

2018 MEDIA KIT

OEM Global product development solutions for mobile OEMs Off-Highway[®]

Serving these manufacturing segments

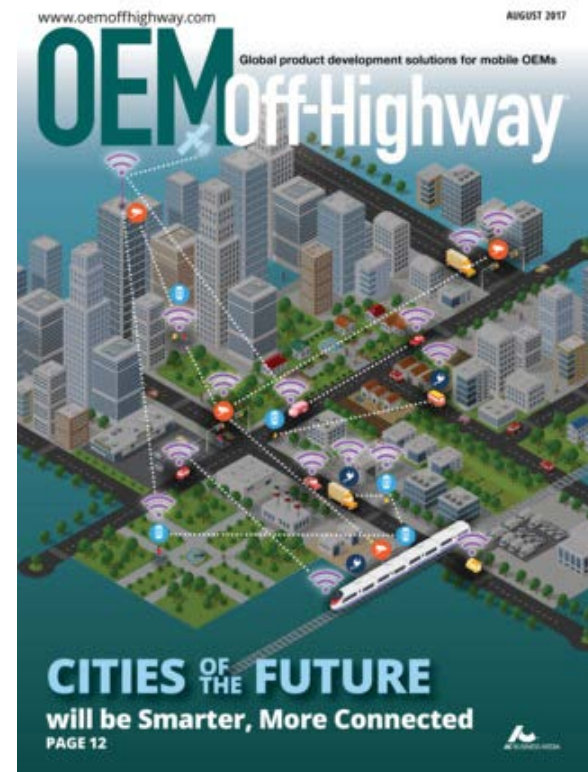


For the complete media kit, visit OEMOffHighwayMediaKit.com.

OVERVIEW

BIG REACH: Mobile off-highway manufacturers

- ▶ Premier resource for **engineers** and **product development teams** at mobile on- and off-road equipment manufacturers
- ▶ **In-depth reporting** on market trends, technology developments, engineering innovations and new product and equipment launches
- ▶ **Integrated** website, print, digital, email and social media platforms



AUDIENCE

Integrated media platforms

▶ WEBSITE – OEMOffHighway.com

- 350,686 unique visitors/year⁴
- International reach with 45% outside the United States⁴

▶ MAGAZINE – print & digital

- **19,454** print and digital audited subscribers¹
- PLUS 21,732 additional digital distribution³
- PLUS 5,011 additional European print distribution (March & September issues)³
- **18,001 manufacturer subscribers²**

▶ NEWSLETTERS

- 10 news and systems newsletters
- Distribution: Up to 26,407 subscribers³

▶ EMAIL MARKETING

- 24,945 subscribers³

▶ SOCIAL



¹BPA Brand Report December 2017

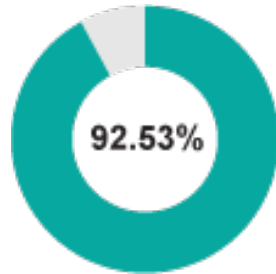
²BPA Brand Report December 2017 Subscribers with “manufacturer” in their Business & Industry description

³Publisher’s data

⁴Google Analytics March 2018 (annualized)

MAGAZINE AUDIENCE Reach manufacturers

MAGAZINE QUALIFIED CIRCULATION



18,001

Subscribers with
"manufacturer" in their
Business & Industry
Description.

Total qualified subscribers: 19,454

Print subscribers: 17,000

Digital edition subscribers: 2,454

BPA Brand Report December 2017



OVERVIEW

BIG ADVANTAGES with OEM Off-Highway

- ▶ **Deeper reach** into the mobile heavy-duty manufacturer segment
- ▶ **Fully integrated media platforms** offering innovative, custom solutions
- ▶ Access to an even broader audience within the AC Business Media **Construction Network**
- ▶ **Editorial content** respected, trusted and read by our subscribers
- ▶ **BPA-audited** magazine so you can be confident that you reach your desired audience
- ▶ **Reporting tools** to document results of your media campaign



WEBSITE OEMOffHighway.com

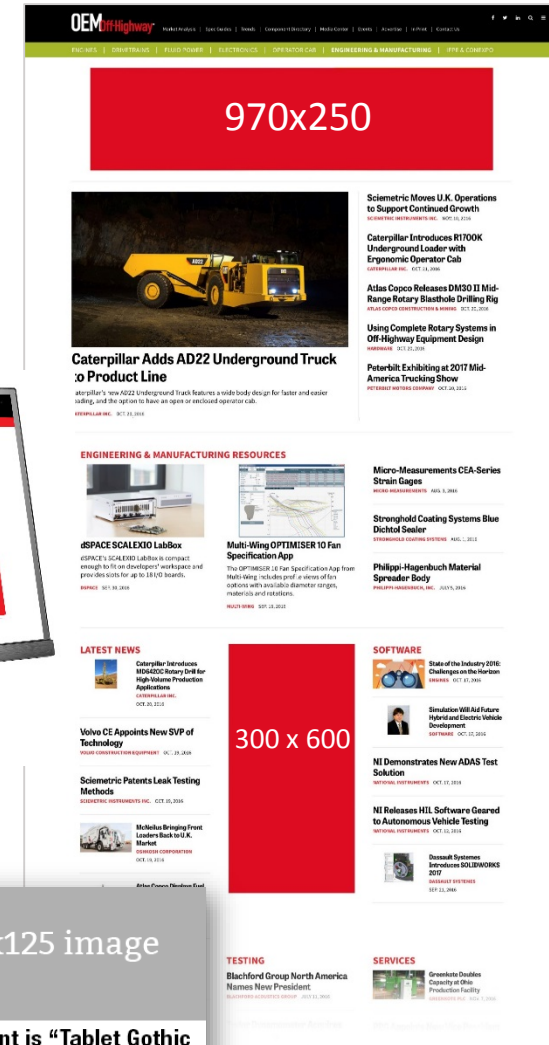
ADVERTISING OPPORTUNITIES

- Online display advertising
- Native/sponsored content
- Website category sponsorship
- Engine, Pump & Motor spec guides print & digital sponsorships
- Retargeting
- Video web channel
- Custom options



Online native
ad – 300x250

300x125 image
Headline font is "Tablet Gothic Narrow" and ~60 characters
 The teaser goes here. The font face is Source Sans Pro at 16px; allows for 80 characters
 SPONSORED BY COMPANY NAME JUNE 25, 2016



EMAIL Engaged audience

- ▶ Email blasts
- ▶ E-Product or E-Video Spotlight
- ▶ Survey distribution
- ▶ E-newsletter sponsorship


Open rates from **21–33%***

- **Content newsletters:** *Industry News* (weekly), *Equipment Market Outlook* (monthly), *Technology News Tracker* (bi-weekly), *Breaking News* (as needed)
- **Systems newsletters:** Sent quarterly *Engine Revolutions*, *Drivetrain Technology Update*, *Fluid Power Progress*, *The Electric Age*, *In the Cab*, *Efficient Design & Manufacturing*

*Publisher's data

OEMOffHighway.com | July 31, 2014 | [View this email online](#)

OEM Off-Highway Industry News



300 x 250

New Holland CR Series Combine Harvester offers 15% productivity improvement
New Holland's new CR Combine Harvester offers up to a 15% productivity increase and a larger cab with more glass for improved visibility.

Grede names new Vice President, Engineering & Technology
Grede announces it has named Jay Solomon as the company's Vice President, Engineering & Technology.

FTR Shippers Conditions Index remains low
FTR's Shippers Conditions Index for May remained the same as the previous month, with a reading of -7.5.

Curtiss-Wright partners with GB Automotive to distribute products in Brazil
Curtiss-Wright has entered into a partnership with GB Automotive, which will represent Curtiss-Wright's Industrial Group brands in Brazil.

Sponsored Content

280 x 157 IMAGE

BRIEF TEXT + CALL TO ACTION

Allison unveils stop-start technology for Cummins E-85 engine
Allison has released stop-start technology which is designed to work with the Cummins ETHOS ultra-low carbon powertrain program.

DOE and USDA funding advanced biofuel projects
The DOE and USDA are funding 10 projects aimed at accelerating genetic breeding programs to improve plant feedstocks for biofuel production.

Contact Us

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Cory Johnson

300 x 250

MAGAZINE

Print + digital

- ▶ 8 feature-packed issues
- ▶ Print and interactive digital formats
- ▶ Digital Year-In-Review issue featuring 2018's top products, articles, news items and white papers.
- ▶ **PRINT AD OPTIONS:** From cover treatments and inserts to special supplements and advertorials.
- ▶ **DIGITAL AD OPTIONS:** Audio, video and animation



2018 EDITORIAL CALENDAR

For ad sizes & specifications, visit our media kit at OEMOffHighwayMediaKit.com.

OEM Off-Highway

Global product development solutions for mobile OEMs
BONUS EUROPEAN DISTRIBUTION IN MARCH AND SEPTEMBER ISSUES

	JANUARY/ FEBRUARY	MARCH	APRIL	MAY/JUNE	JULY/AUGUST	SEPTEMBER	OCTOBER	NOVEMBER/ DECEMBER	YEAR IN REVIEW *DIGITAL ONLY*
AD CLOSE	1/2/18	1/30/18	2/28/18	5/1/18	7/3/18	8/1/18	9/5/18	10/29/18	11/1/18
MATERIALS DUE	1/5/18	2/2/18	3/5/18	5/4/18	7/9/18	8/6/18	9/10/18	11/1/18	11/6/18
EDITORIAL PLAN	MARKET TRENDS: On-highway truck & bus Compact equipment Electronics Drivetrains	MARKET TRENDS: Heavy construction Powertrain Fluid power Operator environment	MARKET TRENDS: Mining Fluid power Data systems, IoT Telematics & Automation	ANNUAL PRODUCT SHOWCASE Engines Drivetrains Fluid power Electrical & electronics Hardware Operator environment Engineering & manufacturing	THE E ISSUE Electric & hybrid vehicles Alternative energy Electrification Engines Emissions reduction Engineering software & testing	MARKET TRENDS: Agriculture Forestry Lawn & landscape Tracks & tires Telematics & GPS Sensors	STATE OF THE INDUSTRY Equipment market forecasts Global economic outlook Technology trends	MARKET TRENDS: Construction Military Drivetrains Operator interface	Top products of the year The year's hottest news Our most popular articles of 2018
SPECIAL MARKETING OPPORTUNITY		PUMP & MOTOR SPEC GUIDE BONUS EUROPEAN CIRCULATION		SECTION SPONSORSHIPS & DOUBLE UPS	ENGINE SPEC GUIDE	BONUS EUROPEAN CIRCULATION	FREE ADVERTORIAL You're the Expert	INNOVATORS' TOP 10 NEW PRODUCTS	FEATURED PRODUCTS & INTERACTIVE ADS
IN EVERY ISSUE	Equipment Market Outlook - Print & Digital sponsorships available - (data provided by ITR Economics)								
SHOW DISTRIBUTION	Work Truck Show & Green Truck Summit	INTERMAT	Fluid Power Technology Conference	ALL SHOWS where <i>OEM Off-Highway</i> exhibits over the following 12 months	The Battery Show + Electric & Hybrid Vehicle Technology Expo SAE Commercial Vehicle	GIE + EXPO		World of Concrete	

Additional Marketing Opportunities in 2018

- Breaking News e-newsletter sponsorship
- Technology News Tracker video series sponsorship
- Equipment Market Outlook print and digital sponsorship packages
- Component category online sponsorships
- White Paper promotional program
- Custom e-blasts and newsletters

See our online Media Kit or ask your sales representative for more information on these Marketing Opportunities and additional Custom Packages to suit your unique advertising needs!

Sean Dunphy, Group Publisher

sdunphy@ACBusinessMedia.com

800.538.5544 ext. 1252

OEMOffHighway.com | 800.538.5544

2018 MAGAZINE AD SIZES & SPECS

PRINT

FULL-PAGE SPREAD
LIVE: 15.25" X 10.25"
TRIM: 15.75" X 10.75"
BLEED: 16" X 11"

FULL-PAGE
LIVE: 7.375" X 10.25"
TRIM: 7.875" X 10.75"
BLEED: 8.125" X 11"

1/2-PAGE SPREAD
14.75" X 4.875"

1/2 PAGE HORIZONTAL
7" X 4.875"

2/3 PAGE
4.5625" X 10"

1/2 PAGE VERTICAL
3.375" X 10"

1/2 PAGE STANDARD
4.5625" X 7.375"

1/3 PAGE STANDARD
4.5625" X 4.875"

1/3 PAGE VERTICAL
2.1875" X 10"

1/4 PAGE
3.375" X 4.875"

2018 PRINT DISPLAY AD RATES

Ad Size	1X	4X	8X
FULL PAGE SPREAD	\$12,985	\$12,245	\$10,895
ONE-HALF PAGE SPREAD	\$9,375	\$8,720	\$8,095
FULL PAGE	\$7,340	\$6,940	\$6,160
2/3 PAGE	\$6,380	\$6,160	\$5,620
1/2 PAGE	\$5,300	\$4,870	\$4,220
1/3 PAGE	\$3,685	\$3,355	\$3,145
1/4 PAGE	\$2,930	\$2,820	\$2,605

BACK COVER IS AN ADDITIONAL 25%
INSIDE FRONT AND BACK COVERS ARE AN ADDITIONAL 20%
ALL OTHER GUARANTEED POSITIONS WILL INCUR A 15% SURCHARGE

DIGITAL

UPGRADE PRINT AD: \$300

SCREEN DIMENSIONS: 2048 x 1536 pixels; horizontal orientation only

FILE FORMAT: InDesign (preferred), Photoshop, Illustrator; PDF is acceptable. Indicate any hyperlinks. *InDesign: No bleeds; include images and fonts.*

VIDEO: Preferred formats are .mov and .mp4

- Send the actual videos; if you send a link, make sure it is a downloadable link.
- Video should be limited to 1 minute.

AUDIO: Preferred formats are .wav and .aiff. We can use mp3s, but they are lower quality.

HOW TO CREATE AND SEND YOUR FILES:

PREFERRED FILE FORMAT: PDF X/1A

Ads should be **CMYK, high-res and created to correct ad size dimensions, including bleed.** Choose "PDF X/1a" or "Press Quality" in your job options when creating high resolution PDFs.

Send to:

Cindy Rusch, Ad Production Manager
crusch@ACBusinessMedia.com; 800.538.5544 x1240

For files larger than 10MB, follow these steps:

1. Go to www.hightail.com/u/acbm
2. Drag and drop file(s) to upload.
3. In the subject field, please include magazine or brand, issue date, other identifying information.
4. Click "Send."

TERMS & CONDITIONS:

CONTRACT AND COPY CONDITIONS

Advertisements are accepted upon the representation that the advertiser and its agency have the right to publish the content. Advertisers and agencies agree to indemnify, defend and save harmless the publisher from any and all liability for content of published advertisements whether in print or in electronic format. Publisher reserves the right to refuse any advertisement.

PAYMENT AND COMMISSIONS

Net 30 days. 15% of gross paid to recognized advertising agencies on space, color and position provided account is paid in

full within 30 days of invoice date. Publisher reserves the right to hold the advertiser and/or its advertising agency jointly and separately responsible for such monies as are due and payable to the publisher. Publisher will not be bound by conditions, printed or otherwise, appearing in ad orders or copy instructions when such conditions conflict with Publisher's stated policies.

PROTECTIVE CLAUSES

Rates subject to change without notice. Advertiser and advertising agency assume liability for all content of advertisements printed and also assume responsibility for any claims

made against the Publisher. The Publisher reserves the right to reject any advertising that it feels is not in keeping with publication standards, policies and practices.

CONTRACT CANCELLATION

Advertising canceled after closing date will be charged at earned rate to the advertiser with an additional fee of up to \$500 for remake of the page. Advertisers that fail to achieve contracted number of insertions within the year will be short rated to the applicable frequency on rate card.

2018 DIGITAL AD SIZES & SPECS

DIGITAL DISPLAY ADS	RATES
970 X 250 BILLBOARD	Request proposal for either run-of-site ad placement or channel sponsorship
970 X 90 SUPER LEADERBOARD Includes a 728 x 90 and 300 x 50, which allows ads to be delivered responsively with content	
300 X 600 HALF PAGE	
300 X 250 MEDIUM RECTANGLE	
WALLPAPER, TAKE-OVER, WELCOME ADS — Rich media	
SPONSORED 300 X 250 NATIVE AD	
VIDEO	RATES
E-VIDEO SPOTLIGHT	\$995
PRINT PLUS E-VIDEO SPOTLIGHT — Bundled with print ad	\$375
VIDEO CHANNEL SPONSORSHIP	\$2,400 / 3 months
VIDEO NEWSCAST	Request proposal
EMAIL	RATES
E-BLASTS	0.35 / name
E-PRODUCT OR E-VIDEO SPOTLIGHT	\$995
PRINT PLUS — E-Product or E-Video Spotlight bundled with a print ad	\$395
E-NEWSLETTERS	RATES
INDUSTRY NEWS — weekly (every Thursday)	\$975 300 x 250 ad \$795 native text ad
EQUIPMENT MARKET OUTLOOK — monthly, 300 x 250	\$975 exclusive
BREAKING NEWS — as needed, 300 x 250	\$8,000/year
SYSTEMS E-NEWSLETTERS	\$975 300 x 250 ad \$795 native text ad
CUSTOM BRANDED E-NEWSLETTER	\$3,500

(Rates are net unless otherwise specified)

COMPONENT DIRECTORY SPECS & RATES

EXCLUSIVE SPONSORSHIP OR CPM PRICING	RATES
AD SIZES INCLUDED: 970 X 90 Super Leaderboard 728 X 90 Leaderboard 300 X 600 Half Page 300 X 250 Medium Rectangle 300 X 50 Mobile	Request proposal

ENGINE SPEC GUIDE / PUMP & MOTOR SPEC GUIDE

SPEC GUIDE SPONSORSHIP (ONLY 5 AVAILABLE)	RATES
INCLUDED: Full-page spread ad in print issue Leaderboard ad on chosen online spec guide	\$10,000 net / year \$11,764 gross / year

DIGITAL EDITION FEATURING BONUS CONTENT

UPGRADE YOUR PRINT ADVERTISING
 Include a digital ad (2048 x 1536) for only \$300 net \$750 without print ad

DIGITAL EDITION AVAILABLE ONLINE AT OEMOFFHIGHWAY.COM



Upgrade your print ad for our interactive digital edition



OPPORTUNITIES

Drive sales and awareness

- ▶ Website
- ▶ Magazine
- ▶ Email & Newsletters
- ▶ Sponsorships
 - Website category sponsorship
 - Equipment Market Outlook insert
 - Spec Guides, industry's first and ONLY Online, Interactive Spec'ing Tools
 - Technology News Tracker video
- ▶ Awards - Innovators' Top 10 New Products
- ▶ Public Relations



ENGINE Spec Guide MOTOR Spec Guide PUMP Spec Guide

LEAD GEN

Fill your prospect tunnel

- ▶ Ad & Brand Surveys
- ▶ Commissioned Special Report
- ▶ Content marketing
- ▶ Custom content, newsletter, publication, e-book
- ▶ Event marketing
- ▶ Retargeting
- ▶ Social media custom program
- ▶ Target marketing
- ▶ Video web channel
- ▶ Video production
- ▶ Webinar
- ▶ White papers

CLICK HERE TO VIEW ONLINE | FORWARD TO A FRIEND

Special Report BROUGHT TO YOU BY: **OEM Off-Highway**

468 x 60 SPONSOR AD Sponsored by **OEM Manufacturing**

Single-topic newsletter headline here



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**Commissioned
Special Report**

REPORTS

State-of-the-art reporting tools

- ▶ **Engagement Report:** Measures exposure and consumption of your messaging on our digital platform with competitive comparison
- ▶ **Third-Party Email Report:** Number of emails delivered, opened and clicked, as well as other deployment details.
- ▶ **Lead Report:** Summary lead report for the Component Directory, webinars, white papers and other programs that require registration
- ▶ **Web Ad Report:** Number of impressions and clicks your ad received
- ▶ **Custom reports**

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