

Get the Most from Your Advertising Dollars

with *LOCATOR's Comprehensive Products*

LOCATOR Directory

- ◆ Machinery Listings
- ◆ Display Ads, including Brand Stamps

End-User Lead Email Distribution (EUL)

LOCATOR Dealer Lead Service (DLS)

- ◆ Machinery For Sales & Wanted
- ◆ Display Ads

LocatorOnline.com

- ◆ Machinery Listings
- ◆ Web-Only Listings
- ◆ Featured Machines
- ◆ Highlighted Machines
- ◆ Low-Cost Machines
- ◆ Parts & Tooling
- ◆ Banner Ads

LOCATOR

Rates, Terms & Conditions Effective January 1, 2017 Same Low Prices as last year!

Take advantage of LOCATOR's extensive products and comprehensive reach to maximize your exposure in the marketplace.

Contact Sales at 703.836.9700 ext. 121 or email Sales@LocatorOnline.com

FIRST FIVE DIRECTORY & WEBSITE MACHINERY LISTINGS ... Only \$99/month

- ✓ Locator Directory & Website Advertising
- ✓ Geographic Listings in Directory
- ✓ LocatorOnline.com Listing
- ✓ Add Five Photos & Specifications
- ✓ One FREE Highlighted Machine

- ✓ Instant Availability of Contact Info
- ✓ Live Link to Send Email to You
- ✓ Live Link to Your Website
- ✓ "Find a Dealer" Search on Website
- ✓ Geographic Search on Website

- ✓ Customized "View All Listings" Page
- ✓ Free Dealer-to-Dealer Email Service
- ✓ Exclusive End-User Emails
- ✓ Recently-Added Machines Emails
- ✓ Access to Dealers' Back Office

LOCATOR Monthly Directory

The **LOCATOR** directory's circulation totals 100,000 and is primarily a controlled list. Distribution is on a rotational basis, determined by formulated selection criteria, primarily reaching prospective buyers throughout the United States and Canada. Each month, 34,000 copies are mailed; an additional 30,000+ are distributed electronically.

DIRECTORY ADVERTISING RATES

Listings (Used Machinery Dealers Only)

<u>Quantity</u>	<u>Price</u>	<u>Quantity</u>	<u>Price</u>	<u>Quantity</u>	<u>Price</u>	<u>Quantity</u>	<u>Price</u>
1-5	(see above)	23	191.00	41	280.30	59	357.90
6	99.90	24	195.80	42	285.60	60	361.80
7	106.40	25	200.80	43	290.40	61	365.80
8	112.80	26	205.90	44	295.30	62	369.70
9	119.20	27	210.90	45	300.40	63	373.60
10	125.70	28	216.00	46	305.30	64	377.40
11	130.70	29	221.00	47	310.40	65	381.20
12	135.70	30	226.00	48	315.40	66	385.20
13	140.60	31	230.40	49	320.20	67	389.10
14	145.70	32	235.30	50	325.30	68	393.00
15	150.80	33	240.40	51	327.00	69	396.80
16	155.70	34	245.40	52	330.90	70	400.70
17	160.80	35	250.40	53	334.80	71	404.60
18	165.80	36	255.30	54	338.60	72	407.10
19	170.80	37	260.40	55	342.60	73	411.10
20	175.90	38	265.40	56	346.50	74	415.00
21	180.80	39	270.30	57	350.20	75	418.80
22	185.90	40	275.40	58	354.10	76	422.60
						77	426.50
						78	430.50
						79	434.30
						80	438.10
						81	441.90
						82	445.80
						83	449.80
						84	453.70
						85	457.60
						90	476.80
						95	496.00
						100	541.60

**For 100+ Listings,
Call Jim Bowman
703-683-5957**

Listing Section – Display Ads

Available to used machinery dealers and service providers, ads print in listing section (Run of Press) and are placed by UMCC Code.

1/2 Page \$500	1/4 Page \$265	1/6 Page \$180	1/12 Page \$98
--------------------------	--------------------------	--------------------------	--------------------------

Section One & Covers – Display Ads

Inside Cover Front/Back \$1,375	Page 1, 2, 3 & Last Page \$1,040	Back Cover Bottom 1/3 \$1,500	Back Cover Middle 1/3 \$1,375
---	--	---	---

Dealer Specials • The Mart • Auctions – Display Ads

Full \$1,000	1/2 \$600	1/4 \$335	Bus. Card \$225
------------------------	---------------------	---------------------	---------------------------

LOCATOR Specialty – Display Ads

Full \$1,200	1/2 \$750	1/4 \$450	1/6 \$350
------------------------	---------------------	---------------------	---------------------

LocatorOnline.com Web Listings

Applies to directory advertisers only. Includes photos and specifications. Website listings are invoiced separately from directory advertising.

Website Per Listing Rate	Total Website Machinery Listings	
\$2.75	1 -	99
2.50	100 -	149
2.25	150 -	199
2.00	200 -	249
1.75	250 -	299
1.50	300+	

LocatorOnline.com Featured and Highlighted Machines

Through the Dealers' Back Office (DBO) of the website, advertisers may designate machines as "Featured" or "Highlighted." Featured machines appear at the top of search results and may include video, PDF, and price; featured items are also designated within the regular results. Highlighted machines are shown in the regular search results.

Featured Machine \$49.95/mo. **Highlighted Machine** \$4.95/mo.

Low-Cost Machines and LOCATOR Toolbox Sections

Listings in these special sections of LocatorOnline.com include photos, specifications, and prices. The monthly rate is 50¢ per item. These website sections are available to directory advertisers only.

Deadlines

LOCATOR Directory Display Ads	7th of each month
LOCATOR Directory Machinery Listings	10th of each month
LocatorOnline.com Website	At your discretion

Listing Section – Display Ad Brand Stamps

Available to used machinery dealers and service providers, ads print in listing section (Run of Press) and are placed by UMCC Code.

Single Stamp	\$49
2-4 Stamps	\$69
5-7 Stamps	\$89

New Product!

LocatorOnline.com Banner Ads

Directory advertisers may place banners ads on LocatorOnline.com based on UMCC selection. Each banner ad will rotate at the top of the appropriate web pages, broader search category, and the dealer's View All Listings page. A six-month commitment is required.

Homepage Top*	\$350	Homepage Rightside	\$210
Broad Category	350	UMCC Category	110

* One-month price for a homepage top banner is \$500.

LocatorOnline.com Rightside Banner Ads

Designed for service providers and support organizations, the right-side banner ads rotate in positions along the right side of web pages, excluding the home page. A six-month commitment is required.

Banner ad all categories	500/mo.
Banner ad single machinery category	110/mo.

LOCATOR End-User Email (EUL) & Dealer Lead Service (DLS)

Locator Services sends end-user lead email broadcasts twice a month, as well as dealer emails. Both include machinery listings and display ads. Advertisers can submit machine listings through LocatorOnline.com's Dealers' Back Office. Display ads can be emailed in PDF or JPG format to ListAdmin@LocatorOnline.com (please verify the correct sizes). **Custom email blasts** use your HTML code and are available at \$0.075 per address.

End-User Email (EUL) Distribution Per Broadcast

Full Page Display Ad	\$995.00
Half Page Display Ad	595.00
Quarter Page Display Ad	335.00

Machinery Wanted and For Sale Listing (single item) \$97.00

Dealer Lead Service (DLS) Per Broadcast

Full Page Display Ad	\$250.00
Half Page Display Ad	175.00
Quarter Page Display Ad	95.00

LOCATOR End-User Email Rolling Dates

Note: Web-only listings, banner ads, featured and highlighted machines bill on a per-month basis.

Take advantage of LOCATOR's extensive products and comprehensive reach to maximize your exposure in the marketplace.
Contact Sales at 703.836.9700 ext. 121 or email Sales@LocatorOnline.com

LOCATOR TERMS & CONDITIONS

1. Directory listings and display ads are self-renewing. Unless you notify us in writing prior to the deadline for the next directory (the 10th of each month), your listings and/or display ads will continue to run and you will be liable for applicable advertising fees.
2. Payment terms for all Locator Services invoices are net 30 days.
3. A 5% prompt-payment discount is available to all advertisers who are current and pay in full within 30 days of the invoice date.
4. Payment may be made by check or recurring credit card authorization.
5. A \$25 fee will be charged for checks returned for non-sufficient funds (NSF).
6. Non-U.S. advertisers must remit payment in net U.S. dollars without charge to Locator Services.
7. New advertisers and agencies must pre-pay their first insertions. Upon approval of credit, advertisers will be invoiced following the closing date of the publication.
8. No advertiser with an invoice more than 60 days outstanding will be permitted to advertise in LOCATOR, and LocatorOnline.com website privileges will be suspended. A 1.5% late fee will be added to each month's past-due balance until paid in full.
9. Certain frequency discounts apply to contracted display advertising. You will be billed at the one-time rate unless you enter into a contract (where available).
10. Locator Services must receive changes by the published deadlines. Otherwise, listings and/or display ads will run according to their previously submitted specifications, and you will be responsible for payment.
11. Locator Services will make changes to listings and display ads that are submitted by the deadline in writing (with instructions) or made through the Dealers' Back Office (DBO) of the website. Only changes made in writing or through the DBO will be made.
12. Directory display ads must be submitted electronically in black only in .pdf, .tif, or .eps format. Please include copies of the postscript fonts used in the ad. Please email, fax, or mail printed copies of ads for reference.
13. An hourly creative fee may apply when ads are developed by Locator Services or when established ads undergo major changes.
14. LOCATOR directory listings and display ads are automatically included in the electronic version of the directory and distributed via email after the monthly directory has been submitted to the printer.
15. LOCATOR directory listings are automatically included on the companion website, LocatorOnline.com, and will be invoiced separately. No listings will appear on the website for advertisers with invoices beyond 60 days outstanding.
16. Banner ads are self-renewing for six-month terms unless cancelled in writing.
17. Locator Services will create your web ads for review and approval. Fees may apply.
18. LOCATOR End-User Email and Dealer Lead Service (DLS) machinery listings submitted by used machinery dealers will be invoiced as published when submissions are made through the LocatorOnline.com website.
19. Advertisers assume liability for the content of their advertisements and agree to indemnify and hold harmless Locator Services, Inc., its officers, agents and employees against expenses, including legal fees and losses resulting from the publication of their advertisements, including without limitation, claims or suits for libel, violation of right of privacy, copyright infringement or plagiarism.
20. Locator Services accepts no responsibility for errors in the geographic listing of advertisers, listings, or display ads or in the ad material supplied by advertisers.
21. Locator Services reserves the right to deny advertising for any reason whatsoever.
22. Listing advertisers may manage listings through the LocatorOnline.com Dealers' Back Office (DBO) and take advantage of LOCATOR Direct email service to dealers.
23. Listing advertisers may add machines to the website through the DBO, including low-cost and tooling sections. Photos and spec sheets may also be added through the DBO. It is the responsibility of the advertiser to keep all listings up-to-date.
23. Through the DBO, advertisers may flag individual machines to be "featured" or "highlighted" on the website. These designations will continue until the advertiser changes the designation or removes the machine.
24. Through the DBO, advertisers may flag individual machines to be included in the next distribution of the twice monthly end-user email distribution. Machines flagged for the email blast will appear only once unless designated again.
25. Agency commissions of 15% will be granted to bona fide agencies for directory display ads only, provided payment is received within 30 days of the invoice date. No other discounts apply. To qualify, the agency must provide final electronic files for each ad in .tif, .eps or print-quality .pdf format.
26. Locator Services accepts insertion orders from agencies with the understanding that the agency is acting as the advertiser's representative. Locator holds the agency and advertiser, jointly and severally responsible for all space costs, position, and mechanical service charges incurred by either the agency or advertiser.
27. An insertion order placed by an agency represents acceptance by the agency and advertiser of all Terms & Conditions set forth herein. Locator Services is not bound by conflicting instructions or conditions written or otherwise that conflict with the Terms & Conditions herein, nor is Locator Services bound by conflicting contracts or orders received from agency and advertiser.