

EDIESEL Diesel Progress Electronic Advertising Options

DIESEL PROGRESS ONLINE

Diesel Progress OnLine is the industry's web voice. Featuring the daily news updates and breaking news items as reported from all our offices around the world.

- Reach 25,000 unique visitors per month with your web ad
- Global visibility
- A proven advertising channel with repeat visitors

FIRST PAGE – Home page

Top Banner/Skyscraper positions

- \$1000/month

Inside Banner/Skyscraper positions

- \$800/month

INSIDE PAGES - Product News, Newsmakers, Financial News

Top Banner/ Skyscraper positions

- \$800/month

Inside Banner/Skyscraper positions

- \$500/month

* All ads require 3 consecutive months minimum; yearly discounts available. Ad positions are rotational, and may rotate every 10 seconds.

DIESEL PROGRESS ONLINE AD SPECIFICATIONS:

Banner Ad:

- Size: up to 450w x 60h pixels.

Skyscraper Ad:

- Size: up to 135w x 240h pixels.

General Specifications:

- Materials: RGB — .jpg, .gif or .png file format.
- Animated files are accepted in .gif file formats.
- Embedded links must be coded to open in a NEW window.
- Flash files are accepted.

DIESEL PROGRESS Direct

INDUSTRY NEWS DIRECT TO YOUR INBOX

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

Attending a trade show? Tell our readers your booth loca-

DIESEL PROGRESS' DNN DIESEL NEWS NETWORK

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 semi-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 more than 28,000 opt-in readers with your ad
- 27% open rate (above industry standard)
- 39% overall click through rate

Rates:

Top Banner/Skyscraper positions

- \$1500 per mailing

Other Banner/Skyscraper positions

- \$1200 per mailing

DNN AD SPECIFICATIONS:

Banner Ad:

- Size: up to 450w x 60h pixels, 100 kb max.

Skyscraper Ad:

- Size: up to 135w x 240h pixels, 100 kb max.

General Specifications:

- Materials: RGB — .jpg, .gif or .png file formats.
- Animated files are accepted in .gif file formats.
- If links are embedded, they must be coded to open to a NEW window.
- Flash files not accepted.

NOTE: Materials due one week prior to mail date.

tion. Target a specific group of readers/potential customers with your e-mail and receive lead results instantly.

- \$0.50/name — \$2500 minimum

DIESEL PROGRESS DIRECT EMAIL SPECIFICATIONS

- HTML file (600 pixels wide), plus all associated image files
- Images must be: RGB — .jpg, .gif or .png file formats, 100 kb each
- Animated files are accepted in .gif file formats.
- Flash files not accepted
- Custom designs available

NOTE: Materials due 10 days prior to mail date.

EDIESEL Diesel Progress Electronic Advertising Options

Surveys

Want to survey the readers of *Diesel Progress North American* or *Diesel Progress International*? Our custom surveys can give you key industry data you can't get anywhere else. Target a specific group of readers anywhere in the world.

\$0.60/name — \$2500 minimum

DIESELPROGRESS DIGITAL

Enhance the look of your ad in the digital editions of *Diesel Progress North American* and *Diesel Progress International*. Just like the print version, the digital edition offers an array of video, pop-up and interactive advertising options. Ask us which option is right for your advertising program.



- Static Blow-In.....\$200/issue
- Multimedia (video, slide show)\$450/issue
- Leaderboard\$300/issue
- Button Ad\$300/issue

DIESELPROGRESS video

Put a video behind your ad in the digital versions of *Diesel Progress North American* and *Diesel Progress International*. Or, add your company's video to our growing library of product videos accessible via the *Diesel Progress OnLine* website. A variety of video advertising options are available. **Contact publisher for pricing.**

DIESELPROGRESS WEBINARS

Want to host your own webinar? Inform our readers on your new product or technology through streaming audio or video.

DIESEL PROGRESS

Advertise where the industry looks daily for news updates through our RSS feed at <http://www.dieselprogress.com/rss/rssnews.ashx>. **Contact publisher for pricing.**

dp on twitter

Sponsor our efforts on today's hottest social media and follow us on Twitter for daily news updates. <http://twitter.com/dieselprogress>. **Contact publisher for sponsorship pricing.**

Custom Advertising

Got an idea that we haven't thought of? How you use video and other electronic tools to promote and communicate is limited only by your imagination. Tell us your idea!

For Pricing Information

For pricing and availability on any of these *EDiesel* options, contact one of our world offices listed in this Advertising Planner, or Niki Trucksa at 262-754-4139 or ntrucks@dieelpub.com.