



View 20th Anniversary Edition Spec Guide



# Where your prospects go when they're looking for equipment

They turn to *Equipment World's* Spec Guide & Yearbook. The Spec Guide provides them with all the spec details they need, in one place, to help them make a decision. It is the only print reference guide available that connects you to an audience of prospects in the process of researching to demo, rent, or buy.

As an annual publication with an average of four readers per copy, the 2018-19 *Equipment World* Spec Guide & Yearbook is a powerful marketing force multiplier. write-ups, photos and equipment specs are also available online and through our Spec Guide App.

## Formatted For Value:

- ✓ Photos and write ups of many of the new products showcased on the spec charts, organized by machine type.
- ✓ Equipment is categorized by industry standard size and type.
- ✓ Manufacturers' index includes complete contact information.
- ✓ Models are indicated in each category.

## Content Includes:

- |                              |                      |                               |
|------------------------------|----------------------|-------------------------------|
| • Asphalt Paver/Cold Planers | • Concrete Pavers    | • Off-Highway Trucks          |
| • Attachments                | • Crawler Dozers     | • Scrapers/Motor Graders      |
| • Backhoe Loaders            | • Directional Drills | • Skid Steer/Compact Loaders  |
| • Compactors                 | • Excavators         | • Trenchers                   |
| • Compressors                | • Lasers/GPS         | • Wheel Loaders/Tool Carriers |

Reach your prospects.

2018 *Equipment World Spec Guide & Yearbook*



## Equipment World Spec Guide Website

As prospects browse through equipment information on [specguideonline.com](http://specguideonline.com), make sure your ads are displayed on the pages they visit, to stay firmly in the consideration set.

### About the Website:

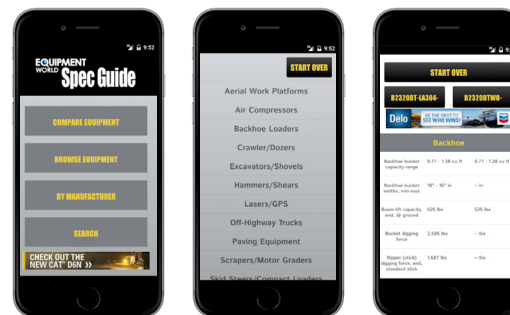
- ✓ Over **807.6K** annual visits
- ✓ Over **1.3MM** annual pageviews



## Equipment World Spec Guide App

Extend your product awareness among prospects by reaching Spec Guide app users as they research and compare equipment.

### Free Download:



# EQUIPMENT WORLD

As prospects decide on what they will rent or buy next, make it easier for them to consider your products, and become your next customer.

## Deadlines

- Close Date For Space:  
**JULY 19, 2018**
- Materials Due Date:  
**JULY 20, 2018**

**Talk to your Sales Representative today to find out how we can help you maintain your visibility.**