

2016 MEDIA KIT

OEM

Global product development solutions for mobile OEMs

Off-Highway®

OEM SOLUTIONS FOR:



**INDUSTRIAL/UTILITY/
CONSTRUCTION
EQUIPMENT
MANUFACTURERS**



**AGRICULTURAL
EQUIPMENT
MANUFACTURERS**



**TRUCK/BUS
MANUFACTURERS**



**ENGINE/DRIVETRAIN/
TRANSMISSION
MANUFACTURERS**



**MILITARY
EQUIPMENT
MANUFACTURERS**



**MINING
EQUIPMENT
MANUFACTURERS**



**FORESTRY
EQUIPMENT
MANUFACTURERS**



**LAWN AND GARDEN
EQUIPMENT
MANUFACTURERS**

DRIVEN BY TECHNOLOGY AND INNOVATION

A brand of the AC Business Media Construction Network

DRIVEN BY TECHNOLOGY AND INNOVATION.

OEM Off-Highway covers innovative technology and market trends that impact the product development team responsible for the design, development and system integration of mobile heavy-duty equipment.



OEM OFF-HIGHWAY AT A GLANCE:





AUDIENCE

BPA Audited Circulation
Email Marketing
E-newsletter
Online
Social

DIGITAL

Online Marketing Opportunities
 ▶ *Component Directory Category Sponsorship*
 ▶ *Spec Guide Sponsorships*
 Email Marketing
 [Digital Ads & Rates](#)

MAGAZINE

 [Editorial Calendar & Marketing Specials](#)
 Print Edition Ad Options
 Digital & App-Based Edition Ad Options
 Show Packages
 MINExpo
 CONEXPO/IFPE
 [Magazine Specs, Terms & Conditions](#)

LEAD GEN CUSTOM MARKETING

Awards
 Commissioned Special Reports
 Component Directory
 Custom Programs
 Email
 Event Marketing
 Video
 Webinars
 White Paper Program

ANALYTICS

Engagement Report
 Total Audience Profile
 Email Reports
 Google Analytics
 Lead Report
 Web Ad Report
 Ad & Brand Research Studies
 Custom Reports

CONTENT MARKETING & NATIVE ADVERTISING



Content marketing and native advertising are gaining traction as effective strategies to win attention, especially among readers who tune out traditional ads but consume genuine, customer-focused information. In fact, a survey by Smart Insights reported content marketing as the **digital marketing tool with the greatest impact.**⁺

Creative content marketing opportunities — in our magazine, newsletters and website — position your valuable information to enhance the editorial content in which it appears.

Look for CONTENT MARKETING tags throughout this media kit



⁺Smart Insights 2015

CONTACTS

REACH MOBILE OFF-HIGHWAY MANUFACTURERS

17,258

E-newsletter subscribers

Publisher's own data 7-9-2015

17,520

Subscribers with
"manufacturer" in their
Business and Industry
description

BPA Brand Report December 2015

454,740

OEMOffHighway.com
unique visitors/year

Google Analytics March 2016 annualized

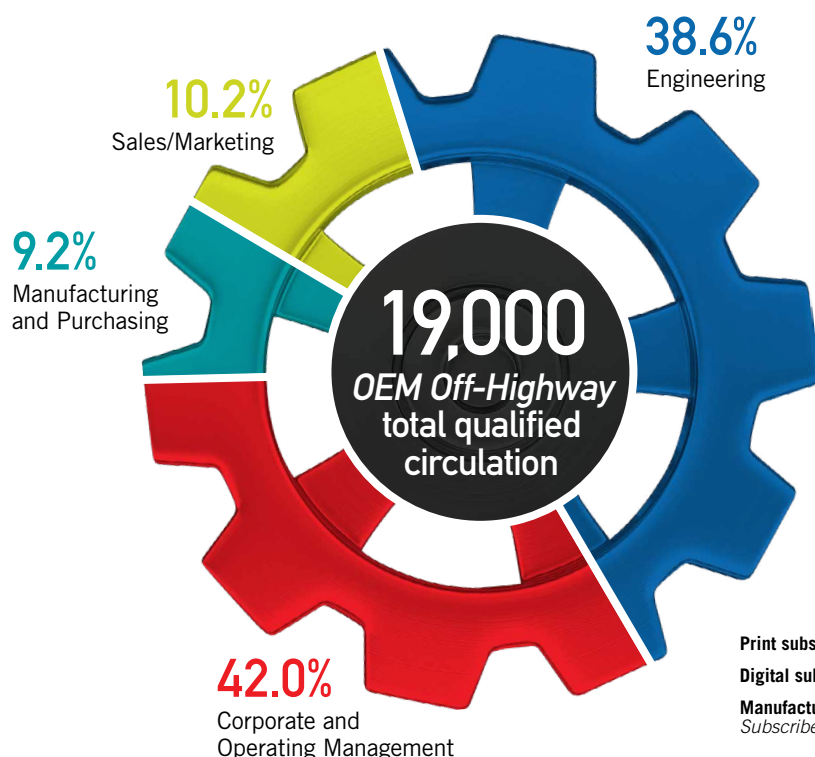
Extend your access to
the construction industry:

72,394

Construction equipment
& product users

BPA Brand Report December 2015 for *Equipment Today*

As part of the AC Business
Media Construction Network,
OEM Off-Highway gives you access
to an even broader audience within
the construction industry.



Print subscribers: 17,000

Digital subscribers: 2,000

Manufacturers: 17,520

Subscribers with "manufacturer" in their Business & Industry description

BPA Brand Report December 2015 (Total qualified circulation: 19,000; 17,000 print subscribers; 2,000 digital subscribers)



MARCH/OCTOBER PRINT ISSUES INCLUDE
EUROPEAN UNION DISTRIBUTION

TARGET BY BUSINESS & INDUSTRY

Industrial/utility/construction equipment manufacturer*	10,198
Agricultural equipment manufacturer	2,484
Lawn and garden equipment manufacturer	343
Forestry equipment manufacturer	152
Mining equipment manufacturer	722
Engine/drivetrain/transmission manufacturer	2,024
Distributor/system integrator	1,480
Truck and/or Bus Manufacturer	791
Off-Highway/recreational equipment manufacturer	806
Manufacture military equipment in addition to primary business listed above	2,973

BPA Brand Report December 2015

*Includes machine shops and transportation equipment

AUDITED CIRCULATION:

OEM Off-Highway's BPA Brand Report is an independent, third-party audit that assures you reach your chosen audience.



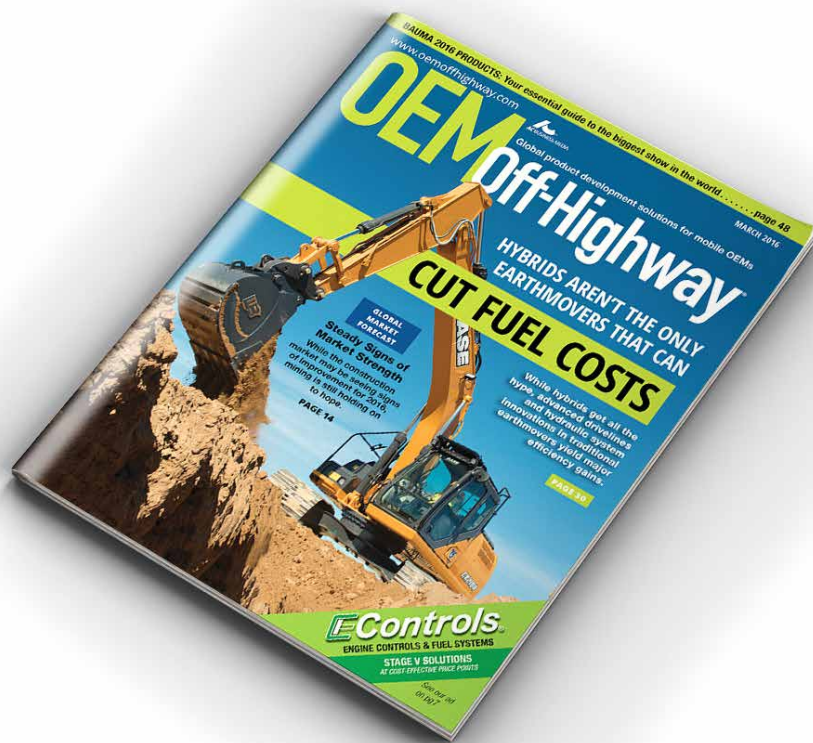
CLICK TO
VIEW



37%

OEMOffHighway.com visitors
outside of United States

Google Analytics Jan-Feb 2016



OEM Off-Highway®

Global product development solutions for mobile OEMs

WE'LL LIGHT YOUR WAY

**YOUR MOST EFFICIENT MEDIA PARTNER TO REACH
NORTH AMERICA AND EUROPE**

- Established global audience for OEMOffHighway.com, digital magazine editions and e-newsletters
- Print distribution now expanding to European Union
- Global coverage for news and analysis
- Largest print distribution to United States manufacturer subscribers*
- Reach product development teams decision makers of equipment design, development and system integration – at mobile off-highway and heavy-duty on-highway OEMs around the world



**MARCH/OCTOBER PRINT ISSUES INCLUDE
EUROPEAN UNION DISTRIBUTION**

BPA Brand Report December 2015: 17,520 subscribers with "manufacturer" in their Business and Industry description

OEMOffHighway.com



47%
increase
mobile
phone
sessions⁺



2:28
minutes
average
session
duration⁺⁺



454,740
unique visitors
per year⁺⁺⁺

VERIFIED MOBILE-COMPATIBILITY

OEMOffHighway.com meets mobile-friendly requirements, boosting our ranking on mobile search results. Want more eyes on your marketing messages? Place your advertising only on mobile-friendly sites.

RESPONSIVE WEB DESIGN

Ensure ads and content are optimally displayed across user devices – no special apps needed.

DYNAMIC PAGE LOADS

Our site continually delivers related content as the user scrolls, increasing the opportunity for users to see your ad.

TARGETED, IN-VIEW ADVERTISING

Schedule your advertising to reach a more focused audience based on our content-specific channels.
You pay only when visitors see your ad.

ONLINE MARKETING OPPORTUNITIES

ONLINE DISPLAY ADVERTISING

Banner ads, wallpaper, take-over, page peels and welcome ads.

NATIVE AD



Integrate your message in the editorial space as “sponsored” content.

COMPONENT DIRECTORY CATEGORY SPONSORSHIP

Secure your sponsorship as the lead brand in the Component Directory product category of your choice. Product development teams turn to this online resource to research products, technologies and services for their project designs.

SPEC GUIDES PRINT & DIGITAL SPONSORSHIPS

Get premium visibility as a sponsor for the industry's **first and ONLY** online, interactive spec'ing tools: Engine Spec Guide and Pump & Motor Spec Guides. Be in the forefront with engineers and product development teams who rely on the spec guides to find exactly the products they need for the next generation of equipment.

CUSTOM PROGRAM

Ask us to flex our creative talents with a custom media plan that meets your marketing objectives.



⁺ Google Analytics January 2016 compared with January 2015

⁺⁺ Google Analytics January 2016

⁺⁺⁺ Google Analytics March 2016 annualized

EMAIL MARKETING OPPORTUNITIES

Send your marketing message to the inboxes

of customers and prospects. With our extensive database, you can target based on specific behaviors, industry categories, job titles or location.

OEM Off-Highway Industry News



300 X 250

Quantum receives contract to develop specialized 5,000 psi CNG tank for mining applications
Quantum is developing a 5,000 psi CNG tank that will be used in an integrated storage system for heavy-duty mining trucks in Australia.

New Hyundai Tier 4 Final HL900 Series wheel loaders offer 10% lower fuel consumption
Hyundai's HL900 Series Tier 4 Final wheel loaders are now available in North America and provide up to 5% greater productivity and 10% lower fuel...

FTR's Trucking Conditions Index at three-year low in May
The FTR Trucking Conditions Index for May dropped to a three-year low of 4.91 due to softer capacity, pricing and fuel prices.

The Sensor Connection DPG-SD-2 Series Compact Round Dual Channel Digital Temperature Gauge
The Sensor Connection's DPG-SD-2 Series dual channel digital temperature gauge features a dual line bright red LED numeric display for easy...

Sponsored Content

280 X 157 IMAGE **BRIEF TEXT + CALL TO ACTION**

Volvo VHD model to help evaluate U.S. roads
Virginia Tech Transportation Institute is using a Volvo VHD 430 vocational model equipped with specialized instrumentation to evaluate the safety...

OEM Off-Highway Engine Revolutions



300 X 250

More clean diesel technology on the roads helping lower fuel consumption and GHG emissions
New research from the Diesel Technology Forum indicates more than 37% of diesel commercial trucks feature clean diesel engines, helping reduce fuel consumption and GHG emissions.

Cummins announces support of proposed Phase II regulations
Cummins has expressed its support of the proposed Phase II fuel efficiency and GHG regulations put forth by the EPA and NHTSA.

Volvo Group committed to working with EPA, NHTSA on Phase II efficiency regulation
Volvo Group has reiterated its commitment to work with the EPA and NHTSA on developing Phase II emissions regulations which are beneficial to the...

Natural gas vehicle industry sees benefits in proposed Phase II regulations
NGVAmerica commends the EPA and NHTSA for its efforts to further reduce fuel consumption and greenhouse gas emissions through its proposed Phase II...

Sponsored Content

EMAIL BLASTS

Sponsored exclusively by YOU, e-blasts feature your content and branding.

E-NEWSLETTER ADVERTISING

With open rates above industry averages*, our newsletters deliver big results for your display ad or text ad.

CONTENT NEWSLETTERS

- ▶ *Industry News* – weekly
- ▶ *Economic Outlook* – monthly
- ▶ *Breaking News* – as needed

SYSTEMS NEWSLETTERS

- ▶ *Engine Revolutions* (engine system, emissions technologies and regulatory developments)
- ▶ *Drivetrain Technology Update* (drivetrain system technology updates)
- ▶ *Fluid Power Progress* (fluid power systems)
- ▶ *The Electric Age* (sensors, electronics and electrical products and technologies)
- ▶ *In the Cab* (operator environment, comfort, safety)
- ▶ *Efficient Design & Manufacturing* (software, testing providers and manufacturing services)

E-PRODUCT OR E-VIDEO SPOTLIGHT

Get the immediacy of email at an affordable rate. This e-blast features your product photo and description or video, along with several selected advertisers. Kick it up a notch by adding video.

SURVEY DISTRIBUTION

Send your industry survey via email to a selected list within our extensive database.

*Publisher's own data

DIGITAL ADS & RATES

DIGITAL DISPLAY ADS	RATES
970 X 250 BILLBOARD	Request proposal for either run-of-site ad placement or channel sponsorship
970 X 90 SUPER LEADERBOARD Includes a 728 x 90 and 300 x 50, which allows ads to be delivered responsively with content	
300 X 600 HALF PAGE	
300 X 250 MEDIUM RECTANGLE	
WALLPAPER, TAKE-OVER, WELCOME ADS — Rich media	
SPONSORED 300 X 250 NATIVE AD	
VIDEO	RATES
E-VIDEO SPOTLIGHT	\$995
PRINT PLUS E-VIDEO SPOTLIGHT — Bundled with print ad	\$375
VIDEO CHANNEL SPONSORSHIP	\$6,000 / year
VIDEO NEWSCAST	Request proposal
EMAIL	RATES
E-BLASTS	0.35 / name
E-PRODUCT OR E-VIDEO SPOTLIGHT	\$995
PRINT PLUS — E-Product or E-Video Spotlight bundled with a print ad	\$375
E-NEWSLETTERS	RATES
INDUSTRY NEWS — weekly (every Thursday) Includes a 300 x 250 plus a sponsored native ad	\$975
ECONOMIC OUTLOOK — monthly, 300 x 250	\$750 exclusive
BREAKING NEWS — as needed, 300 x 250	\$8,000/year
SYSTEMS E-NEWSLETTERS Includes a 300 x 250 plus a sponsored native ad	\$975
CUSTOM BRANDED E-NEWSLETTER Sent to up to 10,000 names	\$5,000

(Rates are net unless otherwise specified)

Upgrade your print ad for our interactive digital edition



COMPONENT DIRECTORY SPECS & RATES

EXCLUSIVE SPONSORSHIP OR CPM PRICING	RATES
AD SIZES INCLUDED: 970 X 90 Super Leaderboard 728 X 90 Leaderboard 300 X 600 Half Page 300 X 250 Medium Rectangle 300 X 50 Mobile	Request proposal

ENGINE SPEC GUIDE / PUMP & MOTOR SPEC GUIDE

SPEC GUIDE SPONSORSHIP (ONLY 5 AVAILABLE)	RATES
INCLUDED: Full-page spread ad in print issue Leaderboard ad on chosen online spec guide	\$10,000 net / year \$11,764 gross / year

DIGITAL EDITION FEATURING BONUS CONTENT

UPGRADE YOUR PRINT ADVERTISING
Include a digital ad for only \$300 net.

DIGITAL EDITION ALSO AVAILABLE ONLINE AT OEMOFFHIGHWAY.COM




Complete **DIGITAL TECHNICAL SPECS** are available on our Marketing Resource Center at OEMOffHighway.com/advertise

OEM OFF-HIGHWAY PRINT & DIGITAL

YOUR WAY ... that's how we deliver OEM Off-Highway magazine to our readers. Some like print. Others prefer our enhanced, multi-media digital edition. And some want both! Place your advertising in one or both.

PRINT MAGAZINE OPTIONS

Grab attention with one of our many print options:

- ▶ Display ads (full-page spread, full-page ad, fractional-page ad)
- ▶ Native advertising 
- ▶ Cover treatments: Wrap, belly band, false cover, gatefold, barn door, corner snipe, sticky note
- ▶ Insert or ride-along
- ▶ Polybag your print promotional piece with our magazine
- ▶ Special supplement
- ▶ Advertorial
- ▶ Regional distribution
- ▶ Article reprints

DIGITAL & APP-BASED MAGAZINE OPTIONS

Our digital, multi-media magazine editions open a universe of opportunities for your marketing message, including:

- ▶ Audio
- ▶ Video
- ▶ Animation
- ▶ URL link to your website or other online content

DIGITAL EDITION ALSO
AVAILABLE ONLINE AT
OEMOFFHIGHWAY.COM



2016 EDITORIAL CALENDAR

OEM Off-Highway®

MAGAZINE

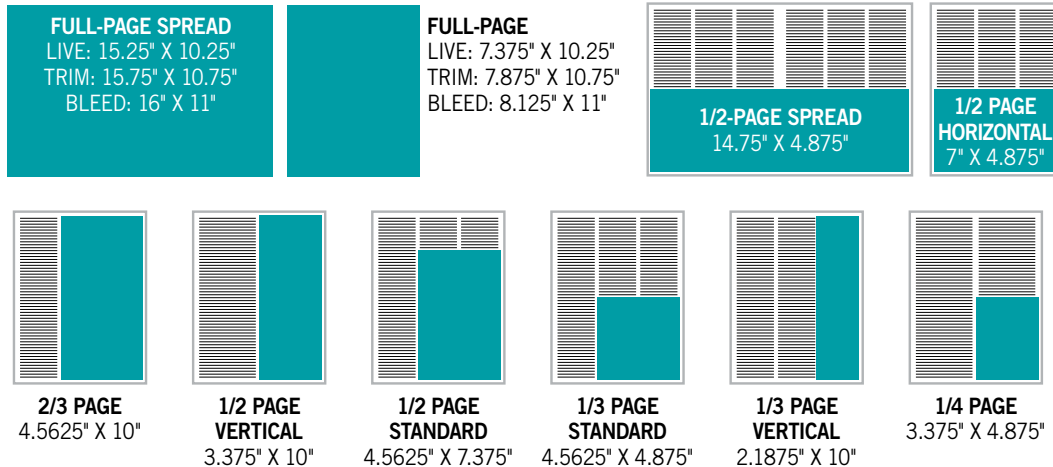
	JANUARY/ FEBRUARY	MARCH	APRIL	MAY/ JUNE	JULY/ AUGUST	SEPTEMBER	OCTOBER	NOVEMBER/ DECEMBER
AD CLOSE	12-23-2015	2-11-2016	3-11-2016	5-12-2016	6-30-2016	8-4-2016	9-8-2016	10-26-2016
MATERIALS DUE	12-30-2015	2-17-2016	3-16-2016	5-17-2016	7-6-2016	8-9-2016	9-13-2016	10-31-2016
EDITORIAL PLAN	MARKET TRENDS: On-highway truck & bus NEW! Rental market Compact equipment Alternative fuel vehicles & systems	MARKET TRENDS: Heavy construction & mining Engines Global market trends Software & testing	MARKET TRENDS: Agriculture Forestry Lawn & landscape Precision systems & automation Tracks & tires	ANNUAL PRODUCT SHOWCASE Engines Drivetrains Fluid power Electrical & electronics Hardware Operator environment Engineering & manufacturing	THE E ISSUE On-highway & municipal Alternative energy Electrification Engines Emissions reduction Efficiency solutions	MARKET TRENDS: Mining Shale gas fracking Oil sands Fluid power Brakes Cameras Filtration	STATE OF THE INDUSTRY Equipment market forecasts Global economic outlook Technology trends	MARKET TRENDS: Construction & military Materials Drivetrains Engine cooling
SPECIAL FOCUS	Electronics, lights & sensors	Fluid power & electrohydraulics	Operator environment & interface	All products, technologies and system solutions	Hybrid & electric vehicles and systems	Telematics, GPS, data systems & automation	Engineering solutions, manufacturing services, software & testing	INNOVATORS' TOP 10 NEW PRODUCTS
IN EVERY ISSUE	▶ Editor's Notebook ▶ Economic Outlook ▶ Off-Highway Heroes							
COLUMNS	▶ The Smart Center — Bringing the latest electrification and smart technology trends to the forefront ▶ Technology Breakdown — An in-depth analysis of a new machine or system, piece by piece ▶ Extreme Machines! — The unique, the wild, the crazy machines for rare applications and extreme conditions ▶ News Briefs — Industry trends, analysis and reports from top associations and organizations ▶ The Big Picture — A look beyond the customer: What is this machine doing for society? ▶ Engineering Corner — Technical papers in a quick and easy-to-absorb summary							
ADDITIONAL MARKETING SPECIALS <i>PRINT & DIGITAL</i> <i>Ask your sales rep for details</i>	NEW! Economic Outlook Print + Digital sponsorship <i>Breaking News</i> e-newsletter sponsorship	White paper program Component Directory sponsorships E-Product Spotlight bauma packages	Component Directory sponsorships E-Product Spotlight White paper program	DOUBLE UP Buy one get second free for full- & half-page ads Section sponsorships Component Directory sponsorships	ENGINE SPEC GUIDE <i>Ad Close: 6-23-16</i> Print + Digital sponsorships Year-long distribution	PUMP & MOTOR SPEC GUIDE <i>Ad Close: 7-28-16</i> Print + Digital Sponsorships Year-long distribution MINExpo packages	FREE ADVERTORIAL You're the Expert <i>Examples:</i> - Custom engineering - Thought leadership - Design innovation	YEAR IN REVIEW 2016 White paper program E-Product Spotlight Component Directory sponsorships
SHOW DISTRIBUTION	The Rental Show <i>(February 2016)</i> Work Truck Show & Green Truck Summit <i>(March 2016)</i> Mid-America Trucking Show <i>(March/April 2016)</i>	bauma Munich <i>(April 2016)</i>	AMC Engineering Conference <i>(May 2016)</i> GIE + EXPO <i>(October 2016)</i> AG CONNECT + Commodity Classic <i>(March 2017)</i>	ALL SHOWS where OEM Off-Highway exhibits over the following 12 months	The Battery Show + Electric & Hybrid Vehicle Technology Expo <i>(Sept. 2016)</i> SAE Commercial Vehicle <i>(October 2016)</i> Work Truck Show & Green Truck Summit <i>(March 2017)</i>	MINExpo 2016 <i>(Sept. 2016)</i> AG CONNECT + Commodity Classic <i>(March 2017)</i> CONEXPO & IFPE <i>(March 2017)</i>	World of Concrete <i>(February 2017)</i>	

Dates and topics are subject to change.

MAGAZINE AD SIZES & SPECS

MAGAZINE

PRINT



2016 PRINT DISPLAY AD RATES

Ad Size	1X	3X	6X	8X
FULL PAGE SPREAD	\$12,855	\$12,120	\$11,695	\$10,785
ONE-HALF PAGE SPREAD	\$9,280	\$8,630	\$8,325	\$8,015
FULL PAGE	\$7,265	\$6,870	\$6,630	\$6,095
2/3 PAGE	\$6,315	\$6,095	\$5,880	\$5,560
1/2 PAGE	\$5,245	\$4,820	\$4,650	\$4,175
1/3 PAGE	\$3,645	\$3,320	\$3,205	\$3,110
1/4 PAGE	\$2,900	\$2,790	\$2,695	\$2,575

BACK COVER IS AN ADDITIONAL 25%
INSIDE FRONT AND BACK COVERS ARE AN ADDITIONAL 20%
ALL OTHER GUARANTEED POSITIONS WILL INCUR A 15% SURCHARGE

DIGITAL

UPGRADE PRINT AD: \$300

SCREEN DIMENSIONS: 1024 x 768 pixels;
horizontal orientation only

FILE FORMAT: InDesign (preferred),
Photoshop, Illustrator; PDF is acceptable.
Indicate any hyperlinks. *InDesign: No
bleeds; include images and fonts.*

VIDEO: Preferred formats are .mov and .mp4

- Send the actual videos; if you send a link, make sure it is a downloadable link.
- Video should be limited to 1 minute.

AUDIO: Preferred formats are .wav and .aiff.
We can use mp3s, but they are lower quality.

HOW TO CREATE AND SEND YOUR FILES:

PREFERRED FILE FORMAT: PDF X/1A

Ads should be CMYK, high-res and created to correct ad size dimensions, including bleed.
Choose "PDF X/1a" or "Press Quality" in your job options when creating high resolution PDFs.

Send to:

Cindy Rusch, Ad Production Manager
crusch@ACBusinessMedia.com; 800.538.5544
x1240

For files larger than 10MB, follow these steps:

1. Go to www.hightail.com/u/acbm
2. Drag and drop file(s) to upload.
3. In the subject field, please include magazine or brand, issue date, other identifying information.
4. Click "Send."

TERMS & CONDITIONS:

CONTRACT AND COPY CONDITIONS

Advertisements are accepted upon the representation that the advertiser and its agency have the right to publish the content. Advertisers and agencies agree to indemnify, defend and save harmless the publisher from any and all liability for content of published advertisements whether in print or in electronic format. Publisher reserves the right to refuse any advertisement.

PAYMENT AND COMMISSIONS

Net 30 days. 15% of gross paid to recognized advertising agencies on space, color and position provided account is paid in

full within 30 days of invoice date. Publisher reserves the right to hold the advertiser and/or its advertising agency jointly and separately responsible for such monies as are due and payable to the publisher. Publisher will not be bound by conditions, printed or otherwise, appearing in ad orders or copy instructions when such conditions conflict with Publisher's stated policies.

PROTECTIVE CLAUSES

Rates subject to change without notice. Advertiser and advertising agency assume liability for all content of advertisements printed and also assume responsibility for any claims

made against the Publisher. The Publisher reserves the right to reject any advertising that it feels is not in keeping with publication standards, policies and practices.

CONTRACT CANCELLATION

Advertising canceled after closing date will be charged at earned rate to the advertiser with an additional fee of up to \$500 for remake of the page. Advertisers that fail to achieve contracted number of insertions within the year will be short rated to the applicable frequency on rate card.

AC Business Media will not be held responsible, nor issue any make-goods, for electronic ads that do not follow these guidelines.

LEVERAGE

OUR LEAD GENERATION PRODUCTS TO FILL YOUR PROSPECT FUNNEL.

LEAD GENERATION &
CUSTOM MARKETING

AWARDS

Each year, *OEM Off-Highway* announces its Innovators' Top 10 New Products Awards based on inquiries and page views by visitors to its online buyer's guide, the Component Directory. List your products, at no charge, on the Component Directory and ask our sales team how you can boost visibility that could earn your new product a place on the Top 10.

COMMISSIONED SPECIAL REPORT



Drive brand awareness and lead generation with a single-sponsored report delivered in our magazine or via email. Our editorial team will develop the content to pair with your marketing message.

COMPONENT DIRECTORY CATEGORY SPONSORSHIP

See page 4.

CUSTOM: CONTENT, NEWSLETTER, SUPPLEMENT, PUBLICATION, E-BOOK



Need custom content and design? How about distribution to the right audience? Partner with our experienced editorial team, design staff and database experts.

CUSTOM RESEARCH



We can assist you in creating and sending your industry survey via email or mail to a selected list within our extensive database.

CUSTOM SOCIAL MEDIA PROGRAMS

Ask about our customized TRACKtion Leads program that combines direct marketing with social media and primary research components. Generate highly qualified leads that convert to sales.

EMAIL, E-PRODUCT & E-VIDEO SPOTLIGHT

See page 5.

VIDEO CHANNEL SPONSORSHIP

Feature your video in its own sponsored content block on OEMOffHighway.com. Sponsorship includes 300x50 banner ad in the content block and two or four videos of your choice, which may rotate monthly. 3-month minimum commitment.

VIDEO PRODUCTION

Our professional team will videotape your booth, equipment and speaker during a trade show or event and create a feature video for sales calls, presentations, your corporate website, training and other uses. Need an on-air personality? Bring in one of our talented editors to pull it all together. We'll air your production on OEMOffHighway.com.

WEBINARS



Generate qualified leads for your company by sponsoring a live or on-demand educational presentation via the Internet. You get the entire lead list, as well as extensive promotion before, during and after the webinar.

TRADE SHOW/EVENT MARKETING

Leverage your trade show or event presence with promotions that drive traffic to your booth and engage a broader audience. With your staff and equipment already on-site, this is the perfect opportunity to create a custom video. Our team can deliver:

- ▶ Pre-, during- and post-show promotions in print, email and online
- ▶ Booth or demonstration videos
- ▶ iPad app
- ▶ Show e-newsletter
- ▶ Advertisements on the website event page and event product showcase

**SPECIAL PACKAGES AVAILABLE
FOR BAUMA, MINExpo and EIMA**



WHITE PAPER PROGRAM



Educate current and potential customers about your capabilities and technology. Housed in our online White Paper Library, your white paper is available for download, generating contact information that's sent directly to you. Add a promotional component to drive more viewers.

STATE-OF-THE-ART REPORTING TOOLS

With *OEM Off-Highway*, you know how your advertising performs and what changes might boost results.

ENGAGEMENT REPORT The only tool of its kind, the Engagement Report helps you assess the effectiveness of your communication strategies by measuring the exposure and consumption of your messaging – including news articles, press releases, blogs, videos, product listings, webinars, white papers – on our digital platform. AND, you'll learn how you stack up against your competitors.

TOTAL AUDIENCE PROFILE

This unique report details our audience demographics for print, website, email, e-newsletter and social media.

EMAIL REPORTS

Third-party email reports display the number of emails delivered, opened and clicked, as well as other deployment details. Study a heat map's pictorial representation of the links readers clicked to fine-tune your design and messaging.

GOOGLE ANALYTICS

Receive website user statistics and demographics.

LEAD REPORT – PRINT, DIGITAL, ONLINE

While you receive leads immediately via email, we can provide a summary lead report for the Component Directory, webinars you sponsor, white papers, and other programs that require registration.

WEB AD REPORT

The number of impressions and clicks your ad received. Remember, you pay only when your ad is in-view.

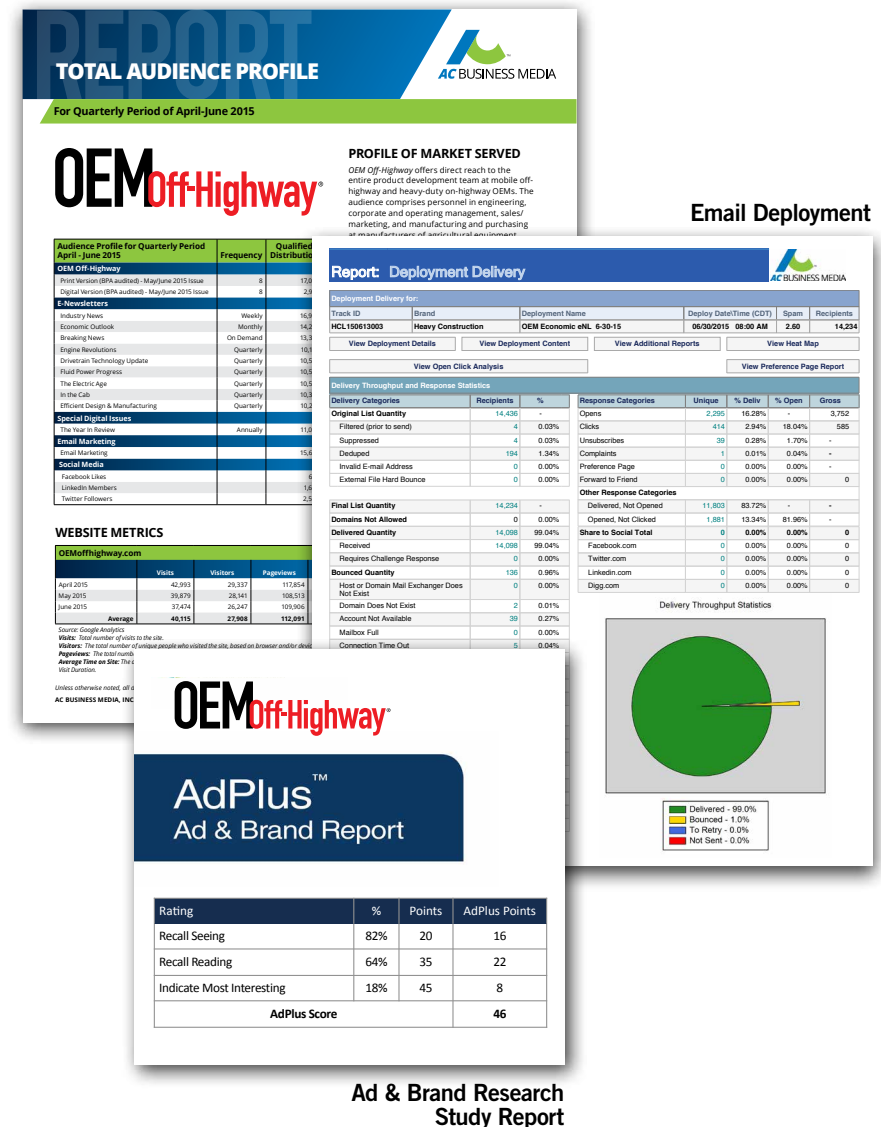
AD & BRAND SURVEYS

Learn how our subscribers rate your ad and brand based on your advertising in *OEM Off-Highway* magazine. This custom research report, offered periodically as an advertiser benefit, reveals your ad's interest ratings, message comprehension, and brand perception data.

CUSTOM REPORTS

We can create custom reports based on your advertising program.

Total Audience Profile



Ad & Brand Research Study Report

EDITORIAL



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For updated information throughout the year, visit our marketing and advertising online resource at OEMOffHighway.com/Advertise or call your AC Business Media sales associate at **800.538.5544**.



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ACBusinessMedia.com