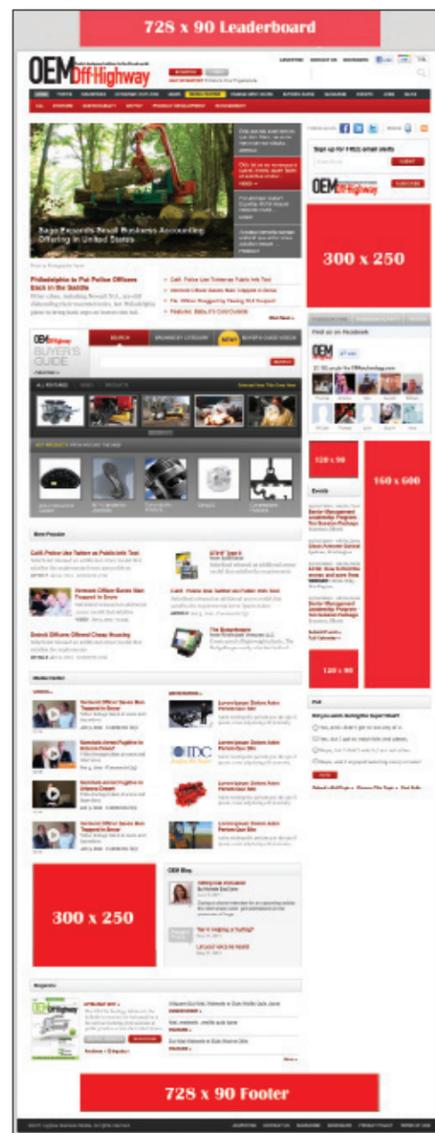


Complement your print campaign with our extensive digital media opportunities

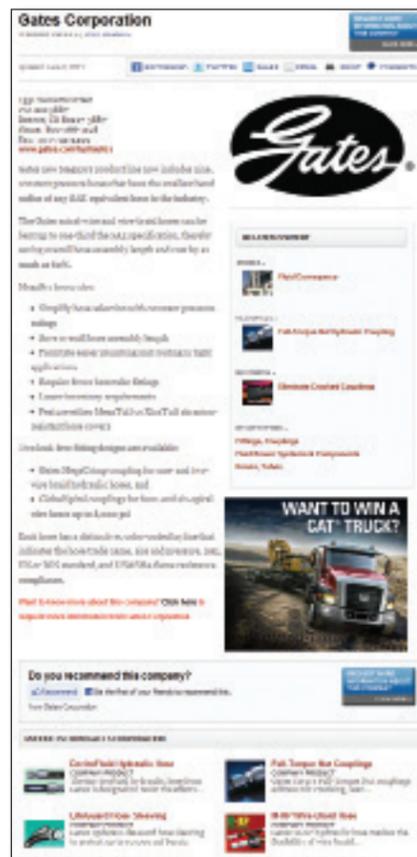
Website

www.oemoffhighway.com



Online Buyer's Guide

www.oemoffhighway.com/products



Product development professionals look to OEM's search engine optimized (SEO) online Buyer's Guide for the latest products, services and company information.

- **Lead generation!** Visitors can request more product or service information directly from your company
- Free product listings
- Category sponsorship opportunities

e-Newsletters

OEM Off-Highway's weekly Industry News and monthly Economic e-Newsletters deliver coverage of the industry's most current topics.

Available marketing options to share your message include:

- Banners
- Skyscrapers
- Button ads
- Hot Products

Ask about our exclusive sponsorship opportunities!

Digital Edition

OEM Off-Highway's digital edition delivers technical, yet accessible content in a dynamic format. It's sent to the inbox of readers at off-highway and heavy-duty on-highway equipment manufacturers worldwide.

Contact your sales representative for information on how your company can participate in the digital edition.

More Opportunities

Other digital advertising opportunities include, but are not limited to:

- Custom e-Newsletters
- e-Product Showcase
- Video Network
- Webcasts
- Podcasts
- e-Blasts
- iPad app development

Contact Information

Sales

Nancy Terrill
Publisher
920-568-8387
nancy.terrill@cygnus.com

Stacy Roberts
Integrated Media Consultant
920-563-1661
stacy.roberts@cygnus.com

Jenny Hallett
Inside Sales Rep
920-568-8314
jenny.hallett@cygnus.com

Editorial

Michelle EauClaire
Editor
920-563-1660
michelle.eauclaire@cygnus.com

Sara Jensen
Assistant Editor
920-563-1663
sara.jensen@cygnus.com

Ad Materials

Vicki Roth
Media Production Representative
920.563.1654
vicki.roth@cygnus.com

FTP address:
<http://webftp.cygnuspub.com>

OEM Off-Highway

Product development solutions for the off-road market

www.oemoffhighway.com

MARKETING PLANNER 2012



OEM Off-Highway communicates **EXCLUSIVELY** to the **ENTIRE** product development team involved in **ALL LEVELS** of the decision-making process.

For up-to-date
advertising opportunities,
head online to www.oemoffhighway.com/
advertise

Whether you choose a rotating banner, button or skyscraper, you can increase your exposure to key members of the product development team. Choose targeted advertisement positions or run-of-site ads to meet your brand's needs.

Other website opportunities

- Wallpaper ads
- Welcome ads
- Page peel ads
- Expandable ads

Deliver **your message** to the people that matter most

2012 EDITORIAL CALENDAR

Issue	Editorial Plan	Bonus Circulation
January/February Ad close: December 9 Material close: December 19	On-highway Trucking Cooling Systems Operator Interface FOCUS ON: Sensors	Mid-America Trucking Show
March Ad close: January 31 Material close: February 8	Construction Drivetrains Electronics Filtration SPECIAL ISSUE: INTERMAT	INTERMAT Paris 2012
April Ad close: March 2 Material close: March 12	Military Electronic Controls Bearings FOCUS ON: Hydraulics	Ag Machinery Conference
May/June Ad close: April 10 Material close: April 18 MARKETING OPPORTUNITY: Corporate Profiles	Annual Product Showcase & Industry Directory	Military Vehicles Exhibition & Conference + All shows OEM Off-Highway attends over the following 12 months
July/August Ad close: June 8 Material close: June 18 MARKETING OPPORTUNITY: 2012 Engine Spec Guide	The Green Issue Alternative Energy Hybrids System Efficiency FOCUS ON: Engines & Emissions	SAE Commercial Vehicle Engineering Congress and Exhibition
September Ad close: August 2 Material close: August 10	Mining Tracks & Tires Brakes SPECIAL ISSUE: MINExpo	GIE + Expo MINExpo International 2012
October Ad close: August 30 Material close: September 10 MARKETING OPPORTUNITY: Corporate Profiles	State of the Industry Testing Engineering Software FOCUS ON: Operator Environment	
November/December Ad close: October 10 Material close: October 18 MARKETING OPPORTUNITY: Product Spotlight Review	Agriculture Lighting Telematics Automated Systems Top 10 Online Buyers' Guide Product Spotlight	World of Concrete AG CONNECT 2013



*Total qualified circulation: 16,005.
Source: June 2011 BPA Circulation Statement

Getting in front of the entire decision-making team at the mobile off-highway and heavy-duty on-highway OEMs is more important than ever to sustain business and promote growth for your company. By advertising with OEM Off-Highway, you can be assured that your message is reaching the ENTIRE product development team exclusively—the essential audience present throughout the entire decision-making process.

Whether in print, on www.oemoffhighway.com or via our expanding digital opportunities, our audience knows that OEM Off-Highway is the destination for the most relevant, in-depth coverage of the critical issues, latest products and emerging trends.

Market your products and services to an exclusive print audience of 16,000 key decision makers that make up the entire product development team.

Special Opportunities

May/June — Annual Product Showcase & Industry Directory

Dedicated to new products, services and technologies, the May/June Product Showcase & Industry Directory issue is used as a resource by the decision making team all year.



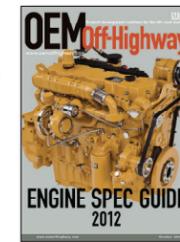
July/August — The Green Issue

Whether your business is in emissions reduction, fuel economy or other sustainable practices, OEM's "Green Issue" delivers your message to key decision makers.



Engine Spec Guide

A print and digital companion to "The Green Issue," the Engine Spec Guide covers gas and diesel engines over the entire horsepower range for mobile applications. Sponsorship opportunities are available.



October — State of the Industry

Timed to coincide with fiscal year budgeting, the State of the Industry issue features economic information, market trends and reports from industry professionals.



Corporate Profiles — Twice a Year!



Expand your message by providing the entire product development team with an in-depth profile of your company, products, services and capabilities.

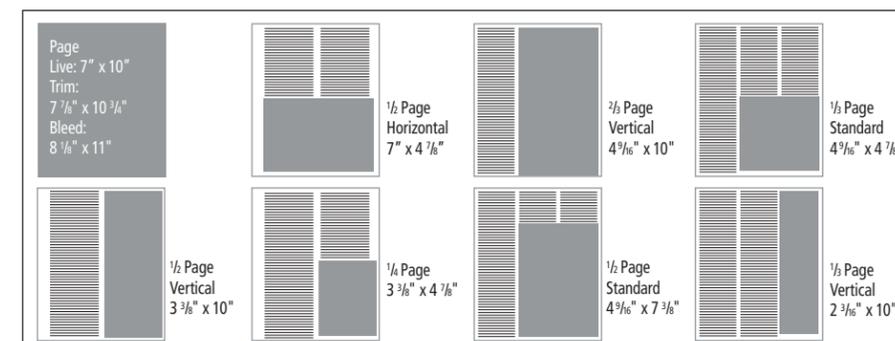
Corporate Profiles are complementary to full page and half page advertisers in the May/June and October issues.

Customizable Marketing Solutions

- Belly-bands
- Four-page inserts/tip-ins
- Product brochure inserts
- Polybag and ride-along delivery options
- Gatefolds
- Custom reprint packages
- Catalog printing

2012 RATE CARD

4/C Ads	1x	4x	8x
Full Page	\$7,085	\$6,675	\$5,945
2/3 Page	\$6,155	\$5,945	\$5,425
1/2 Page			
Standard	\$5,115	\$4,695	\$4,075
1/3 Page	\$3,555	\$3,235	\$3,035
1/4 Page	\$2,825	\$2,715	\$2,515



Custom integrated marketing packages are available!

Contact your sales representative to learn more about these opportunities.

Advertising Information

Mechanical Specs

Ad material is preferred in a high resolution, press-quality CMYK pdf format. For specific information on print and interactive ad submission, please visit our Advertising Resource Center at: www.oemoffhighway.com/advertise. Click on the specific product tab.

Materials can be submitted through our FTP site at <http://webftp.cygpub.com>.

Terms & Conditions

Payment 30 days from invoice date. Production charges may be billed at a rate of \$85 per hour if applicable. Interest will be charged if invoice is not paid within 30 days. The rates are only guaranteed for the frequency herein. Changes and cancellations must be made in writing. No cancellations permitted after closing date. Contract frequencies not met may receive a short rate.

Cygnus Business Media is not responsible for either the content or the opinions expressed within paid advertisements, or for any errors they may contain. Publisher reserves the right to reject any ad deemed unsuitable for publication.

Recognized advertising agencies are allowed 15% of gross billing, provided account is paid in full within 30 days.

Short Rates And Rebates

Advertisers will be short rated if, within a 12-month period from the date of the first insertion, they do not use the amount of space on which their billings have been based. Advertisers will be rebated if, within a 12-month period from the date of first insertion, they have used sufficient additional space to warrant a lower rate than that at which they have been billed.

Rate Protective Clause

If and when new rates are announced, advertisers will be protected throughout the duration of their annual schedules, provided the schedule is placed prior to the announcement.

Special Position

To guarantee a special position, add 15% to the space and color rate. To guarantee a cover position, add 20% to the space and color rate.

Cancellation Policy

Cancellations will not be accepted by the publisher after the closing date.