

Diesel & Gas Turbine WORLDWIDE

DEDICATED TO ENGINE ROOM PRODUCTS, TECHNOLOGIES & NEWS

ELECTRONIC ADVERTISING OPTIONS

HIGH-VISIBILITY WEB ADVERTISING

WORLDWIDE ONLINE

**Reach 9000 industry leaders
per month —**

Daily visitors access "WW Online" for up-to-the-minute industry news covering the power generation, marine propulsion markets, oil & gas and rail.

Standard-Size Rates (£) Per Month

	Banner (450 x 60 pixels)	Skyscraper (135 x 240 pixels)
Top Position	£400	£400
Other Positions	£330	£330

Extra-Large Size Rates (£) Per Month

	Banner (450 x 120 pixels)	Skyscraper (135 x 500 pixels)
Top Position	£770	£770
Other Positions	£630	£630

BANNER (HORIZONTAL) AD SIZES:

- Standard size: 450 x 60 pixels
- Extra large size: 450 x 120 pixels

SKYSCRAPER (VERTICAL) AD SIZES:

- Standard size: 135 x 240 pixels
- Extra large size: 135 x 500 pixels

SPECIFICATIONS:

- Materials: RGB — .jpg, .gif or .png file format.
- Animated files are accepted in .gif file formats.
- If links are embedded, they must be coded to open to a NEW window.
- Flash files can be accepted but clicks cannot be tracked.

EXPAND YOUR PRINT ADVERTISING

WORLDWIDE DIGITAL

*Double your advertising efforts, not your
budget, and multiply your impressions.*



With a single ad in an issue, you now reach both types of readers — those who prefer a digital version and those who still like to receive a print copy.

Same as the print version, **the digital edition opens up a wealth of opportunities** to expand the reach of your advertising — and take readers right to your URL — **FAST**.

Have a new product?

- Put a product sheet or video behind your digital edition advertisement
- Sponsor a digital issue
- Conduct surveys
- Add a multimedia blow-in card.

Digital Opportunities* Price per Issue (£)

Multimedia Blow-In Ad	£445
Product Videos	£510
E-mail Notification Sponsorship	£380
Belly-Band Ad	£380
Surveys	£320
Static Blow-In Ad	£220

*Must be in conjunction with print ad

Visit www.diesलगasturbine.com

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£

Diesel & Gas Turbine WORLDWIDE

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E-MAIL ADVERTISING OPTIONS

DIESEL & GAS TURBINE WORLDWIDE'S

ERN
ENGINE ROOM NEWS
e-newsletter



A HIGH-VISIBILITY OPPORTUNITY

This e-newsletter is delivered to the inbox of 18,000+ opt-in subscribers twice per month and contains the latest global industry news and trends. Readers are able to monitor the pulse of all engine-powered markets.

If it's in the engine room — it's covered!

STANDARD BANNER RATES (£)

- £860 — Top banner
- £860 — Top skyscraper
- £760 — All other positions

EXTRA LARGE BANNER RATES (£)

- £1140 — Top banner
- £1140 — Top skyscraper
- £890 — All other positions

BANNER AD SPECIFICATIONS:

- Standard size: 450 x 60 pixels (under 100 KB)
- Extra large size: 450 x 120 pixels (under 100 KB)
- Materials: RGB — .jpg, .gif* or .png file format.
- If links are embedded, they must be coded to open to a NEW window.
- Flash files cannot be accepted at this time.

SKYSCRAPER AD SPECIFICATIONS:

- Size: 135 x 240 pixels (under 100 KB)
- Extra large size: 135 x 500 pixels (under 100 KB)
- Materials: RGB — .jpg, .gif* or .png file format.
- If links are embedded, they must be coded to open to a NEW window.
- Flash files cannot be accepted at this time.

*.gif file formats are blocked from some company servers.

E-mail Marketing

WORLDWIDE *Direct*
INDUSTRY NEWS DIRECT TO YOUR INBOX

Developed for industry advertisers looking for a mailing list specific to their market.

Send news about your company's products or services or promote your trade show booth via an e-mail blast sent directly to *Diesel & Gas Turbine Worldwide* subscribers.

E-MAIL BLAST RATES (£)

£0.35/name

E-MAIL BLAST SPECIFICATIONS:

- HTML file is preferred format.
- Our graphic designers can work with you to create an HTML file.
- PDF and Flash files cannot be accepted at this time.

Additional Opportunities

Surveys:

Want to survey the readers of *Diesel & Gas Turbine Worldwide*? Our custom surveys can give you key industry data you can't get anywhere else.

£0.40/name

Custom E-advertising

How you use other electronic media to promote your company is limited only by your imagination. Contact us to brainstorm a customized e-campaign.

For Further Information

For further information and availability on any of these *Worldwide* opportunities, contact one of our world offices listed in the *Diesel & Gas Turbine Worldwide* media planner, or Linda Cameron at +44 20 3179 2979, e-mail lcameron@dieselpub.com

Visit www.diesलगasturbine.com

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