

2012 Advertising Planner

Covering The U.S., Canada And Mexico

NORTH AMERICAN **DIESEL**
PROGRESS
PRODUCTS • TECHNOLOGY • INDUSTRY NEWS

*Products, Technology
And Industry News
For **All** The On-Highway,
Off-Highway, Stationary
And Marine Markets*

Hydraulic Motors
for Mini Excavators

Greenhouse Gases Standards, Tier 4 Fan
Tier 4 Keep Things Interesting Technology

New Gen-Set Panels

New Off-highway Parallel Hy

klifts Vehicle Displays

Global Buys LeTourneau

Drives For \$

Delivering Targeted Global Visibility

NORTH AMERICAN
DIESEL
PROGRESS
PRODUCTS • TECHNOLOGY • INDUSTRY NEWS

26,000 per month
312,000 per year

DIESEL
PROGRESS
聚焦机电设备市场
跨越国界的权威信息平台
INTERNATIONAL

12,000 every month
120,000 per year

diponline

20,000 per month
250,000 per year

DIESEL PROGRESS'
DNN
DIESEL NEWS NETWORK

28,000 twice a month
670,000 per year

If you want your products, services and brand to receive high visibility throughout the global on-highway, off-highway, stationary and marine engine-powered equipment mar-

kets, the variety of channels offered by *Diesel Progress* is the place to be.

Some numbers are estimates based on 2011 and will vary during the year.

ALSO FROM Diesel Progress

DIESEL PROGRESS on
twitter

DIESEL PROGRESS
DIGITAL

THE DIESEL
PROGRESS
SHOW
Covering OEM Components & Systems

DIESEL
PROGRESS *Direct*
INDUSTRY NEWS DIRECT TO YOUR INBOX

dip **SUPPLIER**
LINKS

2012 Editorial Calendar

Closing Dates	Featured Coverage	Show Distribution
JANUARY Ad Close: Dec. 8, 2011 Materials Due: Dec. 15, 2011 Editorial Close: Nov. 30, 2011	AGRICULTURAL, CONSTRUCTION & RENTAL EQUIPMENT Tier 4 For Compact Equipment Begins <i>Special Report:</i> What's Happening With Rental Equipment?	World Of Concrete, Las Vegas, Nev. Ag Machinery Conference Waterloo, Iowa
GSGnet.net Ad Close: Feb. 1, 2012 Materials Due: Feb. 24, 2012	THE 2012 GLOBAL SOURCING GUIDE/GSGnet.net <i>Where Equipment Design Begins</i> The Industry's Most Comprehensive Global Engine And Powertrain Component Reference Source — Online And In Print	www.gsgnet.net 
FEBRUARY Ad Close: Jan. 18, 2012 Materials Due: Jan. 25, 2012 Editorial Close: Jan. 10, 2012	THE FINAL WORD ON TIER 4 FINAL THE TECHNOLOGY OF CLEAN AIR ISSUE The 2012 Clean Air Components Guide <i>Special Report:</i> Aftertreatment <i>Special Report:</i> In-Field Emissions Projects	
MARCH Ad Close: Feb. 15, 2012 Materials Due: Feb. 22, 2012 Editorial Close: Feb. 7, 2012	CONSTRUCTION EQUIPMENT 2012 Mechanical Powertrain Component Report <i>Special Report:</i> Telemetry <i>Special Report:</i> Electronics, Sensing & Controls <i>TechFocus:</i> Cooling Systems Hydraulic Horizons — news from the cutting edge of mobile hydraulics	
APRIL Ad Close: March 15, 2012 Materials Due: March 22, 2012 Editorial Close: March 7, 2012	POWER GENERATION SETS, SYSTEMS & COMPONENTS THE OIL & GAS MARKETS <i>Featuring:</i> Pleasure & Commercial Marine Diesel Progress Power Generation Report V	Offshore Technology Conference Houston, Texas Follow  on 
MAY Ad Close: April 18, 2012 Materials Due: April 25, 2012 Editorial Close: April 10, 2012	AGRICULTURAL & FORESTRY EQUIPMENT Technology Of Clean Air <i>Special Report:</i> Autonomous Agricultural Equipment: Fact Or Fiction? <i>TechFocus:</i> Mobile Hydraulics Hydraulic Horizons — news from the cutting edge of mobile hydraulics	
JUNE Ad Close: May 15, 2012 Materials Due: May 22, 2012 Editorial Close: May 4, 2012	THE 33rd ANNUAL ENGINE YEARBOOK A Diesel Progress Exclusive! The definitive look at North America's industrial engine manufacturers; diesel, gasoline, gaseous fuel and alternatives. Includes Engine Specs-at-a-Glance, Global Emissions Regulations At-A-Glance, The Engine Year In Review, Alternative Power Yearbook	DEER — Directions In Engine-Efficiency And Emissions Research Conference Dearborn, Mich. Follow  on 
JULY Ad Close: June 13, 2012 Materials Due: June 20, 2012 Editorial Close: June 5, 2012	TRUCKS & BUSES—ON-HIGHWAY SPECIAL ISSUE <i>Special Report:</i> What Transit Fleets Are Buying for Power <i>Special Report:</i> Greenhouse Gases Update Technology Of Clean Air <i>TechFocus:</i> Vehicle Instrumentation	
AUGUST Ad Close: July 18, 2012 Materials Due: July 25, 2012 Editorial Close: July 10, 2012	POWER GENERATION SETS, SYSTEMS & COMPONENTS Ramp Up To RICE NESHAP <i>TechFocus:</i> Gen-Set Controls & Monitoring Systems	EGSA Fall Technical & Marketing Conference Milwaukee, Wis.
SEPTEMBER Ad Close: Aug. 15, 2012 Materials Due: Aug. 22, 2012 Editorial Close: Aug. 6, 2012	MINING & CONSTRUCTION EQUIPMENT FORECAST 2013 23rd ANNUAL MOBILE HYDRAULIC SUPPLEMENT MINEXPO SHOW ISSUE <i>Special Report:</i> Emissions Upgrade & Retrofit Programs Hydraulic Horizons — news from the cutting edge of mobile hydraulics <i>TechFocus:</i> Electronics, Sensing & Controls	MinExpo Las Vegas, Nev. Commercial Vehicle Engineering Congress Chicago, Ill. The Diesel Progress Online Show XI www.dieselprogress.com
OCTOBER Ad Close: Sept. 17, 2012 Materials Due: Sept. 24, 2012 Editorial Close: Sept. 7, 2012	TURF EQUIPMENT The latest products, technology and industry news from the turf equipment markets Technology Of Clean Air <i>TechFocus:</i> Electronics, Sensing & Controls	Green Industry & Equipment Expo Louisville, Ky. Follow  on 
NOVEMBER Ad Close: Oct. 18, 2012 Materials Due: Oct. 25, 2012 Editorial Close: Oct. 9, 2012	POWER GENERATION SETS, SYSTEMS & COMPONENTS POWER-GEN INTERNATIONAL SHOW ISSUE	Power-Gen International Las Vegas, Nev. Follow  on 
DECEMBER Ad Close: Nov. 13, 2012 Materials Due: Nov. 20, 2012 Editorial Close: Nov. 5, 2012	2012 Diesel Progress NEWSMAKER OF THE YEAR INNOVATIVE USES OF HORSEPOWER — Our annual look at the weird, "one-off" uses of engine power Technology Of Clean Air <i>Special Report:</i> Military Vehicles & Equipment Hydraulic Horizons — news from the cutting edge of mobile hydraulics	

Covering U.S., Mexico And Canada

CIRCULATION: 25,043

The specifying and design of components in industrial engine-powered equipment today is spread over many levels in many markets. There is no longer one common spec and purchasing path. Reach **all** levels: OEMs, systems integrators and end users.

Equipment Manufacturers 14,639

Typical Reader:

Design Engineers, Component Specifiers, Engineering & Purchasing Management.

Off-Highway Vehicle Manufacturers

- Construction • Mining • Forestry • Agricultural • Aircraft Ground Support
- Lawn & Garden • Material Handling • Military • Oilfield

On-Highway Vehicles

- Truck, Bus • Recreational Vehicles • Specialty Vehicles

Stationary Equipment

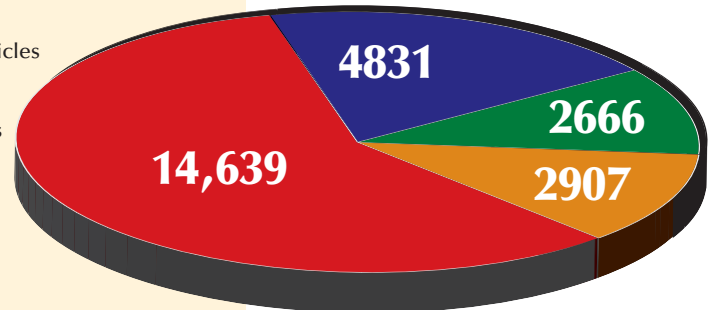
- Generator Sets • Welders • Refrigeration Sets
- Pump Sets • Compressor Sets • Pressure Washers
- Traffic Control • Oilfield Equipment

Marine

- Pleasure Boats • Fishing & Workboats
- Engine Marinizers • Propulsion System Packagers

Other OEMs

- Engine Manufacturers • Powertrain Components • Hydraulic Manufacturers



Systems Integrators, Packagers, Distribution 4831

Typical Reader:

Distributor Principal, Packaging Management, Sales/Service Manager.

Packaging/Distribution

- Engine Distributors/Packagers
 - Engine Dealers
- Hydraulic System Packagers (all markets)
 - Irrigation Packagers
 - Implements
- Vehicular Body Builders

- Mobile Hydraulic Distributors/Packagers
 - Engine Service/Rebuild Centers

Equipment Distributors

- Equipment Distributors & Dealers (for all OEM Markets)
 - Rental Yards
- Equipment Service/Rebuild Centers

Other Specifying, Purchasing Influences 2907

- Consulting Engineers (power generation and marine design)
- Government and Military Procurement Branches

Fleets/End Users 2666

Typical Reader:

Equipment, Operations and/or Service Management.

Off-Highway Fleets

- Construction Contractors
 - Utility Companies
 - Mining Operators
 - Forestry Operators
 - Oilfield Operators
- Commercial Marine Operators
 - Railroads

On-Highway Fleets

- Truck Fleets
- Bus Fleets

Municipal

- City, County, State and Federal Vehicle Fleets (on- and off-highway)



From June 2011 BPA Audit

COVERAGE: U.S., Mexico, Canada

www.dieselprogress.com

Available In Both Print & Digital Versions

2012 Diesel Progress North American Advertising Rates

PUBLISHED MONTHLY - RATES EFFECTIVE WITH THE JANUARY 2012 ISSUE

Rate Card No. 73

No additional charge for 4-color

Space	1-time	3-time	6-time	12-time	18-time	24-time
2-Page Spread	\$12,260	\$11,835	\$11,150	\$10,485	\$10,315	\$9,945
1-Page	\$7645	\$7405	\$6975	\$6550	\$6445	\$6210
2/3-Page	\$6695	\$6335	\$5950	\$5610	\$5485	\$5270
1/2-Page (Island)	\$5970	\$5705	\$5340	\$5045	\$4975	\$4810
1/2-Page (Horizontal or Vertical)	\$5640	\$5380	\$5030	\$4755	\$4665	\$4515
1/3-Page (Horizontal, Vertical or Square)	\$3750	\$3485	\$3380	\$3170	\$3095	\$2965
1/4-Page	\$3325	\$3060	\$2945	\$2785	\$2710	\$2615
1/6-Page	\$2470	\$2255	\$2195	\$2080	\$1995	\$1915

Issuance and Closing Dates

Published monthly; issued 10th of publication month. Advertising materials are due the 15th of month preceding issue date, i.e., December 15th for the January issue.

Advertising Rates — North American Edition

Rate earned is determined by the number of insertions placed in one or more issues within 12 months. Each page of a spread or insert counts as one insertion. A **Combination Rate** is available among all publications produced by Diesel & Gas Turbine Publications.

Color Rates

Standard CMYK **No Charge**
Matching or Metallic colors **Consult publisher**

Preferred Positions

The covers are sold on a 6- or 12-time basis and must be 4-color, full-page ads. Covers are non-cancelable.

	6-time	12-time
Second Cover	\$8355	\$8100
Third Cover	\$8355	\$8100
Fourth Cover	\$8910	\$8735

Special Positions

Any position specified by an advertiser is 10% above regular space rates. This includes RHP facing columns or specific editorial.

Inserts

Rates for inserts furnished, complete and ready for binding.
 Inserts Furnished, Per Page

2 pages	4 pages	8 pages
\$5120	\$4820	\$4750

Call for rates for DVD/CD inserts, large inserts and custom printing.

Agency Commission

15% of gross billing allowed to recognized agencies on space, color, position and inserts. Commission is not allowed on reprints, classifieds and other production charges.

Classified Advertising

Rate is **\$125.00 per column inch**, one-inch minimum, non-commissionable. Display or non-display advertising accepted. No charge for typesetting or blind box service. Payment due prior to publication.

(Classified Rates Continued)

Calculate by multiplying
 inches tall X columns wide X \$125.
 1 column 2 column 3 column
 2.125 in. (54 mm) 4.5 in. (114 mm) 6.75 in. (171 mm)

Shipping Instructions

Send correspondence, contracts, insertion orders, digital files, proofs and/or instructions to:

Advertising Manager
Diesel Progress North American Edition
 20855 Watertown Road, Ste. 220
 Waukesha, WI 53186-1873, U.S.A.

Phone: (262) 754-4139
FTP Available — Call 262-754-4139 for instructions.

Printing Specifications:

Publication trim size is 8 in. x 10.5 in.
 (203 mm x 267 mm).

Complete Guidelines at
www.DieselProgress.com/AdSpecs.pdf

Please follow guidelines closely to ensure the highest quality advertisement possible.

Materials Requirements

- Include all **FORMATS**; images and graphics must be CMYK or grayscale, 300 DPI at 100%.
- **PROOF** must be provided. Digital Match Print required if color match is critical.
- **Publisher refuses responsibility of printed ad if requirements are not followed. Failure to meet the guidelines may incur production charges.**

Programs Supported

- **InDesign CS5.5 (Preferred Program)** Use "package" option to extract document, fonts and images.
- **QuarkXpress 8.5** — Use "collect for output" option to extract document and artwork.
- **Acrobat X PDFs** — Document security turned off, No passwords, Fonts embedded. Contact Advertising Manager for PDF presets.
- **Illustrator CS5**
- **Photoshop CS5**

See www.DieselProgress.com/AdSpecs.pdf for complete requirements and supported programs.



EDIIESEL

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.

For Specifications Go To:

www.dieselprogress.com/electronic-specs.pdf

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

For Specifications Go To:

www.dieselprogress.com/electronic-specs.pdf

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!

DIESEL PROGRESS DIGITAL

One of the under-utilized things in electronic advertising is to enhance your ad in the digital editions of *Diesel Progress North American* and *Diesel Progress International*. The digital editions offer an ever-expanding array of video, pop-up and interactive advertising options. Which one is right for your advertising program? Let's talk.



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

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

- \$0.50/name — \$2500 minimum

For Specifications Go To:

www.dieselprogress.com/electronic-specs.pdf

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 +1 262-754-4139 or ntrucksa@dieselpub.com.

SEARCH...FIND...CONNECT

GSGnet.net GlobalSourcingGuide

The Global Guide To Engine & Component Sourcing
GSGnet.net Guides Customers To Suppliers



Everything starts with a search.

An engineer needs something for an application. A purchasing manager wants to explore new options. Where do they go?

To the Internet? Sure, but sifting through thousands of irrelevant results delivered by over-broad search engines wastes time no one has anymore. Shouldn't there be an easier way?

There is – **GSGnet.net** and the *Global Sourcing Guide!*

GSGnet.net and the *Global Sourcing Guide* are a unique online-print combination that is the result of more than three quarters of a century's experience in delivering information on products and technologies to the people that need it.

Online, *GSGnet.net* allows you to highlight your products and technologies without the informational "clutter" found on so many other engineering oriented sites. So many sites and search engines promise to give you "the world." *GSGNet.net* gives you your world.

What it means to the advertiser is that customers and prospects can search for what they need, find what they're looking for and connect with suppliers faster and more easily than ever before.

Along With The Traditional Power Of Print

It's been suggested that print no longer has a place in today's marketing, but the facts indicate otherwise. Nearly 40% of all searches on the Internet are begun as a result of something seen in print. In some regions of the world where online access can be inconsis-

tent, users continue to value print as their preferred medium when seeking product and technical information.

And for more than three quarters of a century, engineers and purchasing managers have relied on the *Global Sourcing Guide* as their primary reference on all of the component technologies that go into engine systems. It was and remains the "original search engine," guiding more than 10,000 users in more than 95 countries toward your products and technologies.

With the *Global Sourcing Guide* and *GSGnet.net*, you get all the benefits of integrated marketing – all at one low price. It's a 1-2 punch that has proven itself time and again.

To get the full story, visit *GSGnet.net/Advertise* or contact your *Diesel Progress* representative today for more details.

GSGnet.net and the *Global Sourcing Guide* — where equipment design begins!

Important Dates

GSGnet.net Start Now

Print Edition Closing Dates

2012 Advertising Orders Close.....February 1, 2012
2012 Materials Deadline.....February 24, 2012

Black & White Rates

Unit 1 (2 pgs)	\$4,845.00	TIER 1
Unit 2 (3 pgs)	\$6,280.00	
Unit 3 (4 pgs)	\$7,305.00	TIER 2
Unit 4 (5 pgs)	\$8,655.00	
Unit 5 (6 pgs)	\$10,075.00	TIER 3
Unit 6 (7 pgs)	\$11,455.00	
Unit 7 (8 pgs)	\$12,895.00	TIER 4
Unit 8 (9 pgs)	\$14,245.00	
Unit 9 (10 pgs)	\$15,605.00	
Unit 10 (11 pgs)	\$16,710.00	
Product section pages beyond the 11-page rate are available at \$1230 per page, black & white and qualify for Tier 4 level.		

Color Rates, Special Positions, Upgrades Available

Color and special positions, such as Tabbed Index Dividers, Covers and guaranteed left-hand or right-hand starts are available in the Print Edition. Tab sponsorships and tier upgrades are available on *GSGnet.net*.



Join **GSGnet.net** now!

Call your **D>P Contact** today or visit **GSGnet.net/Advertise**

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GlobalSourcingGuide

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INDUSTRY NEWS DIRECT TO YOUR INBOX

DIESEL PROGRESS
video

DIESEL
PROGRESS
SHOW
Covering OEM Components & Systems

Contact One Of Our Worldwide Offices

NORTH AMERICAN HEADQUARTERS

20855 Watertown Road
Suite 220
Waukesha, WI 53186-1873, U.S.A.
Telephone: +1 262-754-4100
Telefax: +1 262-754-4175

Michael J. Osenga,
Publisher
mosenga@dieselpub.com

Michael Brezonick,
Associate Publisher
mbrezonick@dieselpub.com

Niki Trucksa,
Advertising Manager
ntrucksa@dieselpub.com

Dawn M. Geske,
Executive Editor
dgeske@dieselpub.com

CHINESE OFFICE

Room 1405, Kowloon Building
555 Nathan Road
Kowloon, Hong Kong
Telephone: +852 3118 7930
Telefax: +852 3110 3572

S.H. Mok,
Branch Manager
shmok@proplus.com.hk

EUROPEAN OFFICE

Niemöllerstr. 9
73760 Ostfildern, Germany
Telephone: +49 711 3416 740
Telefax: +49 711 3416 74 74

Lisa Hochkofler,
Advertising Manager
lhochkofler@dieselpub.com

Gabriele Dinsel,
Advertising Manager
gdinsel@dieselpub.com

ITALIAN OFFICE

Via Fitta 21A
38062 Arco, Italy
Telephone: +39 0464 2430891
Telefax: +39 0464 244529

Roberta Prandi,
Regional Manager
rprandi@dieselpub.com

JAPANESE OFFICE

51-16-301 Honmoku Sannotani
Naka-ku
Yokohama, 231-0824 Japan
Telephone: +81 45-624-3502
Telefax: +81 45-624-3503

Akiyoshi Ojima
Managing Director
aojima@dieselpub.com
ojima@mediaship.jp

KOREAN OFFICE

191-1, Pyungchang-dong
Chongno-ku
Seoul, Korea 100-648
Telephone: +82 2 391 4254
Telefax: +82 2 391 4255

Myung-Shin Lee,
Sales Manager
dmcom@unitel.co.kr

SCANDINAVIAN OFFICE

Dunderbacksvagen 20
612-46 Finspong, Sweden
Telephone: +46 70 2405369
Telefax: +46 122 14787

Bo Svensson,
Business Manager
bsvensson@dieselpub.com

U.K. OFFICE

40 Premier Avenue
Ashbourne, Derbyshire,
England, DE6 1LH
Telephone: +44 20 31 79 29 79
Telefax: +44 20 31 79 29 70

Ian Cameron,
Regional Manager/Editor
Business Manager - Asia
icameron@dieselpub.com

Linda Cameron,
Advertising Manager
lcameron@dieselpub.com