2024

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 AED, 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.

Steve Werntz  
*Business Development Specialist*  
Phone: 630-286-1062  
Email: swerntz@aednet.org
of AED readers perceive companies that advertise in AED as more supportive of the industry and association

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

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

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

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

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

of AED readers are Dealers/Distributors with over $60 billion in sales, more than 130,000 workers, and 5,100 branches

58% Executive (C-level, President, VP, Owner)
18% General Managers
15% Sales & Marketing
9% Other
AED MAGAZINE PRINT ADVERTISING RATES

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
<th>12X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spread</td>
<td>$6,125</td>
<td>$5,400</td>
<td>$4,800</td>
<td>$3,450</td>
</tr>
<tr>
<td>Full Page</td>
<td>$3,450</td>
<td>$3,050</td>
<td>$2,910</td>
<td>$2,650</td>
</tr>
<tr>
<td>2/3 Page Vertical</td>
<td>$3,010</td>
<td>$2,670</td>
<td>$2,560</td>
<td>$2,335</td>
</tr>
<tr>
<td>1/2 Page Horizontal, Vertical</td>
<td>$2,695</td>
<td>$2,405</td>
<td>$2,305</td>
<td>$2,110</td>
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<tr>
<td>1/3 Page Vertical or Square</td>
<td>$2,360</td>
<td>$2,120</td>
<td>$2,040</td>
<td>$1,880</td>
</tr>
<tr>
<td>1/4 Page Vertical</td>
<td>$2,070</td>
<td>$1,875</td>
<td>$1,810</td>
<td>$1,675</td>
</tr>
</tbody>
</table>

*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.

General Rate Policy
All publication rates are subject to change.
AED 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.

Color Rates
The prices above include digital four-color printing.

Special Placements (First Come, First Serve)
Inside Front Add $600
Inside Back Add $400
Outside Back Add $700

Guaranteed Position - Add 10% of Gross
(Center Spread, Chairman’s Editorial, etc.)

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: comm@aednet.org. Please include in the subject line: AED Ad for <issue month>.
*If the file sizes are larger than 10MB, please upload to AED’s Hightail account: bit.ly/AEDMAGARTWORK.

QUESTIONS?
Contact Amy Will, Editor-In-Chief
Phone: 630-286-1376 | Email: awill@aednet.org
<table>
<thead>
<tr>
<th>MONTH</th>
<th>ADVERTISEMENT INSERTION ORDER DEADLINE</th>
<th>ADVERTISEMENT MATERIAL DEADLINE</th>
<th>BUYER’S GUIDE</th>
</tr>
</thead>
<tbody>
<tr>
<td>January /February 2024</td>
<td>December 1</td>
<td>December 8</td>
<td>New Product &amp; Services Buyer’s Guide</td>
</tr>
<tr>
<td>March 2024</td>
<td>February 2</td>
<td>February 9</td>
<td>Equipment Leasing &amp; Finance Buyer’s Guide</td>
</tr>
<tr>
<td>April 2024</td>
<td>March 1</td>
<td>March 8</td>
<td>Technology Buyer’s Guide</td>
</tr>
<tr>
<td>May 2024</td>
<td>April 5</td>
<td>April 12</td>
<td>-----</td>
</tr>
<tr>
<td>June 2024</td>
<td>May 3</td>
<td>May 10</td>
<td>Crushing &amp; Screening Equipment Buyer’s Guide</td>
</tr>
<tr>
<td>July 2024</td>
<td>June 3</td>
<td>June 7</td>
<td>Attachments Buyer’s Guide</td>
</tr>
<tr>
<td>August 2024</td>
<td>July 5</td>
<td>July 12</td>
<td>Road Building Equipment Buyer’s Guide</td>
</tr>
<tr>
<td>September 2024</td>
<td>August 2</td>
<td>August 9</td>
<td>Compact Equipment &amp; Trailer Buyer’s Guide</td>
</tr>
<tr>
<td>October 2024</td>
<td>September 6</td>
<td>September 13</td>
<td>Business Services Buyer’s Guide</td>
</tr>
<tr>
<td>November 2024</td>
<td>October 4</td>
<td>October 11</td>
<td>Agricultural Equipment Buyer’s Guide</td>
</tr>
<tr>
<td>December 2024</td>
<td>November 1</td>
<td>November 8</td>
<td>2025 Summit Exhibitor Preview</td>
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</table>

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

JANUARY/FEBRUARY - NEW PRODUCT & SERVICE BUYERS GUIDE
MARCH – EQUIPMENT LEASING & FINANCING BUYER’S GUIDE
APRIL – TECHNOLOGY BUYER’S GUIDE
MAY - AED MEMBERSHIP DIRECTORY (NO BUYER’S GUIDE)
JUNE – CRUSHING & SCREENING EQUIPMENT BUYER’S GUIDE
JULY – ATTACHMENTS BUYER’S GUIDE
AUGUST – ROAD BUILDING EQUIPMENT BUYER’S GUIDE
SEPTEMBER – COMPACT EQUIPMENT & TRAILER BUYER’S GUIDE
OCTOBER – BUSINESS SERVICES BUYER’S GUIDE
NOVEMBER - AGRICULTURAL EQUIPMENT BUYER’S GUIDE
DECEMBER - 2025 SUMMIT BUYER’S GUIDE

CONTACT STEVE WERNTZ AT SWERNTZ@AEDNET.ORG FOR MORE INFORMATION & TO BE INCLUDED IN AN AED BUYERS GUIDE

TWO BUYER’S GUIDE OPTIONS AVAILABLE

**Standard:**
150 words and a product/service image or company logo
- Complimentary for AED members
- $1500 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
- $750 for AED members without ad
- $2500 for non-members without ad

Upload your description, high resolution photo and logo to: bit.ly/AEDMAGARTWORK
*AED will resize images and logos to approximately 150 x 150 dpi.*
MARKETING PACKAGES/SERVICES

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 AED Ambassador!*
To qualify as a AED Ambassador, your company must be among our top 25 advertisers for the 2024 calendar year based on orders placed before the end of 2023. AED Ambassadors will be recognized in the January/February 2024 AED issue and will be recognized in the AED Membership Directory distributed in May 2024 to all AED members. Additionally, AED Ambassador company logos will be placed and recognized in every issue of the AED 2024 Magazine.

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**

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

*Only one per issue*

$2,500 (qty 1,500)

**INSERTS**

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

**Two-Page:** $1,500 per issue - 80 lb. gloss text

**Four-Page:** $3,000 per issue - 80 lb. gloss text

**Eight-Page:** $5,500 per issue - 100 lb. gloss text

**VIDEO PODCASTING**

AED has options available for video podcasting interviews for members. Please contact AED for more information and pricing.
MARKETING PACKAGES/SERVICES

AEDMAGAZINE.COM

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

<table>
<thead>
<tr>
<th>DIGITAL ADS ON AEDMAGAZINE.COM</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
<th>12X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard Ads (570 x 160)</td>
<td>$1,500</td>
<td>$800</td>
<td>$750</td>
<td>$700</td>
</tr>
<tr>
<td>Side Box Ads (300 x 250)</td>
<td>$1000</td>
<td>$640</td>
<td>$600</td>
<td>$560</td>
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AED MAGAZINE EMAIL BLAST

The AED Magazine Email Blast is an email announcement that introduces the new issue of AED Magazine to all AED Members.

<table>
<thead>
<tr>
<th>DIGITAL ADS IN AED EMAIL BLAST</th>
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<tr>
<td>Leaderboard Ads (570 x 160)</td>
<td>$1500</td>
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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. paper. AED will mail to members based on organization type, geography and individual type depending on the desired demographics. Postage is included in pricing below.

Pricing is based on quantity and current postage/print costs.

Please contact Steve Werntz for further information.

CONTACT STEVE WERNTZ FOR MORE INFORMATION
SWERNTZ@AEDNET.ORG / 630-286-1062