



Left Side  
Position 1

120 dpi x 300 dpi  
Home Page \$545

Top Banner Ad 468 dpi x 60 dpi  
Home Page \$545  
Secondary Page \$395

Right Side  
Position 1

120 dpi x 300 dpi  
Home Page \$545  
Secondary Page \$395

Left Side  
Position 2

120 dpi x 300 dpi  
Home Page \$495

### Lift and Access Website

The leading internet destination for the latest information about the lifting and access industry. Updated daily, this is a “must-visit” site for anyone looking to locate the pulse of the everchanging industry. It’s also the home for the all new Digital *Lift and Access* magazine, an exact page-by-page digital version that includes all advertising and editorial material from the current issue. Other Industry Calendar, Equipment Reviews, On-The-Job Reports, a Spec Guide, Guest Columns and much more.

Right Side  
Position 2

120 dpi x 300 dpi  
Home Page \$495  
Secondary Page \$345

Left Side  
Position 3

120 dpi x 300 dpi  
Home Page \$445

Middle Banner Ad 468 dpi x 60 dpi  
Home Page \$445  
Secondary Page \$295  
Between First and Second Section

Right Side  
Position 3

120 dpi x 300 dpi  
Home Page \$445  
Secondary Page \$295

Left Side  
Position 4

120 dpi x 300 dpi  
Home Page \$395

### Technical Specs

Formats: GIF, JPEG, SWF  
File Size: 50k maximum  
Materials Due: 5 business days prior to ad posting

All ads include a free link to your company’s website or sales department. Need help designing online advertising? Contact the Sales Department for ad development assistance at (800)231-8953 or (515)574-2312.

Right Side  
Position 4

120 dpi x 300 dpi  
Home Page \$395  
Secondary Page \$245

Left Side  
Position 5

120 dpi x 300 dpi  
Home Page \$345

Lower Banner Add 468 dpi x 60 dpi  
Home Page \$345  
Secondary Page \$195  
Between Second and Last Section

Right Side  
Position 5

120 dpi x 300 dpi  
Home Page \$345  
Secondary Page \$195