

CELEBRATING 20 YEARS IN BUSINESS



# 2018 MEDIA KIT



**CRANE NETWORK**

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**YOUR DEDICATED** 

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# RESOURCE

Crane Network has been connecting buyers and sellers of cranes, heavy equipment, parts, and attachments for 20 years. As one of the oldest, most recognized names in the online equipment marketplace, Crane Network has maintained its position simply by meeting its mission: To actively assist you in the sale of your equipment.

From the evaluation and listing process, to marketing your machines, to reevaluating your listings to fast track the sale, our team of sales professionals will provide methods to generate offers for your machines and parts. In addition, our network of industry partners are available to provide appraisals, inspections, financing, insurance, transportation, and a number of other business resources.

“We are able to market hundreds of new and used cranes worldwide. I've said many times I would pay a million dollars for Crane Network's database. The current and potential customers they can reach is limitless.”

- Luke Lonergan, Empire Crane



PIECES OF EQUIPMENT SOLD

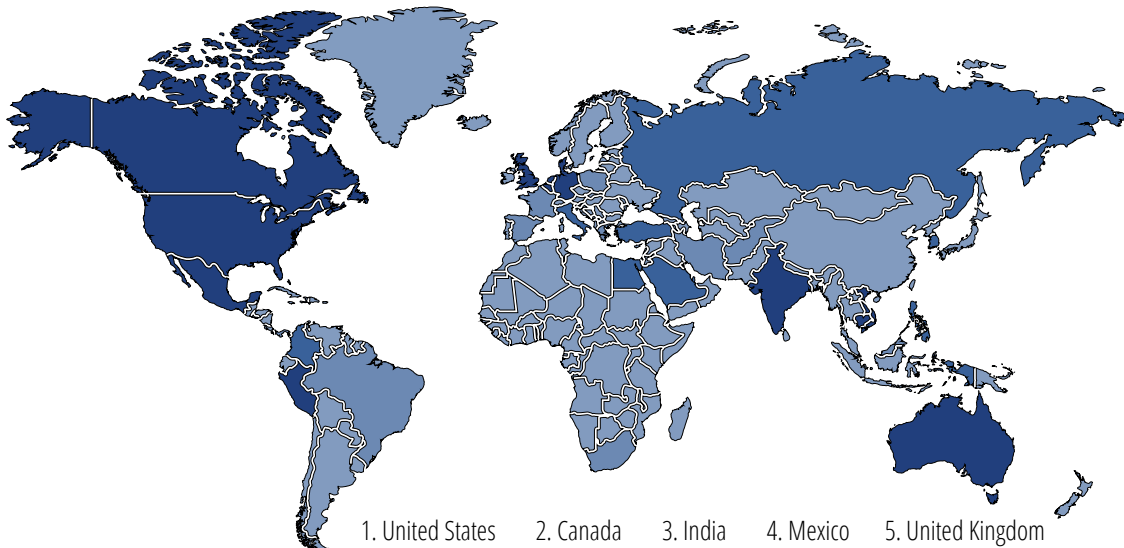


UNIQUE USERS IN 2017



ACTIVE BUYER/SELLER ACCOUNTS

## WORLDWIDE REACH TO OVER 200+ COUNTRIES



84%

OF USERS WOULD RECOMMEND CRANENETWORK.COM TO A FRIEND OR COLLEAGUE

80%

OF USERS ACCESS CRANENETWORK.COM MORE THAN TWICE A WEEK

SPECIALIZED CARRIERS & RIGGING ASSOCIATION  
MEMBER SINCE 2009



## HELPING YOU

# BUY, SELL & RENT

## IT'S WHAT WE ARE HERE FOR

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.

### EVALUATION



Crane Network's trained professionals will help you determine the best channels to sell or rent your equipment.

### LISTING



Your equipment and parts will listed on one of the most trusted and oldest online marketplaces in the industry.

### MARKETING



Our sales team actively markets your equipment through our worldwide distribution channels via email and on social media.

### RE-EVALUATION



If your equipment does not sell right away, our team will help review your options and make suggestions.

## FEATURES OF EQUIPMENT LISTINGS:

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



**EQUIPMENT LISTINGS**

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**

Up to 10 Listings - **\$299/month**

Up to 20 Listings - **\$399/month**

Unlimited Listings - **\$499/month**

**PART LISTINGS**

1 Part Listing - **\$99**

2 Part Listings - **\$148**

3 Part Listings - **\$199**

10 Part Listings - **\$399**

20 Part Listings - **\$499**

Unlimited Listings - **\$999/year**

**Feature Your Part for Only \$10/Day**

**Add an E-Mail Blast for only \$50!**

**DISCOUNTS AVAILABLE FOR ANNUAL AND SEMI-ANNUAL PACKAGES**

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

**AUCTION PACKAGES**

15 Days + 2 E-Mail Blasts + Banner  
**\$599**

30 Days + 3 E-Mail Blasts + Banner  
**\$799**

60 Days + 6 Email Blasts + Banner  
**\$1299**

**ASK HOW TO INTEGRATE CRANE NETWORK LISTINGS INTO YOUR WEBSITE WITH A.P.I.**



# READY TO REACH NEW MARKETS?

ENHANCE YOUR ADVERTISING PACKAGE ON  
CRANE NETWORK WITH LISTING EXTRAS



## EMAIL BLASTS

Promote your equipment listings to our worldwide email distribution list and social media. With more than 7,500 opt-in subscribers and nearly 8,000 social media followers, your equipment listings will target the right buyers.

STARTING AT \$99



## FEATURED LISTINGS

Showcase your listing photos and information with a Featured Listing on the Crane Network homepage. The increased exposure of your listings will help you secure the sale of your machine or parts.

STARTING AT \$25/DAY



## SOCIAL MEDIA PROMOTIONS

Reach thousands of potential buyers by promoting your equipment listings on Crane Network's social media channels, including Twitter, Facebook, and LinkedIn.

STARTING AT \$50



## OPTIMIZED SEARCH LISTINGS

Bring even more attention to your equipment and parts with Crane Network's optimized search feature. Your listings will be lifted to the top of relevant searches with this low-cost, highly effective option.

STARTING AT \$30/MONTH

Engage an audience, find new leads, and drive profits to your business through targeted content marketing. Not only will it help you communicate positive ideas with new and existing customers, but it also builds trust in your brand. Crane Network can help you turn information about the products and services you offer into marketable content that will ultimately help you sell more.



#### **LEAD GENERATION SERVICES**

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Need to attract new leads? Collect a contact information with downloadable content. 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 AND EDITORIAL SERVICES**

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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**

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Did you know that 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 from a text or display ad on Google or YouTube to your featured content or equipment or parts listed for sale on Crane Network.

STARTING AT \$199

# MAGNIFY YOUR ONLINE EXPOSURE

**BANNERS AND BUSINESS DIRECTORY LISTINGS GIVE YOU THE OPPORTUNITY TO SHOWCASE YOUR COMPANY AND SERVICES TO OUR GLOBAL NETWORK OF USERS.**

## ROTATING HEADER BANNER

Header banner rotates on every page refresh  
575 x 85 pixels  
Max. 50 in Rotation

\$199/MONTH

## EQUIPMENT LISTINGS BANNER

Displayed on every listing below details  
246 x 85 pixels  
Max. 4 Banners

\$499/MONTH

## STATIC SIDEBAR BANNER

Seen on every page!  
Displayed in sidebar  
275 x 76 pixels  
Max. 5 Banners

\$499/MONTH



## BUSINESS DIRECTORY LISTINGS

Get more industry exposure and rank higher on Google by listing your company in the Crane Network Business Directory. Not only will your listing include your company name, address, phone number, logo, HTML description, and sales lead messaging, you will also receive an inbound link that will help with your website's search engine optimization.

\$249/YEAR

**CONNECT WITH US**





# ADVERTISE **ALL** NEW AND USED EQUIPMENT

## CRANES AND EQUIPMENT

Unlimited Equipment and Job Listings All Year (Valued at \$5,988/yr)

Twelve Email Blasts (Valued at \$2,388/yr)

Rotating Banner Ad (Valued at \$2,388/yr)

Annual Business Directory Listing (Valued at \$249/yr)

~~\$11,013~~ **\$3,499/YEAR**

## PARTS

Unlimited Part and Job Listings All Year (Valued at \$999/yr)

Twelve Email Blasts (Valued at \$2,388/yr)

Rotating Banner Ad (Valued at \$2,388/yr)

Annual Business Directory Listing (Valued at \$249/yr)

~~\$6,024~~ **\$2,499/YEAR**