

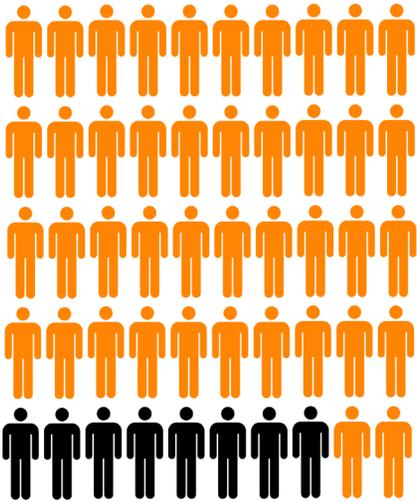


CRANENETWORK.COM



2017 MEDIA KIT



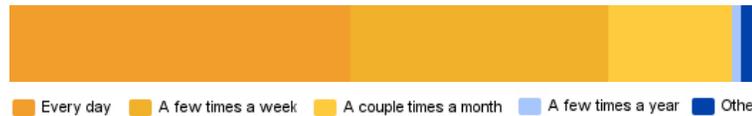


**84%** of users would recommend Crane Network to a friend or colleague

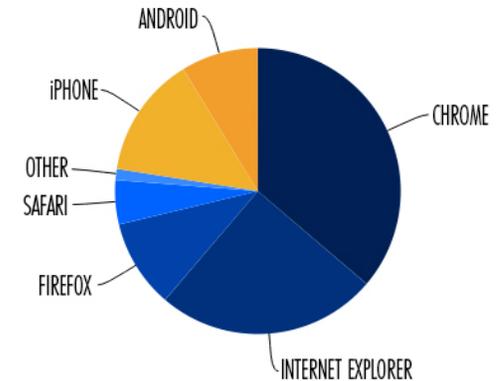
## TOP REACH COUNTRIES

- |                |             |
|----------------|-------------|
| United States  | Germany     |
| Canada         | Australia   |
| India          | Russia      |
| Mexico         | Netherlands |
| United Kingdom | Vietnam     |

How often do users access Crane Network?



How do users access CraneNetwork.com?



**SPECIALIZED CARRIERS & RIGGING ASSOCIATION MEMBERS SINCE 2009**



**1,000,000+** Unique Visitors in 2016

**15,000** Active User Accounts

**50,00+** Opt-in Media Followers

## CONNECT WITH US



*We have been with Crane Network since 1998 - one of the first dealers to join. The customer service and tech support from the Crane Network team is always outstanding. Over the years the site has grown and evolved as the market leader. Crane Network is our number one resources for buying and selling cranes.*

**-Gene Landres**  
Quality Cranes & Equipment, LLC



# EQUIPMENT LISTINGS

## Sell Your Equipment Through One of the Most Trusted Channels in the Industry

### Features of Equipment Listings:

- Your company name listed as an official advertiser
  - Free video upload
  - Unlimited photos per listings
  - Currency conversions within each listing
  - Free company landing page
- Your logo on each ad within search results
- Link "Show All Listings" on all of your ads
- Link to your website on all of your ads
- Crane Network locator with inventory click through
  - Dealer Tools (PDF & Excel)
- Statistics and reports on your listing activity
- Automated inventory integration

Filter by Crane Type  
Filter by Crane Make  
Filter by Crane Model  
Filter by Country  
Filter by State

Capacity  
0 to 49500  
Tons Tons  
For Sale @ Auction @ Rent @

Search Reset

Can't find Crane?

Change Language  
Select Language  
Powered by Google Translate

Click Here to Join Our Mailing List

**NEED TO RENT A CRANE?**  
Click Here to Search Near You

Harry Fry & Associates  
Crane Rental & Leasing Operations  
800.953.5247  
harryfry.com

CLICK HERE **FUEL UP!**  
SITE FUEL USA  
312-787-9865

Statistics  
5,958 Cranes for Sale  
3,321 Parts for Sale  
135 Crane Auctions  
15,349 Cranes Sold  
2,756 Cranes for Rent  
781 Price Reduced Cranes  
1039 Other Equipments  
836 Crane Advertisers  
203 Part Advertisers

Top 10 Manufacturers  
Grove (1072) Liebherr (200)  
Terex (764) Manitex (229)  
Altec (525) Tadano (213)  
Link-Belt (499) National (199)  
Manitowoc (320) Broderson (137)

Most Recent Listing  
Link-Belt HTC-86100

New Cranes  
11 January 2017  
Link-Belt HTC-86100 New...  
Manitowoc 3900 VICON Hy...

### 2014 TEREX HC-275

Dozier Crane & Machinery, Inc.  
Cary Goodwin: 912-748-2684 - Se habla Español: Alissa Cook  
Last Updated: 09 Jan 2017

Request a Quote Email Seller Save to Favorites Print Make an Offer

Get a Shipping Quote Get a Financing Quote

Facebook LinkedIn StumbleUpon Twitter

#### Terex HC275 Crane Specifications

Price: \$1,350,000 Convert: \$1,350,000 USD	Year: 2014 Capacity: 275.00 Boom/jib: 200' Location: Georgia, United States	Hours: 3682 Condition: Excellent Serial #: EB0328 Unit #: 1511
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Rent Options  
More details available on  
**RentCranesNow.com**

200' boom, main & auxiliary winch, auxiliary sheave, Cummins engine, independent swing & travel, retractable high rear gantry, swing brake, 48" track pads, 195,600 lb rear counterweight, two 32,000 lb carbody counterweights, counterweight removal system, self-erecting, boom stops, light package, computer LMI, anti-two block, air conditioner, heater, block & ball.  
3,682 hours as of 12/01/16.

This listing was posted by:



# LISTING PRICING

## Equipment Listings

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1 Listing - \$99/month  
1 Listing Until Sold - \$299

2 Listings - \$175/month  
2 Listings Until Sold - \$499

3 Listings - \$199  
3 Listings Until Sold - \$599

4-9 Listings - \$299/month

10-19 Listings - \$399/month

Unlimited Listings - \$499/month

## Part Listings

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1 Part Listing Until Sold - \$99

2 Part Listings Until Sold - \$148

3 Part Listings Until Sold - \$199

10 Part Listings Until Sold - \$399

20 Listings Until Sold - \$499

Unlimited Listings - \$999/year

## Auction Packages

Make your auction known with auction publicity packages.  
List all of your parts and equipment and promote your  
auction to the worldwide Crane Network userbase

**15 Days**  
+ 2 Email Blasts

**\$499**

**30 Days**  
+ 3 Email Blasts  
+ Banner

**\$799**

**60 Days**  
+ 6 Email Blasts  
+ Banner

**\$1299**



# RENTALS

We have a large Network and offer a substantial fleet of rental equipment including - cranes, earthmoving, construction, industrial, material handling, and heavy equipment available for rent on a daily, weekly, monthly, or yearly basis. Our extensive Network and industry partners ensures you will receive multiple bids to review with competitive rates providing affordable solutions for your rental needs. Let us do the quote gathering and provide you with the best options.



## **We have many solutions and equipment for your project needs:**

- |                           |                           |                         |
|---------------------------|---------------------------|-------------------------|
| <b>Aerial Lifts</b>       | <b>Excavators</b>         | <b>Reach Lifts</b>      |
| <b>Air Compressors</b>    | <b>Forklifts</b>          | <b>Scissor Lifts</b>    |
| <b>Boom Lifts</b>         | <b>Generators</b>         | <b>Skid Steers</b>      |
| <b>Boom Trucks</b>        | <b>Industrial Heaters</b> | <b>Telehandlers</b>     |
| <b>Brooms/Sweepers</b>    | <b>Light Towers</b>       | <b>Trailers</b>         |
| <b>Bulldozers</b>         | <b>Loaders/Backhoes</b>   | <b>Truck Cranes</b>     |
| <b>Cement Mixers</b>      | <b>Man-Lifts</b>          | <b>Utility Vehicles</b> |
| <b>Compactor/Rollers</b>  | <b>Material Lifts</b>     | <b>Welders</b>          |
| <b>Concrete Equipment</b> | <b>Motor Graders</b>      | <b>Wheel Loaders</b>    |
| <b>Cranes</b>             | <b>Pumps</b>              | <b>AND MORE!</b>        |

Please call 214-614-7626 x 304 for Quotes on Rental Services



# RENT EQUIPMENT NOW

## Your Mobile Rental Consolidator

Introducing a revolutionary way to consolidate quoting through one easy to use application for rental equipment. Find the best price for the equipment you need with real time availability and booking.

**One App.**

**Huge Inventory.**

**Multiple Quotes.**

**Easy Selection.**

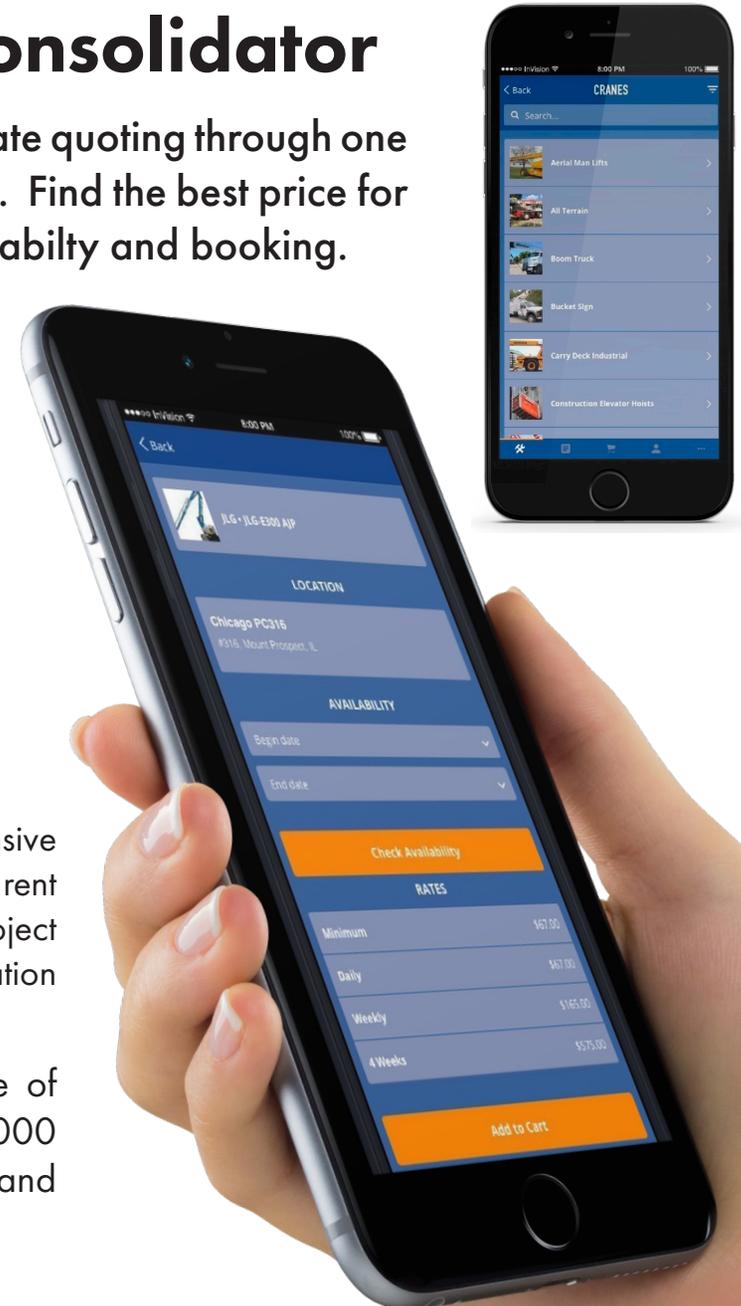
**Peace of Mind.**



Offering access into rental equipment worldwide available through our extensive network of rental yards. Our easy to use application allows companies to rent equipment to our prospective customers, and also rent equipment for their own project needs. Whatever end of the spectrum you are on the **Rent Equipment Now** application is one place to connect from either side of the transaction.

Specializing in Cranes and Lifting Equipment, we also provide any type of construction equipment and facility needs. We've partnered with over 1,000 equipment suppliers across the nation to increase their rental opportunities and provide better utilization through our solutions.

**Coming Soon to Apple and Android App Markets**





# BUSINESS DIRECTORY

Options - Get a Quote - Industry Jobs Business Directory - Research - Company - (4)

Featured

## Site Fuel USA

SiteFuel has developed the world's largest fuel exchange  
1215 miles from your location  
Newport Beach, CA 92660  
Phone: 312-767-9865  
Contact: Bill Marr  
[www.sitefuelusa.com/chicago/global/](http://www.sitefuelusa.com/chicago/global/)  
Email Seller



Business Description



## Equipment Listings Not For You?

Business Directory Listings give you the opportunity to showcase your company and services to our global network of users.

### Basic Business Listing

with your company name, address, phone number and a brief description.

**\$199 / year**

### Enhanced Business Listing

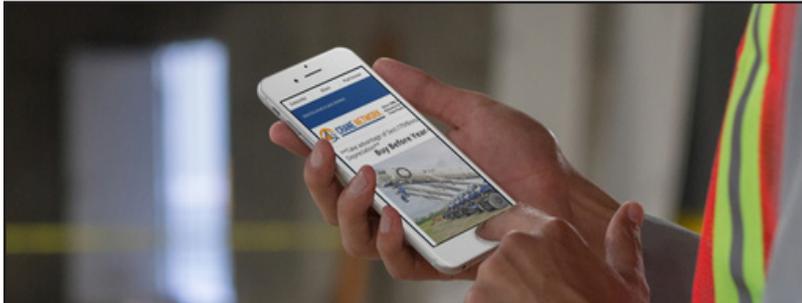
with your company name, address, phone number, your logo, HTML description, and sales lead messaging.

**\$349 / year**



# LISTING EXTRAS

## E-Mail Blasts



Promote your equipment listings to our worldwide email distribution list and social media

Up to 5 Listings in Blast - \$149

Inventory Listing - \$199

## Homepage Featured Listings

Feature your Listings

2016 Terex QUADSTAR 1100



2005 Terex RT775



Feature your listing photo and information on our homepage to increase your exposure

Starting at \$25/day

## Social Media Promotions

CraneNetwork.com <https://lnkd.in/exUnFX2>



**1991 Grove TMS200A 30-Ton Hydraulic Crane for Sale or Rent**

[us8.campaign-archive1.com](https://us8.campaign-archive1.com) • Go work is good Six wheel drive, LMI, from speed Road Ranger, Low hours on en

Distribute your equipment listings to our entire social media database

Starting at \$50

## Lifted Search Listings

	Make	Model	Year	Capacity	Location
	★ Merlo	P55.9 CS	2016	6.1	Dallas, Texas States
Equipment Now - Panoramic/Construction P55.9 CS - Panoramic / Construction Telehandlers Merlo panoramic telehandler performance with 360 degrees of visibility for ultimate safety, comfort and productivity...					
		40.30MCS			Atlanta, Georgia

Showcase your equipment and lift your listings to appear at the top of relevant searches

Promoted Listings \$30/month



# BANNER LISTINGS



## Rotating banner within header

575 x 85 pixels, .jpg, .gif, .png

Maximum 75 in rotation

**\$199 / month**

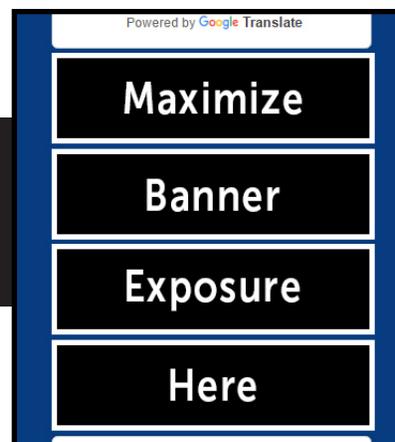


## Static banner below equipment listings

246 x 85 pixels, .jpg, .gif, .png

Maximum 4 banners - Displayed on Every Listing!

**\$399 / month**



## Static banner within sidebar

275 x 76 pixels, .jpg, .gif, .png

Maximum 4 - Seen on Every Page!

**\$499 / month**

10% Discount for 6 Month Contract, 20% Discount for 12 Month Contract



# PROFESSIONAL SERVICES



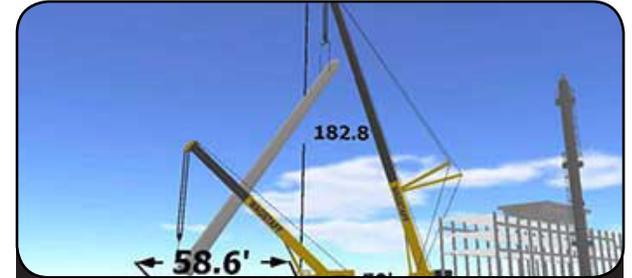
## Fleet Management

Solutions to help you manage your company fleet including sales, maintenance, tracking and more.



## Appraisal/Inspection Services

Certified appraisals for heavy construction equipment and machinery nationwide.



## 3D Lift Planning

Tools for lift planning, crane selection and rigging design no matter how simple or complicated your lift.



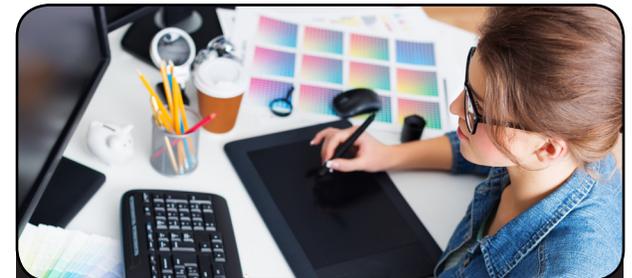
## Photography/Videography

Get professional promotional photos and high quality videos of your cranes and equipment.



## Social Media Marketing

Distributing high-quality content through Twitter, Facebook, LinkedIn, and YouTube can help build links that support your SEO and reach prospects, leading to better industry visibility.



## Graphic Design

Our talented design team has the skills to help you develop customized, high-quality graphics that take your ideas to the next level.

Please call 214-614-7626 x 301 for Free Quotes



# CUSTOM WEBSITES

- Professional Quality Web Design and Hosting with Custom Domain Name

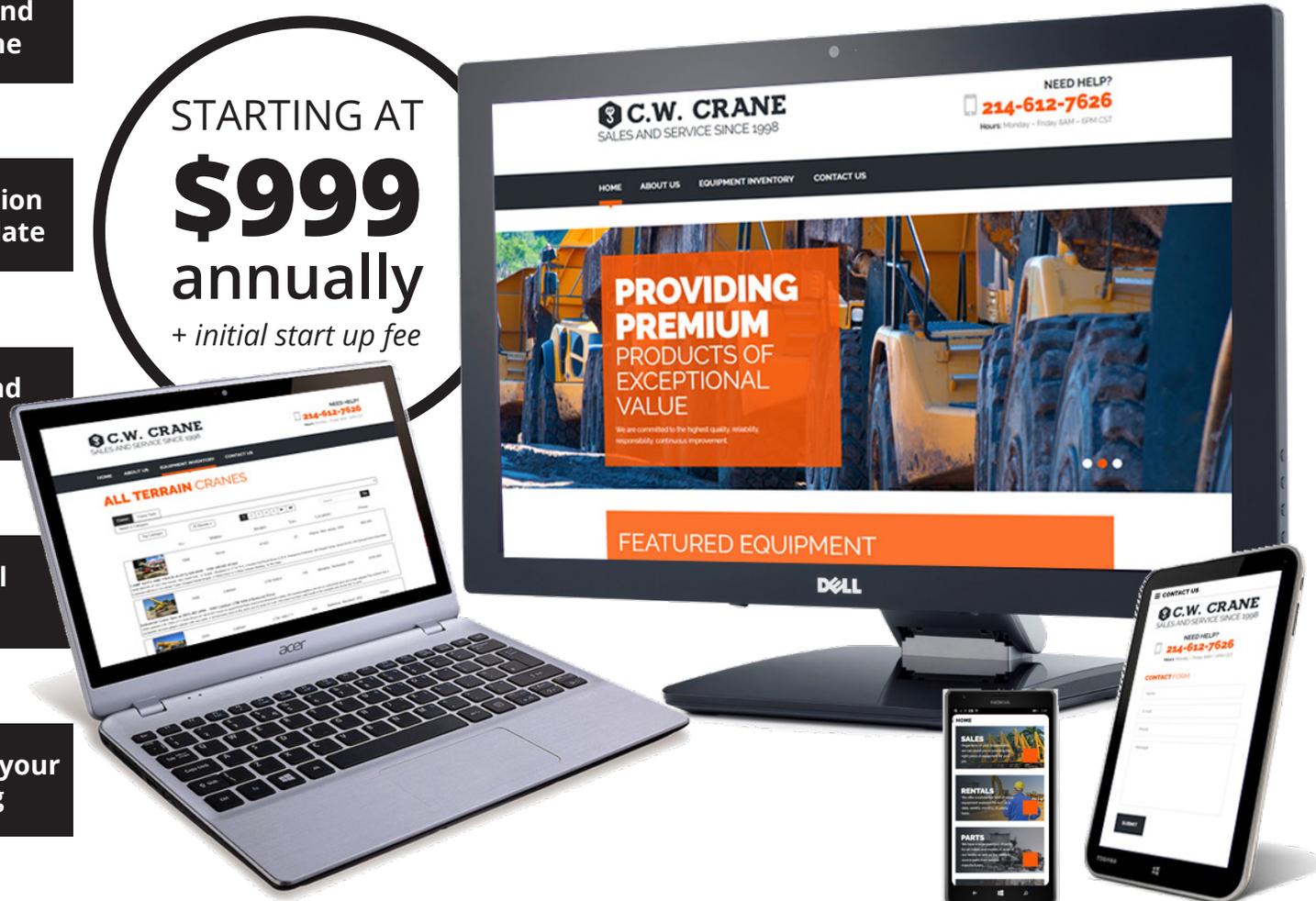
- Crane Network Inventory Integration ensures your site is always up to date

- Customizable Responsive HTML and WordPress Templates

- Dedicated Customer and Technical Support

- Search Engine Optimization helps your website appear in Google and Bing

STARTING AT  
**\$999**  
annually  
*+ initial start up fee*



Visit [samples.cranenetwork.com](http://samples.cranenetwork.com) for a Live Demo

Please call 214-614-7626 x 301 for Free Quotes



# CONTENT MARKETING



## Ready to Reach New Markets?

Expand your brand even more with Crane Network ConnectionPLUS.

One article in a major publication can result in hundreds more visitors to your website and thousands of dollars in sales. Spread the news about your product introductions, staff additions, and changes at your company in a professional way with specialized press release creation and distribution.

Our content creation team knows what readers look for, what makes a press release stand out to the media, and how to craft your press release for search engine optimization. With **Crane Network ConnectionPLUS**, your press release is distributed to a national newswires and major media outlets, as well as Google and Bing, which creates more visibility for your products and brand than with the traditional construction trade media.



**Starting at \$199**

### Lead Generation Services

Attract new leads by collecting their contact information. Whether it is an ebook, a quiz, a toolkit, podcast, or webinar, potential buyers fill out a simple qualified-lead form in exchange for your valuable content. Materials can be supplied by you, or it can be created with the help of our marketing team.

**Starting at \$99**

### Storytelling & Editorial Services

Expand your brand through storytelling. Our content creation team will take your company narrative and structure it in a way that connects and intrigues your audience. Engage the industry through profiles, opinion pieces, current projects, and more, which will be featured on the Crane Network News website and newsletter.

**Starting at \$299**

### Google AdWords Campaign

Google users in the United States search for cranes more than 60,000 times each month. With a customized Google AdWords campaign using carefully selected keywords, targeted traffic will be directed to your featured content and equipment for sale on CraneNetwork.com.

**Starting at \$199**



# FAST-TRACK SERVICES

Make sure you get the most value for your equipment sooner with **Crane Network Fast-Track**.



# 1

## ENTER FAST-TRACK

Create your equipment listing on Crane Network. You can enter the FastTrack system immediately or at any time during your advertising package.

# 2

## EVALUATION

Crane Network coordinates a visit to the equipment. It is evaluated from top to bottom and new information, pictures, and videos are collected.

# 3

## DETAILED LISTING

The equipment receives an expanded, more detailed listing with evaluations data. The unit is rated and priced. (Negotiated with seller - but a real street value is determined)

# 4

## MARKETING

The unit is submitted to inside/outside sales channels that actively market the equipment via phone, email, and direct contact with an established network of buyers. We are able to establish pricing, interest, and generate real offers for the unit.

# 5

## RE-EVALUATION

If no offers are received or the street perception does not match the pricing - another negotiation is had to either reduce the price or submit to auction.

# 6

## LIQUIDATION

There are multiple liquidation methods within the auction business where it could be reserve or no reserve with each having positive and negative results. Sellers in the reserve methods still have a method of right of refusal.

Our goal at Crane Network is to assist you in the sale of your equipment from start to finish. We want to actively work with you and provide disposition methods that generate offers to our customers looking for a more detail oriented route of advertising.



# CONCIERGE SERVICES

If you've ever dreaded buying or selling heavy equipment, you're not alone.

That's why our new Crane Network Concierge services were developed to help people buy and sell equipment without the hassle.

**Crane Network Concierge** services will represent you in all aspects of your heavy equipment needs. We specialize in research, market trends, inspections, appraisals, negotiations, rentals, interest rates or lease rates, the bank fees, transportation, and once we get all that done, you have a trusted partner.....

**Our concierge team learns about your needs and preferences then we do the legwork.** That includes searching inventories, evaluating market availability and trends, haggling and negotiating and delivering turnkey solutions to your equipment needs. Crane Network Concierge is a highly-specialized service that we have continued to develop in support of buyer and sellers.

Our team has facilitated or negotiated the transactions of more than a **billion dollars of assets** in the service and equipment industry. Using our services will provide you with a team that will act on and provide immediate response from one of our qualified staff. Our goal is to provide you with a direct answers and solutions to your needs.

**Results and solutions are what we strive to achieve in the sale, rental or purchase of any equipment or part.**

At Crane Network, we consider each aspect of the process and work with you to find the best course of action. **Consider us your equipment concierge!** We understand that if you are buying, selling or renting equipment, the purpose is to increase revenue or decrease costs for you and your business and save time. Avoid adding to costs or frustration by trying to do this yourself by using Crane Network Concierge services.

**Focus on what you do best, and allow us to do the heavy lifting, buying, selling, or renting equipment. It's what we do best.**





# ABOUT US

Since 1998, CraneNetwork.com has been the #1 resource for buying and selling cranes, heavy equipment, parts and attachments. Today we're your first and final destination for the latest solutions and networking resources in the industry. Over 30,000 companies and individuals rely on our online services to effectively manage their fleet for the sale and rental of cranes and equipment.

We have a large Network of partners and offer a substantial fleet of for sale and rental equipment including - cranes, earthmoving, construction, industrial, material handling, and heavy equipment available for rent on a daily, weekly, monthly, or yearly basis. Our extensive Network and industry partners ensures you will receive multiple bids to review with competitive rates providing affordable solutions for your rental and purchasing needs. Let us do the quote gathering and provide you with the best options. We have many solutions and equipment for your project needs.

Continuously working to optimize our site, we have developed new services to meet the demands of the industry. These features currently include, quotes for transport, rentals, financing solutions, industry jobs, business directory and so much more. Our latest services offering is a customized disposition strategy that proactively meets the needs of our customers for asset sales.



Please visit us at [www.cranenetwork.com](http://www.cranenetwork.com) or contact us at (214) 612-7626 and discover the difference!



MANUFACTURER SPECIAL

**ADVERTISE** *All*  
**NEW AND USED EQUIPMENT**

**UNLIMITED** EQUIPMENT and Job Listings  
E-Mail Blast, Banner, and Business Directory Listing

**\$2499**/YEAR

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Job and Business Directory Listings, Banner, and E-Mail Blast

**\$999**/YEAR