

Alaskan Equipment Trader

Commercial Construction, Marine, Aircraft, Recreational Vehicles, Supplies & Services



RATES

Ken Hanni
275-2155

Ryan Estrada
275-2114



EVERYTHING EQUIPMENT!

- 9,000 statewide distribution
- Highly targeted to the audience that buys your products or services
- Reach an additional 5,000 online

Premium Positions	Rates	ROP Rates	Open	3x	6x	12x
Front Page	\$1655	Full Page	\$1405	\$1285	\$1165	\$1045
Pages 2-5	\$1605	Half Page	\$1105	\$1015	\$925	\$835
Back Page	\$1555	Quarter Page	\$905	\$835	\$765	\$695
Inside Back Page	\$1505	Eighth Page	\$605	\$565	\$525	\$485
Doubletruck	\$2505	Twelfth Page	\$405	\$385	\$365	\$345

**Rates include Full Color*

Stop & Shops \$105 BW (20% cancellation fee applied if past deadline. Annual contracts will auto renew.)

Pre-print Insert Rates: \$150 cpm • Front Page Stickers \$2350

2017 DEADLINES

February: Jan. 17

March: Feb. 14

April: Mar. 17

May: April 14

June: May 17

July: June 16

August: July 17

September: Aug. 17

October: Sept. 15

November: Oct. 16

December: Nov. 15

January 2017: Dec. 15

Online Options

- Premium leaderboard banner • 1 exclusive advertiser all year \$500/month
- Right Rail Display banners rotate with other advertisers \$300/month



AD SIZES

Front Cover	10.25" x 12.2"
Full Page	10.25" x 15.5"
Doubletruck	21.25" x 15.5"
Half Page (horiz)	10.25" x 7.65"
Half Page (vert)	5.037" x 15.5"
Quarter page (vert)	5.037" x 7.65"
Eighth Page	5.037" x 3.75"
Twelfth Page	5.037" x 2.45"
Stop & Shop	2.431" x 2.713"

Alaskan Equipment Trader • 301 Arctic Slope Ave. Suite 350, Anchorage, AK 99518
 Phone: (907) 275-2154 • Fax: (907) 275-2176
 Email: sales@alaskanequipmenttrader.com