

# 2020 EDITORIAL CALENDAR

For ad sizes & specifications, visit our media kit at [OEMOffHighwayMediaKit.com](http://OEMOffHighwayMediaKit.com).



BONUS EUROPEAN DISTRIBUTION IN JAN/FEB AND SEPTEMBER ISSUES

	JANUARY/ FEBRUARY	MARCH	APRIL/MAY	JUNE/JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER/ DECEMBER	YEAR IN REVIEW *DIGITAL ONLY*
AD CLOSE	12/26/19	1/27/20	3/30/20	6/1/20	6/26/20	8/3/20	8/28/20	10/26/20	12/12/20
MATERIALS DUE	1/3/20	1/31/20	4/3/20	6/5/20	7/3/20	8/7/20	9/3/20	10/30/20	12/18/20
EDITORIAL PLAN	<b>ON-HIGHWAY TRUCK &amp; BUS</b> Electronics Drivetrain System <b>CONEXPO &amp; IFPE Preview</b>	<b>CONSTRUCTION</b> Powertrain Operator Cab Hydraulics <b>CONEXPO &amp; IFPE Show Issue</b>	<b>CONSTRUCTION &amp; MINING</b> Fluid Power Telematics <b>CONEXPO &amp; IFPE Post-Show Coverage</b>	<b>PRODUCT SHOWCASE</b> Engines Drivetrains Fluid Power Electrical & Electronics Operator Environment Engineering & Manufacturing	<b>HYBRID &amp; ELECTRIC VEHICLES</b> Engines Electrification Emissions Electronics <b>MINExpo Preview</b>	<b>AGRICULTURE, LAWN &amp; LANDSCAPE</b> GPS & Automation Tracks & Tires Operator Interface <b>MINExpo Show Issue</b>	<b>STATE OF THE INDUSTRY</b> Equipment Market Forecasts Global Economic Outlook Technology Trends	<b>MILITARY &amp; CONSTRUCTION</b> Fluid Power Powertrain Operator Environment Data, IoT & Connectivity	Top products of the year  The year's hottest news  Our most popular articles of 2020
SPECIAL MARKETING OPPORTUNITY	<b>BONUS EUROPEAN DISTRIBUTION</b> <b>OEM GUIDE TO CONEXPO &amp; IFPE</b>	<b>CONEXPO &amp; IFPE PACKAGES</b>	<b>PUMP &amp; MOTOR SPEC GUIDE</b>  <b>*NEW* THE POWERBOOK</b>	<b>SECTION SPONSORSHIPS &amp; DOUBLE UPS</b>	<b>ENGINE SPEC GUIDE</b>  <b>MINEXPO PACKAGES</b>	<b>BONUS EUROPEAN CIRCULATION</b>  <b>OEM GUIDE TO MINEXPO</b>	<b>ADVERTORIAL PROGRAMS</b>	<b>TOP NEW PRODUCTS</b>	<b>EXCLUSIVE DIGITAL ISSUE SPONSORSHIP</b>  <b>INTERACTIVE ADS</b>
IN EVERY ISSUE	Equipment Market Outlook - Print & Digital sponsorships available - (data provided by ITR Economics)								
SHOW DISTRIBUTION	Work Truck Show & Green Truck Summit CONEXPO/IFPE	CONEXPO/IFPE Fluid Power Technology Conference		All shows OEM Off-Highway exhibits at for the next year	The Battery Show Electric & Hybrid Vehicle Technology Expo  SAE COMVEC  MINEXPO	GIE + EXPO MINExpo		World of Concrete	

## DISPLAY AD RATES

Dates and topics are subject to change.

Ad Size	1X	4X	8X
FULL PAGE SPREAD	\$12,985	\$12,245	\$10,895
ONE-HALF PAGE SPREAD	\$9,375	\$8,720	\$8,095
FULL PAGE	\$7,340	\$6,940	\$6,160
2/3 PAGE	\$6,380	\$6,160	\$5,620
1/2 PAGE	\$5,300	\$4,870	\$4,220
1/3 PAGE	\$3,685	\$3,355	\$3,145
1/4 PAGE	\$2,930	\$2,820	\$2,605

### Additional Marketing Opportunities in 2020

*Breaking News* e-newsletter sponsorship  
*Technology News Tracker* video series sponsorship  
*Equipment Market Outlook* sponsorship packages  
 Targeted digital advertising  
 Content or Whitepaper promotional programs  
 Custom content production and promotion (eblasts, newsletters, and more)

See our online Media Kit or ask your sales representative for more information on these Marketing Opportunities and additional Custom Packages to suit your unique advertising needs!

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