue distributed to all subscribers and all attendees to the 2021 AED Summit and will be recognized in the AED Membership Directory distributed in May 2021 to all AED members.

ENHANCED MEMBERSHIP DIRECTORY LISTINGS FOR ADVERTISERS

Increase your brand awareness by advertising in the AED Membership Directory!

Members with advertising placements in the May AED Membership Directory will receive a complimentary enhanced directory listing featuring their company logo and reference to the page number in the directory where their ad appears.

MARKETING PACKAGES/SERVICES

AED360 MOBILE APP

AED360 brings the latest news and resources from Associated Equipment Distributors (AED) to your fingertips. Special advertising options include an app splash page and rotating banners.



- **App Splash Page:**
\$2,500 per month
- **App Rotating Banner:**
\$500 per month

EMAIL MARKETING

Segmented email distribution by organization type, geography and individual type depending on desired demographics.



- \$2,500 for first 500
- \$4/email for second 500
- \$3/email for third 500
- \$2/email for fourth 500
- \$1/email for each additional over 2,000
- 20% additional for A/B emails

BELLY BANDS

Wraps and tip-ons can be targeted to specific subscribers by type and geographic location.



- **March Issue of CED [Summit Issue]:** \$4,500 (qty 3,000)
- **January, February, April–December Issues:** \$2,500 (qty 1,500)

INSERTS

Inserts can be targeted to specific subscribers by type and geographic location.

- **Two-Page:** \$1,500 per issue (Jan, Feb, Apr-Dec) / \$2,500 per issue (Mar) - 80 lb. gloss text
- **Four-Page:** \$3,000 per issue (Jan, Feb, Apr-Dec) / \$5,000 per issue (Mar) - 80 lb. gloss text
- **Eight-Page:** \$5,500 per issue (Jan, Feb, Apr-Dec) / \$7,500 per issue (Mar) - 100 lb. gloss text

MARKETING PACKAGES/SERVICES

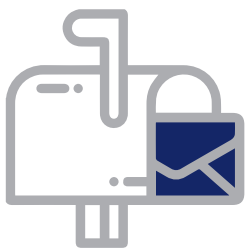
CEDMAG.COM

CEDMag.com is the digital version of CED magazine in a mobile friendly website with support for digital advisements to complement your print advisements

DIGITAL ADS ON CEDMAG.COM	1X	3X	6X	12X
Leaderboard Ads (570 x 160)	\$1,000	\$800	\$750	\$700
Side Box Ads (300 x 250)	\$800	\$640	\$600	\$560

MASS MAILINGS

Includes printing on 80 lb. cover paper and postage for postcards. Two-Page, Four-Page and Eight-Page brochures will print on 100 lb. text. AED will mail to members based on organization type, geography and individual type depending on the desired demographics. Postage is included in pricing below.



POSTCARD (5.5" X 8.5")	\$1.75 EACH
TWO-PAGE (8.5" X 11" double-sided)	\$1.85 EACH
FOUR-PAGE (8.5" X 11" stapled)	\$3.55 EACH
EIGHT-PAGE (8.5" X 11" stapled)	\$3.95 EACH

CONTACT YOUR SALES REP FOR MORE INFORMATION!

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