

2009 OEM OFF-HIGHWAY

Due to challenges such as shrinking product development cycle times and smaller R&D budgets for OEMs, suppliers must produce new and more innovative component technologies to help OEMs address many of the product development trends in the off-highway market. OEMs are relying more on the component supplier for engineering expertise and system solutions.

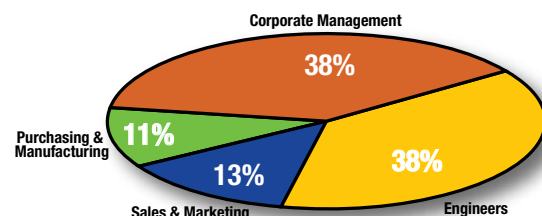


OEM Off-Highway, through its editorial features, product sections and application stories, seeks to inform its audience of nearly 17,000 key decision makers at mobile off-highway OEMs about new developments in the industry.

In the purchasing process, as the complexity and importance of a purchasing decision rises, so does the involvement of the decision-making team.

Our editorial features are designed for all members of this team and concentrate on the critical issues that impact the industry. We keep in touch with manufacturers and component suppliers; we stay attuned to their concerns.

PRODUCT DEVELOPMENT TEAM



"OEMs are relying more on the component supplier for engineering expertise and system solutions."

INTERACTIVE MARKETING

OEMOffHighway.com is the mobile off-highway equipment manufacturer's one-stop online source for updated industry news, as well as new product, equipment and statistical information. According to the most recent Harris Interactive Executive Survey, when advertisers use combined print and interactive channels for their B2B marketing programs, industry buyers are:

- More likely to ask for more information
- More likely to recommend the brand of product or service
- More likely to request a meeting with a sales representative

Today, every marketing program benefits from strategic inclusion of an interactive program. ROI is more important than ever before and online programs can play a major role in your media-spend accountability. The benefits of an interactive ad campaign include:

- Reinforcing your print message
- Increasing your reach and frequency
- Providing immediate and measurable results
- Enabling on-line surveys for research and product feedback
- Directing your customers to a specific location on your website
- Increasing brand awareness
- Proven lead-generation programs

OEMOffHighway.com is a single source solution providing a powerful, online resource that helps marketing executives connect with product development team members, at mobile off-highway equipment manufacturer's and influential customers.

Why does the industry come to oemoffhighway.com?

News. Information. Assessment. Community.

- News** – OEMOffHighway.com provides current news specific to your individual interests and industry.
- Information** – Visitors can quickly search for industry products, company information, video and services.
- Assessment** – A wide range of editorial formats allow for multiple views and opinions with links to relevant content that, in total, gives a more intimate view of industry trends.
- Community** – Our site features a number of interactive reader mechanisms.

oemoffhighway.com

2009 OEM OFF-HIGHWAY UNIQUE MARKETING SOLUTIONS

MARKET PLACE ADS

Make certain your product, product literature or website gets into the hands of buyers and specifiers by promoting them in the Market Place section in the February, May, July and October issues of *OEM Off-Highway*.



FOUR - PAGE INSERTS

We will print your company story or product information on four pages of 100# glossy stock and "tip" it into the magazine. You will also receive 5,000 additional copies of the insert for your own use.

INSERTS

Insert your corporate brochure or product catalog materials into our magazine or access our editorial, printing and production abilities to help you craft your own custom brochure or catalog. It's an excellent way for your literature to be noticed by each magazine recipient and not tossed in the recycle bin before it's read.

LIST RENTAL

If your marketing plans include a list to be used for direct mail purposes, *OEM Off-Highway's* BPA-audited circulation list is available. Target your list by selecting from our subscribers geographic location, job title or type of business. List rental rates start at \$110 per thousand names, plus a \$50 computer setup charge. Minimum direct mail list rental order is \$500.

CLASSIFIED ADVERTISING

Classifieds are a great way to recruit new talent and reach new prospects at a very reasonable cost. This is also the perfect arena to market independent engineering capabilities.

Call 920-563-1661 for rate information.

POLYBAG

OEM makes the "ultimate envelope" for your next direct mail campaign! This is a premium position and you won't have to share this space with any other advertiser. Want to print a special message on the clear, plastic bag? We can do that too!

BELLY BAND

Be right on the cover. A subscriber must remove the band before they get to the magazine. It will be impossible to ignore your advertisement!

2009 OEM OFF-HIGHWAY PRINT & ONLINE PACKAGES

PLATINUM:

- 9 Full page, 4-color ads
- 1 Free page for your Corporate Profile in April
- 1 Free Page for your Corporate Profile in October
- 1 Year of Video hosting on oemoffhighway.com
- 6 Custom E-Newsletters to our entire opt-in subscriber base
- 12 Banner ads on www.oemoffhighway.com
- 12 Banner ads on our E-Newsletter
- 4 Market Place Ads
- \$52,950 Gross

GOLD:

- 5 Full page, 4-color ads
- 6 months of video hosting on oemoffhighway.com
- 3 Custom E-Newsletters to our entire opt-in subscriber base
- 6 Banner ads on www.oemoffhighway.com
- 6 Banner ads on our E-Newsletter
- 2 Market Place Ads
- \$36,925 Gross

SILVER:

- 4 1/2 page, 4-color ads
- 3 Custom E-Newsletters to our entire opt-in subscriber base
- 3 Banner ads on www.oemoffhighway.com
- 3 Banner ads on our E-Newsletter
- 2 Market Place Ads
- \$24,950 Gross

BRONZE:

- 4 1/2 page, 4-color ads
- 3 Banner ads on www.oemoffhighway.com
- 3 Banner ads on our E-Newsletter
- \$19,775 Gross