PRINT

2013 EDITORIAL CALENDAR

OEM Off-Highway

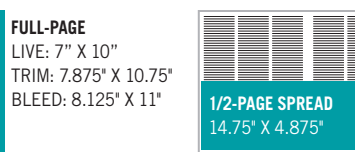|	JANUARY/ FEBRUARY	MARCH	APRIL	MAY/ JUNE	JULY/ AUGUST	SEPTEMBER	OCTOBER	NOVEMBER/ DECEMBER
AD CLOSE	1-7-2013	2-4-2013	3-5-2013	5-6-2013	6-24-2013	8-5-2013	9-10-2013	10-31-2013
MATERIALS DUE	1-15-2013	2-12-2013	3-13-2013	5-14-2013	7-2-2013	8-13-2013	9-18-2013	11-8-2013
EDITORIAL PLAN	On-highway trucking Operator interface GPS and telematics	Construction Drivetrains Filtration **SPECIAL ISSUE:** BAUMA, Germany	Military Electronic controls	**ANNUAL PRODUCT SHOWCASE AND INDUSTRY DIRECTORY**	**THE E ISSUE** Energy Efficiency Engineering Electrification	Agriculture Lighting GPS	**STATE OF THE INDUSTRY** Software and testing Engineering and manufacturing	Mining Tracks and tires Brakes
FOCUS	Electronics and sensors		Hydraulics		Engines & Emissions	Operator environment		**INNOVATORS' TOP 10 PRODUCTS** *Celebrating our print and online audiences' top product choices*
MARKETING OPPORTUNITY				Corporate Profiles	**ENGINE SPEC GUIDE** sponsorships *Distributed at* **ALL SHOWS**		Advertorial opportunity *Demonstrate your expertise on your segment of the industry*	
SHOW DISTRIBUTION	Mid-America Trucking Show Work Truck Show	BAUMA, Germany	Waste Expo Military Vehicles Expo and Conference Ag Machinery Conference	**ALL SHOWS** where *OEM Off-Highway* exhibits over the following 12 months	SAE Commercial Vehicle Engineering Congress and Exhibition DEER	Agritechnica GIE+EXPO ICUEE		World of Concrete

Dates and topics are subject to change.

2013 DISPLAY AD RATES

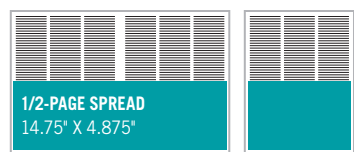|	1X	4X	8X
FULL-PAGE SPREAD	$12,665	$11,940	$10,630
1/2-PAGE SPREAD	9,140	8,500	7,900
FULL PAGE	7,155	6,745	6,005
2/3 PAGE	6,220	6,005	5,480
1/2 PAGE	5,165	4,745	4,115
1/3 PAGE	3,590	3,270	3,065
1/4 PAGE	2,855	2,745	2,540

AD SIZES & SPECIFICATIONS

FULL-PAGE SPREAD
LIVE: 14.75" X 10"
TRIM: 15.75" X 10.75"
BLEED: 16.25" X 11"

FULL-PAGE
LIVE: 7" X 10"
TRIM: 7.875" X 10.75"
BLEED: 8.125" X 11"
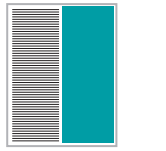
1/2-PAGE SPREAD
14.75" X 4.875"
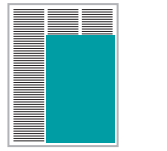
1/2 PAGE HORIZONTAL
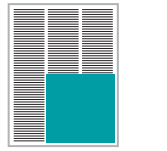7" X 4.875"

2/3 PAGE VERTICAL
4.5625" X 10"

1/2 PAGE VERTICAL
3.375" X 10"

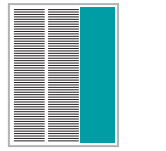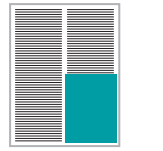**1/2 PAGE STANDARD**
4.5625" X 7.375"

1/3 PAGE STANDARD
4.5625" X 4.875"

1/3 PAGE VERTICAL
2.1875" X 10"

1/4 PAGE
3.375" X 4.875"

SEND MATERIALS TO:

OEM Off-Highway
Vicki Roth
Media Production Rep
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Fort Atkinson, WI 53538
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Vicki.Roth@Cygnus.com
FTP: (Files larger than 10MB)
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