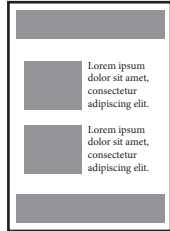
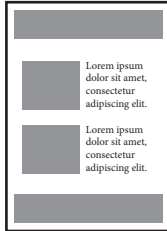


**OPTION 1**

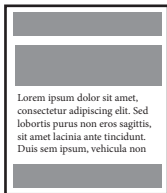
**1 PARTNER SOLUTIONS MAIN WEB HUB**



**2 PARTNER SOLUTIONS SOCIAL MEDIA**



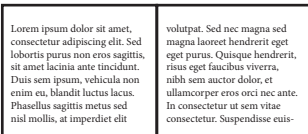
**3 PARTNER SOLUTIONS STORY/WHITE PAPER**



**4 PARTNER SOLUTIONS EMAIL NEWSLETTER**



**5 PARTNER SOLUTIONS PRINT PAGES**

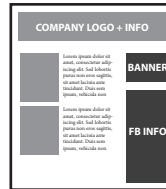


**OPTION 2**

**1 2 3 4 5**



**6 NATIVE AUTHOR PAGE**

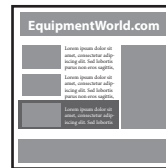


**OPTION 3**

**1 2 3 4 5 6**



**7 EQUIPMENT WORLD FRONT PAGE PLACEMENT**



**DIGITAL-ONLY OPTION**

**1 2 3 4 6 7**

**FREQUENTLY ASKED QUESTIONS**

**WHERE IS YOUR CONTENT PRESENT?**

- A) In Print
- B) On the Equipment World Partner Solutions Main Page.
- C) On the Equipment World Partner Solutions Social Media channels (Facebook + LinkedIn).
- D) Listed in the Equipment World Partner Solutions Email Newsletter.
- E) OPTION 2: Adds a Native Author page (which can include your banners, Facebook page, Twitter Feed and YouTube channel).
- F) OPTION 3: Adds your content to the rotation on the front page of Equipment World.

**CAN RANDALL-REILLY CREATE OR PULL INFORMATION FOR YOUR PARTNER SOLUTIONS CONTENT? \***

Yes. Our content marketing team can work with you to create content tailored to the particular audience you want to reach.

**WHERE DO I FIND THE REQUIRED DIGITAL SPECIFICATIONS?**

Your sales representative can send you all required elements for a digital campaign.

\*Additional charges apply.

Document width:  
15.75" wide by 10.5" tall.

Trim size, each page:  
7.875" wide by 10.5" tall.

Trim size, each page:  
7.875" wide by 10.5" tall.

**PARTNER SOLUTIONS | VOLVO CE**



Logo should be 300 pixel-per-inch Tiff or Vector eps. Color mode: CMYK.

# TOUGH EQUIPMENT BATTLES HARD ROCK

Headline:  
Abadi Condensed Extra Bold or similar.  
40 to 60 point.

## FOR LTL CONTRACTING, ROUND-THE-CLOCK PRODUCTION IS THE FACTOR

Sub-head:  
Abadi Condensed Extra Bold or similar.  
20 to 32 point.

“**T**hat L350 is a beautiful loader,” says Jason Delaqua, equipment manager for LTL Contracting, Thunder Bay, Ontario. “The operator loads a three passes. The power of the phenomenal.”

There’s a break in the action for Mike Halstead steps out of wheel loader. “I like it a lot,” h very smooth, and has great power, once you learn how to run it. With a Volvo loader, you don’t just charge the pile at top speed. If you do that, you’ll spin the tires. You go in at low rpms, and lift, tilt, lift, tilt. I can load a 40-ton truck in three passes.”

Jason says he and other LTL managers are being trained on CareTrack, Volvo’s telematics system for reading out machine operating information at remote locations away from the machine. “That CareTrack system is great,” Jason says. “It actually sends me alarms on my cell phone if something is wrong. It’s got low fluid level sensors, overheating sensors, and it tells you idling times, running times, and a whole lot more.”

At the tailings dam site, the articulated trucks are dumping waste rock. Each year the mine comes out with an additional dam raise. LTL is now working about a 4-meter

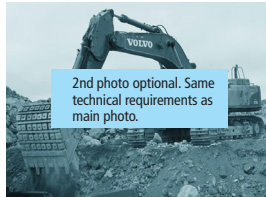
vertical lift. That will be a 16-meter-wide top, a roadway, when the raise is finished. On the downstream side, the dam needs a fill of about 50 meters wide. So just to get the width of the dam at the top, LTL adds al at the bottom to widen the e it a solid foundation. have achieved that grade, then shion material on the upstream am,” says Kevin Fucile, LTL ager.

At the dam site, a Volvo EC380D excavator is working at the toe of the dam, to excavate to bed-rock. The EC380D casts dirt and excess waste rock away from the toe of the rock slope, to clear the way for more suitable material that slides down as the trucks dump it.

“We prefer the Volvo excavators because we have found that their fuel economy is excellent, and so is the strength of their hydraulic systems,” says Kevin. “And for comfort for the operators, and for efficiency, we prefer the Volvo products.”

As the EC380D excavator works, Jason explains that the bucket has been hard-faceted with T-400 steel on the underside, to better resist wear from the abrasive rock.

Wear and tear caused by the abrasive rock is a primary challenge faced by LTL Contracting. “The biggest thing is that it is rock,” Scott says.



2nd photo optional. Same technical requirements as main photo.



Main photo:  
CMYK Tiff or jpeg.  
300 pixels per inch.  
655 x 550 px approximately.  
(9" x 7" approximately)

Info box:  
Helvetica Narrow Bold  
and Helvetica Narrow Regular.  
9 point

Volvo’s excavator is the ultimate digging

Photo caption:  
Helveica Narrow.  
10 point. 14 point leading.  
power and leading fuel efficiency.

“WE’RE MOVING ANY-  
WH  
12,  
OF MATERIAL A DAY.”  
TO  
RS

Quote:  
Abadi Condensed Extra Bold  
20 to 30 point point.

— Jason Delaqua

### LTL Contracting

<b>City, Province:</b>	Thunder Bay, Ontario
<b>Number of employees:</b>	25
<b>Annual revenue:</b>	\$10 million
<b>Markets served:</b>	Excavation, mining, site preparation

Colors,  
(for Equipment World):  
**Orange:**  
0 Cyan,  
52 Magenta,  
100 yellow  
0 black  
**Gray:**  
45 Cyan,  
27 Magenta,  
17 yellow  
51 black