

2009 Advertising Planner

Covering the U.S., Mexico & Canada



NORTH AMERICAN
DIESEL
PROGRESS
PRODUCTS • TECHNOLOGY • INDUSTRY NEWS

Contact One Of Our Worldwide Offices

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NORTH AMERICAN
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DIESEL
PROGRESS
國際柴油市場
跨越國界的權威信息平台
INTERNATIONAL

dp
online

2009 Editorial Calendar

Diesel Progress North American

Close Dates	Featured Coverage	Show Distribution
<p>JANUARY Ad Close: Dec. 5, 2008 Materials Due: Dec. 12, 2008 Editorial Close: Nov. 17, 2008</p>	<p>COMPACT CONSTRUCTION & RENTAL EQUIPMENT World of Concrete & Rental Show Issues <i>Hydraulic Horizons</i>—a new <i>Diesel Progress</i> section highlighting leading-edge developments in mobile fluid power. Forklift Market Review</p>	<p>World of Concrete Las Vegas, Nev. The Rental Show Atlanta, Ga.</p>
<p>GSG Ad Close: Jan. 23, 2009 Materials Due Feb. 16, 2009</p>	<p>THE 2009 GLOBAL SOURCING GUIDE <i>Now with an expanded search engine-enhanced online capabilities</i> Print, Internet, CD – Use The Power Of 3 To Reach A World Of Buyers!</p>	<p>More details, including advertising rates and specifications can be found elsewhere in this planner</p>
<p>FEBRUARY Ad Close: Jan. 9, 2009 Materials Due: Jan. 16, 2009 Editorial Close: Dec. 12, 2008</p>	<p>THE TECHNOLOGY OF CLEAN AIR ISSUE—2010 & 2011 LOOM <i>The latest emissions news, plus clean-air products, technology, retrofit and demonstration programs, as the key on-highway and off-highway regulatory dates move closer.</i> The 2009 Clean Air Components Guide—a Diesel Progress exclusive Featuring: On-Highway Vehicles, Engines & Powertrains</p>	
<p>MARCH Ad Close: Feb. 9, 2009 Materials Due: Feb. 16, 2009 Editorial Close: Jan. 16, 2009</p>	<p>THE WORLD OF OFF-HIGHWAY EQUIPMENT <i>The latest products, technology and industry news from the construction equipment markets.</i> The 2009 Mechanical Powertrain Component Report <i>Hydraulic Horizons</i>— a new <i>Diesel Progress</i> section highlighting leading-edge developments in mobile fluid power.</p>	<p>Intermat Paris, France <i>(Primary coverage of this show will be in Diesel Progress International)</i> Ag Machinery Conference Cedar Rapids, Iowa</p>
<p>APRIL Ad Close: March 9, 2009 Materials Due: March 16, 2009 Editorial Close: Feb. 16, 2009</p>	<p>THE STATIONARY MARKETS • Power Generation Sets, Systems & Components • Oilfield Packages & Systems Featuring: Power for the Oilfield Diesel Progress Power Generation Report II</p>	<p>Offshore Technology Conference Houston, Texas</p>
<p>MAY Ad Close: April 8, 2009 Materials Due: April 15, 2009 Editorial Close: March 17, 2009</p>	<p>AGRICULTURAL & FORESTRY EQUIPMENT Special Report: Mobile Hydraulic Systems & Components <i>Hydraulic Horizons</i>—a new section highlighting leading-edge developments in mobile fluid power. Ground Support Equipment Technology of Clean Air <i>The latest clean-air products, technology, retrofit and demonstration programs, plus emissions news.</i></p>	
<p>JUNE Ad Close: May 8, 2009 Materials Due: May 15, 2009 Editorial Close: April 15, 2009</p>	<p>THE 30th ANNUAL ENGINE YEARBOOK <i>A Diesel Progress Exclusive!</i> The definitive look at North America's industrial engine manufacturers; diesel, gasoline, gaseous fuel and alternatives. Includes: • <i>Engine Specs-at-a-Glance</i> • <i>Global Emissions Regulations-at-a-Glance</i> • <i>The Year in Review</i> • <i>Alternative Power Yearbook</i> • <i>SCR Scoreboard</i> • <i>The BioDiesel Report</i></p>	<p>DEER — Diesel Engine-Efficiency & Emissions Research Conference</p>
<p>JULY Ad Close: June 9, 2009 Materials Due: June 16, 2009 Editorial Close: May 15, 2009</p>	<p>THE ON-HIGHWAY MARKETS <i>Trucks, Work Trucks, Buses & More</i> Featuring: Here Comes 2010—What To Expect Technology of Clean Air <i>The latest clean-air products, technology, retrofit and demonstration programs, plus emissions news.</i> Technology of Clean Air II—The emissions wars in America's ports <i>Hydraulic Horizons</i>—a new <i>Diesel Progress</i> section highlighting leading-edge developments in mobile fluid power.</p>	
<p>AUGUST Ad Close: July 9, 2009 Materials Due: July 16, 2009 Editorial Close: June 15, 2009</p>	<p>POWER GENERATION SETS, SYSTEMS & COMPONENTS Special Report: Switchgear and Gen-Set Controls</p>	
<p>SEPTEMBER Ad Close: Aug. 7, 2009 Materials Due: Aug. 14, 2009 Editorial Close: July 15, 2009</p>	<p>CONSTRUCTION EQUIPMENT FORECAST 2010 MOBILE HYDRAULIC SUPPLEMENT <i>Including: Mobile Hydraulic Specs-at-a-Glance</i> <i>Hydraulic Horizons</i>— a new <i>Diesel Progress</i> section highlighting leading-edge developments in mobile fluid power.</p>	<p>ICUEE — International Construction & Utility Equipment Exposition Louisville, Ky. The Diesel Progress Show VIII @ www.dieselprogress.com Commercial Vehicle Congress Rosemont, Ill.</p>
<p>OCTOBER Ad Close: Sept. 8, 2009 Materials Due: Sept. 15, 2009 Editorial Close: Aug. 15, 2009</p>	<p>TURF EQUIPMENT Light-Duty Construction Equipment Technology of Clean Air <i>The latest clean-air products, technology, retrofit and demonstration programs, plus emissions news.</i></p>	<p>Green Industry & Equipment Expo Louisville, Ky.</p>
<p>NOVEMBER Ad Close: Oct. 9, 2009 Materials Due: Oct. 16, 2009 Editorial Close: Sept. 15, 2009</p>	<p>POWER GENERATION SETS, SYSTEMS & COMPONENTS POWER GEN SHOW ISSUE</p>	<p>Power Gen International Las Vegas, Nev.</p>
<p>DECEMBER Ad Close: Nov. 6, 2009 Materials Due: Nov. 13, 2009 Editorial Close: Oct. 15, 2009</p>	<p>2009 Diesel Progress NEWSMAKER OF THE YEAR INNOVATIVE USES OF HORSEPOWER Special Report: Military Vehicles & Equipment <i>Hydraulic Horizons</i> Technology of Clean Air <i>The latest clean-air products, technology, retrofit and demonstration programs, plus emissions news.</i></p>	

Covering U.S., Mexico and Canada

CIRCULATION: 28,105

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 16,867

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

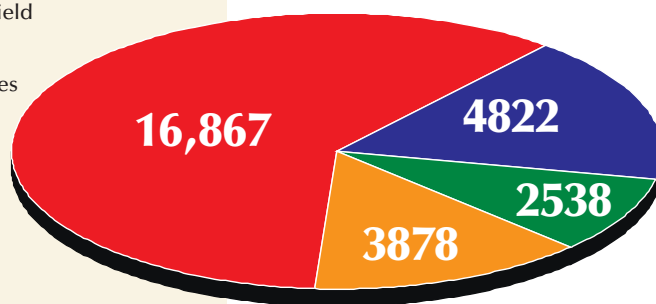
- Generator Sets • Welders • Refrigeration Sets
- Pump Sets • Compressor Sets • Pressure Washers
- Traffic Control • Oilfield Equipment

Marine

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

Other OEMs

- Engine Manufacturers • Powertrain Components • Hydraulic Manufacturers



Fleets/End Users 2538

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)

Systems Integrators, Packagers, Distribution 4822

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 3878

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



From June 2008 BPA Audit

COVERAGE: U.S., Mexico, Canada

www.dieselprogress.com

Now Available in Both Print & Digital Versions

2009 Diesel Progress North American Advertising Rates

PUBLISHED MONTHLY - RATES EFFECTIVE WITH THE JANUARY 2009 ISSUE

Rate Card No. 70

No additional charge for 4-color

Space	1-time	3-time	6-time	12-time	18-time	24-time
2-page spread	€10 270	€9910	€9430	€8865	€8720	€8410
1-page	€6420	€6195	€5895	€5540	€5450	€5255
2/3-page	€5605	€5310	€5025	€4740	€4635	€4450
1/2 page (Isl)	€4995	€4780	€4520	€4265	€4205	€4070
1/2-page (h or v)	€4720	€4505	€4255	€4020	€3940	€3815
1/3 page (sq, h or v)	€3160	€2935	€2855	€2680	€2615	€2510
1/4 page	€2785	€2555	€2490	€2355	€2290	€2215
1/6 page	€2065	€1885	€1860	€1765	€1685	€1615

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	€7065	€6850
Third Cover	€7065	€6850
Fourth Cover	€7385	€7165

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.

	2 pages	4 pages	8 pages
Inserts Furnished, Per Page	€4330	€4080	€4005

Call for rates for DVD/CD inserts, larger 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 mechanical charges.

Classified Advertising

Rate is €125.00 per column inch, one-inch minimum, non-commissionable. Display or non-display advertising accepted. Photographs not accepted. No charge for typesetting or blind box service. Payment must accompany order.

(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) 754-4100
FTP Available — Call 262-754-4140
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

Please follow guidelines closely to ensure the highest quality advertisement possible. *Diesel & Gas Turbine Publications* is MAC-based.

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

- **QuarkXpress 6.5 (Preferred Program)** — Use "collect for output" function to extract document and artwork
- **PDF Documents** — All document security turned off, No passwords
- **InDesign CS3**
- **Photoshop CS3**

DVD/CD
Inserts Available

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

