Recognizing the changes in drive systems worldwide, NewPowerProgress is a new program from Diesel Progress North American that will bring readers the latest products, technologies & industry news in electrification, hybrids and new engine & powertrain technologies for the global vehicle and equipment markets. All presented in print, via the web and across social media.

The inaugural NewPowerProgress printed supplement appeared in the October issue of Diesel Progress North American. Contact Niki Pokwinski at 262-754-4139 or npokwinski@dieselpub.com for a copy.

Coverage In 2018 Will Include: Printed Supplements
Diesel Progress North American:
March, June, September and November issues.
Diesel Progress International:
April, June, September and November-December issues.

Web & Social Media
Website: www.newpowerprogress.com
Twitter: @NPProgress
Facebook: NewPowerProgress
LinkedIn: NewPowerProgress

A new editorial feature section in 2018, The Future of … in Diesel Progress North American will look at the future of a number of different areas in the engine-powered-equipment markets.

March: The Future of Mobile Hydraulics
May: The Future of Powertrains
July: The Future of Maintenance
September: The Future of Aftertreatment

An excellent advertising opportunity. Reserve your advertising space in or adjacent to this unique and exciting new editorial program.

Now entering its second year, AEM @ 50,000 Feet is a special tabbed section in every issue of Diesel Progress North American. Published in cooperation with the Association of Equipment Manufacturers, this section brings some of the industry's most topical issues to our readers: government advocacy, workforce development, the latest in standards, as well as reports on the many other activities of North America's largest off-highway association.

An excellent advertising opportunity to reach all the member companies of AEM, as well as thousands of other OEMs, packagers and systems integrators.

For more information on all of 2018's new features, contact: Niki Pokwinski at 262-754-4139 or npokwinski@dieselpub.com

Featured in every issue in 2018: Connectivity — telematics, monitoring, controls, sensing — smart engines, powertrain and machines, will have special issue emphasis throughout the year.

February: The Connected Machine (overall issue emphasis) with an update on telematics, Internet of Things and machine autonomy
May: HMI — The Human/Machine Interface — Sensing, Controls and Display Technology
June: Engine Electronics
July: The Promise and Problems of Autonomous Trucks
October: Connected and Electrified Turf Equipment

A great, focused advertising opportunity. Reserve your advertising space in our Connectivity coverage today.
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Advertise With Diesel Progress and Reach All Levels:
- Original Equipment Manufacturers
- System integrators
- Engine and component purchasing end users in equipment, operations and service management
- All Association of Equipment Manufacturers member companies

Diesel Progress North American Edition and Diesel Progress International Edition have a BPA audited circulation and releases 21 issues/year in both print and digital format across the globe.

Diesel Progress North American Edition Issue Delivery
- 21,855 Print
- 18,811 Digital

Diesel Progress International Edition Issue Delivery
- 7919 Print
- 8677 Digital

Over 1,167,500 Page Views /Year In Our Digital Editions

Social Media
Leading the industry in post frequency, Diesel Progress has 3x more engagement vs. any other industry publication and nearly 10,000 social followers.

E-Newsletters
22,631 Subscribers to our bi-monthly newsletter.
251,417 Readers opened and referenced the Diesel News Network (DNN) e-newsletter in the past 12 months.

Websites
- www.dieselprogress.com
  - 502,745 Page views
  - 424,738 Unique page views

Advertise on the industry’s web voice. Features daily news updates and breaking news items from around the world, plus new products, show updates, our Twitter feed and more! An average of more than 35,000 visits per month.

**Terms & Conditions**
- Must run consecutive months with 3 months minimum.
- All ad positions are rotational unless specified.
- There is no guarantee that competitive companies will not appear in the same rotation or in adjoining advertising spaces.
- All ad positions depend on availability with a max of 3 companies per position.
- Exclusive position pricing available for all ad units.
- Online ads need at least 1 week notice for a web address or material listings.
- Accept file formats: .jpg, .png or .gif. Include web or email address for link. Third-party files and files with embedded links must be coded to open in a NEW window. No Flash files. Third party tags must be scalable.

**WEBSITE & LEAD GEN**

**RESERVE TODAY!**

Ad positions sell quickly

**WALLPAPER**

*Does not rotate*

- Image size in pixels: 324 x 235
- Story Title character limit: 56
- Teaser text character limit: 130
- Two spots available each month
- Home Page Only: $5000/month

**LEADERBOARD**

- (728 x 90 pixels)
- .jpg, .gif or .png, under 1 MB
- 3rd party link accepted
- Run of Site: $3700/month

**TOP BOX**

- (300 x 250 pixels)
- .jpg, .gif or .png, under 1 MB
- 3rd party link accepted
- Run of Site: $3500/month

**MIDDLE BOX**

- (300 x 250 pixels)
- .jpg, .gif or .png, under 1 MB
- 3rd party link accepted
- Run of Site: $2000/month

**300 x 100**

- (300 x 100 pixels)
- .jpg, .gif or .png, under 1 MB
- 3rd party link accepted
- Run of Site: $1250/month

**TELL YOUR STORY**

(SPONSORED CONTENT)

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**Presented by:**

- Image size in pixels: 324 x 235
- Story Title character limit: 56
- Teaser text character limit: 130
- Two spots available each month
- Home Page Only: $5000/month

**SPONSORED CONTENT**

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Your Story Here:

Home Page Only: $5000/month. Consult publisher for details and editorial requirements.

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Does not rotate

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- .jpg, .gif or .png, under 1 MB
- No 3rd party link accepted
- Run of Site: $3700/month

**TOP BOX**

- (300 x 250 pixels)
- .jpg, .gif or .png, under 1 MB
- 3rd party link accepted
- Run of Site: $3500/month

**MIDDLE BOX**

- (300 x 250 pixels)
- .jpg, .gif or .png, under 1 MB
- 3rd party link accepted
- Run of Site: $2000/month

**SPONSORED CONTENT**

Does not rotate

- Your Story Here:
- Home Page Only: $5000/month. Consult publisher for details and editorial requirements.

**3rd party link accepted**

**Custom Lead Gen Programs available and tailored to your ad campaign. Contact advertising@dieselpub.com for more details.**

**WEB RATES**

- **WEBSITE & LEAD GEN**
  - Custom Lead Gen Programs available and tailored to your ad campaign. Contact advertising@dieselpub.com for more details.
E-NEWSLETTER

The Diesel News Network e-newsletter is an industry news email sent to the opt-in readership of Diesel Progress North American and Diesel Progress International. This twice-monthly e-newsletter delivers the latest in global industry news direct to your customers’ inboxes. Immediate ad results are provided through this high-visibility advertising opportunity.

REACH NEARLY 22,000 global opt-in readers with your ad

34.75% open rate (above industry average)

15.50% average click rate (above industry average)

E-NEWSLETTER SPECIFICATIONS

Top Banner: 600 x 75 pixels
$1750

Middle Banner: 600 x 75 pixels
$1500

Top Square: 250 x 250 pixels
$1750

Middle Square: 250 x 250 pixels
$1500

File Format: .png or .jpg 1 MB max

HTML codes are accepted but must open to a new window

Sponsored Content:
$2500
Image will be 600 wide — no more than 380 px high.
Title — 65 characters
Excerpt — 400 characters
Button text — no more than 20 characters.

Materials due one week prior to mail date. Send ad materials and link to Niki Pokwinski npokwinski@dieselpub.com

Two weeks after mail date, a report is sent that includes: Send Total, Opens, Open Rate, Ad Click and Ad Click Rate.

EMAIL BLASTS

Promote your company’s products, services or announcements through email blasts sent directly to the inboxes of Diesel Progress North American and Diesel Progress International readers via our Diesel Progress Direct program.

$0.65/name — $3000 minimum
$0.75/lead gen — $3500 minimum

Terms & Conditions:
• An unsubscribe link will be placed in the bottom of the email footer.
• All emails sent by Diesel Progress will be subject to a security scan before mailing.
• Email cannot contain phishing, viruses, malware or anything else that may be considered harmful to our subscribers. Diesel Progress retains the right to modify or refuse emails containing these items.
• E-blasts are subject to availability.
Learn why you should be apart of this unique Internet-Print package and one-stop reference and searchable resource guide.

www.dieselandgasturbineguide.net
ADVERTISE IN 2018 AT DIESELANDGASTURBINEGUIDE.NET AND IN THE DIESEL & GAS TURBINE SOURCING GUIDE

When looking for engines and engine systems components, knowledge is power. And the key to knowledge is information.

For more than 82 years, engineers and designers researching new component technologies have looked to Diesel & Gas Turbine Publications to provide that information on Dieselandgasturbineguide.net and in the annual Diesel & Gas Turbine Sourcing Guide.

A UNIQUE COMBINATION

Dieselandgasturbineguide.net and the Diesel & Gas Turbine Sourcing Guide is a unique Internet-Print package and one-stop reference and searchable resource highlighting nearly every kind of component used in reciprocating and rotating engine-powered systems and equipment.

ORGANIZED FOR EASY SEARCH

Dieselandgasturbineguide.net and the Diesel & Gas Turbine Sourcing Guide is organized by product concentrations, offering a broad, yet tightly focused reference for engines and engine system components.

SPECIFIC PRODUCT GUIDE INCLUDE:

Engine Guide
Information and specifications on diesel, gasoline and dual-fuel reciprocating engines and searchable specs

Gas Turbine Guide
Gas turbine and combined-cycle technology for power generation, marine and mechanical drive systems and searchable specs

Emissions Guide
Emissions-reduction technologies and the annually updated Global Emissions Standards Guide

Power Generation Guide
Power generation system products, technologies and searchable specs

Engine Systems Guide
Engine components and accessories

Power Transmission Guide
Information and searchable specs on mechanical transmissions, clutches, driveshafts and gear systems

Fuel Injection Guide
Fuel injection systems and internal engine components

Controls Guide
Electronic controls and systems

Hydraulics Guide
Mobile hydraulic components and systems and searchable specs

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With always-on, 24/7/365 availability, Dieselandgasturbineguide.net delivers a high-quality audience that over the last two years has delivered:

982,865 Web Ad Impressions
298,385 Page Views
114,028 Visits
110,145 Company Profile Views
95,908 Visitors
35,482 Engine Searches
8986 PDF Downloads
5647 Clicks To Advertiser Websites

PLUS THE TRADITIONAL POWER OF PRINT

Research reveals that print remains one of the primary ways engineers consume information. And online marketing has been shown to be more effective when teamed with a related print component.

Diesel & Gas Turbine Sourcing Guide remains the original “desk-top search engine,” guiding nearly 10,000 users in more than 90 countries to your products and technologies. It is the primary reference for specifications and details on all the components that go into engine systems. The Diesel & Gas Turbine Sourcing Guide is distributed and promoted at major industry trade shows and conferences worldwide.

EVERY PRINT PACKAGE INCLUDES:

• Listings in the Manufacturer Index with Logo and Product Index.
• Distributors Index.
• Specifications for select Engines, Gas Turbines, Power Transmissions, Hydraulics and Power Generation categories.
• Preferred Customer Sponsorship Program — Deliver the Diesel & Gas Turbine Sourcing Guide directly to select customers and/or prospective business accounts with a special front cover “Compliments of” card. The card clearly identifies your company and key sales official by name and title and directs your client to your company’s product section.
• Up to 25 copies included at no charge; additional copies shipped for $12 USD each.

SPECIAL POSITIONS

Product Section Sponsorship (Tabs) and Print Edition Covers are available along with guaranteed right- or left-hand start in the print edition.

For More Information About The Sourcing Guide Or To Advertise

Contact Katie Bivens at +1 262-754-4140 or kbivens@dieselpub.com

2018 Advertising Orders Due: February 9, 2018
2018 Materials Deadline: March 1, 2018
Website is updated continually. Print edition will be published May 2018