

WHITE PAPER PROGRAM

White papers, technical papers and case studies are great ways to highlight your capabilities as a solution provider. Demonstrating how your technology can be integrated into a vehicle design to achieve higher productivity and efficiency is the most powerful message our audience can hear.

Use White Papers to Educate our Audience about:

- Your technology solutions
- Your commitments to R&D with OEM partners
- Your dedication to continual design improvement
- Your ability to create custom solutions for unique customer applications

Program Components:

Digital Only: \$2,750 net

- Gated white paper featured on OEMOffHighway.com and available for download
- Targeted email campaign promotion of your company's white paper – reaches 16,000+ subscribers
- Sponsored Content ad in an *OEM Off-Highway* e-newsletter promoting your white paper
- 300 x 250 Native Ad at 10,000 impressions on OEMOffHighway.com
- **Lead generation** through registration page; receiving full contact information

Print + Digital Package: \$5,500* net

*Reduced rate with an existing print display ad program



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