



Construction
tion



construction starts in
mid-2020, accord-
ing to the 2018 Outlook
forecast \$808 billion
and \$7 billion estimated for
the construction industry
that typically takes
the repeat of 2008 and
the horizon.
McGraw-Hill's Analytics, says
the industry's expectation for
starting starts remain-
ing in efficient infrastructure
in 2019.

Briefs

(continued from page 10)

Looking at the first six months of 2018, **Liebherr Group** has seen a 6.3 percent year-over-year increase. The company recently reported it is on track to exceed \$11.5 billion in revenues this year for the first time in company history.

Komatsu Equipment Company is building a \$47 million, 189,000-square-foot customer service center on about 30 acres in Elio, Nevada. The center will merge local employees of the company's construction and mining subsidiaries.

Matthew J. Jeanneret is the new executive vice president and chief operating officer of the **American Road & Transportation Builders Association (ARTBA)**. Jeanneret joined ARTBA in 1998 as director of public affairs.

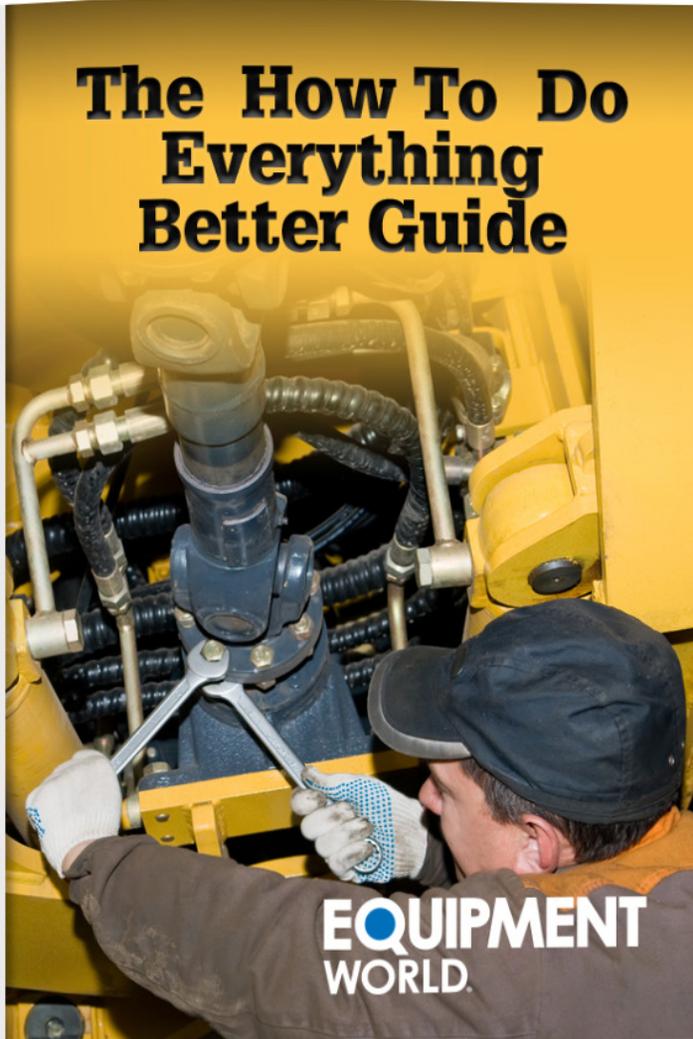
Simon Meester is the new **Genie** vice president of global sales and marketing for **Terex Aerial Work Platforms**. Meester previously was vice president and general manager of **Eaton's** Industrial Control Division.

Dave Flanagan will be the new marketing manager at **Yanmar America**. Flanagan has more than 20 years of experience as a marketing executive in multiple industries.

Vacuworx promoted **Randy Hayes** to vice president of business development and strategic accounts. Hayes has served as director of the company's North American sales team.

For more on each of these stories go to equipmentworld.com.

The How To Do Everything Better Guide



The How To Do Everything Better Guide

It's been said that it takes 10,000 hours of work in your chosen field to achieve high-level proficiency. Like most of us, contractors can use all the help that's available in every area of their business.

The *Equipment World How to do Everything Better Guide* provides shortcuts, tips and super useful stuff on topics ranging from equipment operation and management, insurance, to running a business and doing it safely – all designed to increase our readers' game.

Each topic section will be available for sponsorship and will include print, digital, social media and other advertiser benefits. Because of the evergreen quality of this content, it's a guide that readers will retain and constantly revisit, providing advertisers with repeat brand exposure.



Potential Topic Areas

Machine operation

- How to stop operators from idling too much
- How to cut a straight, flat bottom trench
- How to successfully jump start a machine
- How much can you tow in a pickup truck?
- Best practices for making sure your load is secure
- How GPS works

Maintenance

- How to take a good oil sample
- How to calculate O&O costs
- What to do when a zerker fitting won't take grease
- How to adjust the track tension on your excavator
- What you must know to get a handle on DEF

Machine management

- How to prep for an equipment auction
- How to do walk-around inspections of used machines
- How to calculate O&O costs
- How to set up and maintain on-site fuel tanks

Technology

- 5 best ways to use drones
- The best personal tech for job sites
- What safety tech is worth the money?
- How to use telematics data
- Getting the most out of GPS

Business

- 8 marketing tips for every excavating contractor
- 6 habits of highly successful construction company owners
- How to make the most of trade shows
- The benefits of joining a construction association

Safety

- How to manage a safe burn pile
- How to avoid caught in-between accidents
- Partner with OSHA to improve your safety plan
- Five rules for safe trenching

For fun

- How to make sure your port-a-potty is up to OSHA standards
- Why making a swimming pool out of your pickup bed is a terrible idea
- How to tell if Sasquatch is working on one of your crews
- Dressing right on the first day on the jobsite
- The best hacks newbies can learn from jobsite veterans
- Tie a bandana to keep the sweat out of your eyes
- Tips for getting along with truck drivers
- How to keep cool in the heat

Sponsorship Benefits

- Full-page ad in the July print and digital issue of *Equipment World* within your topic/section
- *Sponsored by* recognition with logo/link on the How to do Everything Better Guide micro-site and a logo/name credit with the print editorial
- Access to the topic/section tips for use in your social media
- Leads from downloads of your sponsored topic/section

Investment: \$10,000 per sponsor per section

Distribution:

- 📄 **100K** Monthly Print Reach
- 📄 **194K** Website Pageviews
- 👤 **125K** Social Followers
- 📧 **48K Recipients** Each topic/section will be featured in an issue of the *Equipment World* Daily Report