

# 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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國際柴油設備市場  
跨越國界的權威信息平台  
**INTERNATIONAL**

**dp**  
**online**

# 2009 Editorial Calendar

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

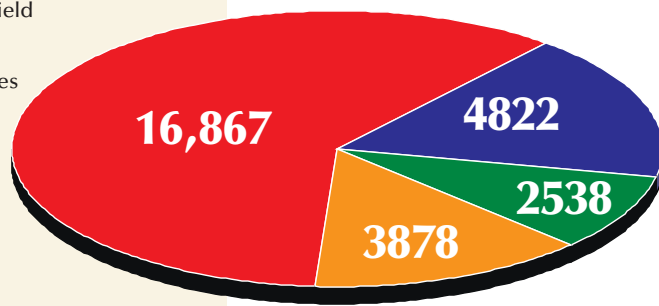
- Generator Sets • Welders • Refrigeration Sets
- Pump Sets • Compressor Sets • Pressure Washers
- Traffic Control • Oilfield Equipment

#### 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.dieselpress.com](http://www.dieselpress.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	\$11,560	\$11,155	\$10,510	\$9885	\$9725	\$9375
1-page	\$7205	\$6980	\$6575	\$6175	\$6075	\$5855
2/3-page	\$6310	\$5970	\$5605	\$5285	\$5170	\$4965
1/2 page (lsl)	\$5625	\$5375	\$5035	\$4755	\$4690	\$4535
1/2-page (h or v)	\$5315	\$5075	\$4745	\$4480	\$4400	\$4255
1/3 page (sq, h or v)	\$3535	\$3285	\$3185	\$2990	\$2915	\$2795
1/4 page	\$3135	\$2880	\$2775	\$2625	\$2555	\$2465
1/6 page	\$2330	\$2125	\$2075	\$1960	\$1880	\$1805

## Issuance and Closing Dates

Published monthly; issued 10<sup>th</sup> of publication month. Advertising materials are due the 15<sup>th</sup> of month preceding issue date, i.e., December 15<sup>th</sup> 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 .....	\$7875	\$7635
Third Cover .....	\$7875	\$7635
Fourth Cover .....	\$8400	\$8235

## 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	\$4825	\$4545	\$4475

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](http://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 **FONTS**; 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](http://www.DieselProgress.com/AdSpecs)  
for complete requirements and supported programs.

