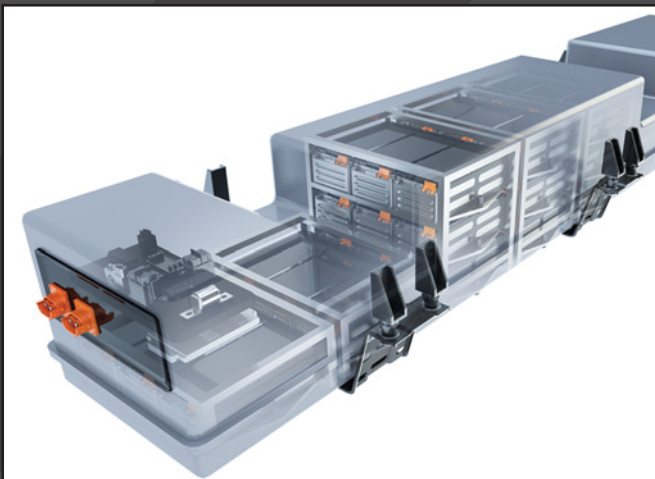


# NPP

## NewPowerProgress

*Dedicated to coverage of electrification, hybrids and new powertrain technologies for the global vehicle and equipment markets.*

### 2018 MEDIA KIT



From the publishers of

**DIESEL**  
**PROGRESS**  
NORTH AMERICAN  
PRODUCTS • TECHNOLOGY • INDUSTRY NEWS

**dpi** DIESEL PROGRESS  
INTERNATIONAL  
GLOBAL - PRODUCTS • TECHNOLOGY • INDUSTRY NEWS



# 2018 **NPP**

NewPowerProgress

**NEWSLETTER**

**NPP** NewPowerProgress  
e-newsletter

Bi-monthly e-Newsletter

*Reaching a global audience of over 30,000*

**WEBSITE**

**www.newpowerprogress.com**

**PRINT**

*Delivered to a  
global audience  
of over 34,000!*

**NPP #1 Appears In**

- March *Diesel Progress North American*
- April *Diesel Progress International*

**Advertising deadline: February 5, 2018**

**NPP #2 Appears In**

- June *Diesel Progress North American*
- June *Diesel Progress International*

**Advertising deadline: April 30, 2018**

**NPP #3 Appears In**

- September *Diesel Progress North American*
- September *Diesel Progress International*

**Advertising deadline: August 6, 2018**

**NPP #4 Appears In**

- November *Diesel Progress North American*
- November-December *Diesel Progress International*

**Advertising deadline: October 22, 2018**

**SOCIAL MEDIA**



@NPPProgress



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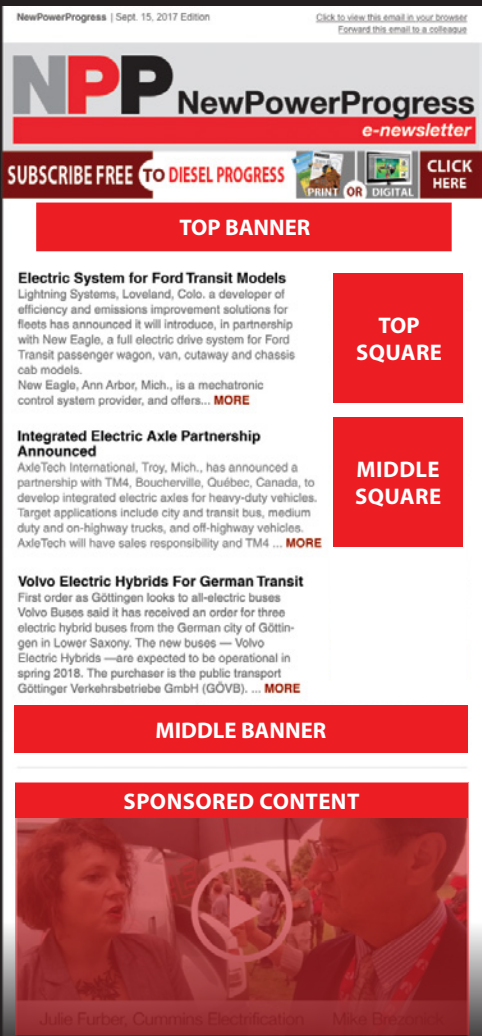


@NewPowerProgress

**Delivering Tomorrow's Technologies To Today's OEMs**

**niki.pokwinski@khl.com**

# NEWSLETTER



# E-NEWSLETTER SPECS/RATES

## Top Banner:

600 x 75 pixels €1550

## Middle Banner:

600 x 75 pixels €1400

## Top Square:

250 x 250 pixels €1550

## Middle Square:

250 x 250 pixels €1400

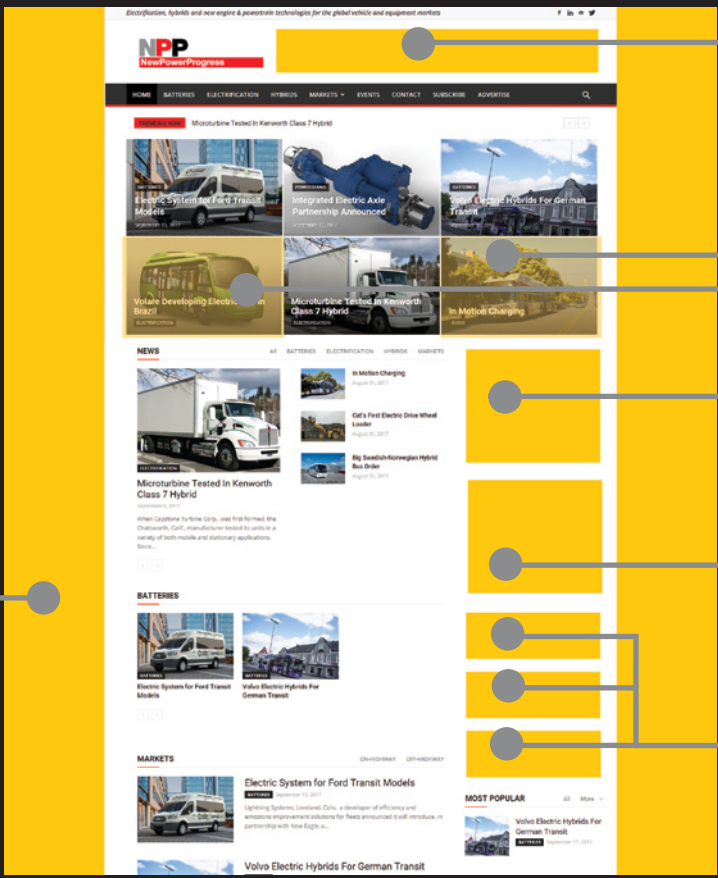
File Format: .png or .jpg 1 mb max  
HTML codes are accepted but must open to a new window

## Sponsored Content:

€2200  
Image will be 600 wide — no more than 380 px high.  
Title — 65 characters  
Excerpt — 400 characters  
Button text — no more than 20 characters.

Materials due one week prior to mail date.  
Send ad materials and link to Niki Pokwinski at niki.pokwinski@khl.com

# WEBSITE



**WALLPAPER**  
*Does not rotate*  
(1600 x 1000 pixels)  
.jpg, .gif or .png, under 1 MB.  
No 3rd party link accepted  
**Run of Site: €3300/month**

**LEADERBOARD**  
(728 x 90 pixels)  
.jpg, .gif or .png, under 1 MB.  
3<sup>rd</sup> party link accepted  
**Run of Site: €3100/month**

**SPONSORED CONTENT**  
*Does not rotate*  
**Your Story Here:**  
**Home Page Only: €4450/month**  
Consult publisher for details and editorial requirements.

**TOP BOX**  
(300 x 250 pixels)  
.jpg, .gif or .png, under 1 MB.  
3<sup>rd</sup> party link accepted  
**Run of Site: €3100/month**

**MIDDLE BOX**  
(300 x 250 pixels)  
.jpg, .gif or .png, under 1 MB.  
3<sup>rd</sup> party link accepted  
**Run of Site: €1800/month**

**300 x 100**  
(300 x 100 pixels)  
.jpg, .gif or .png, under 1 MB.  
3<sup>rd</sup> party link accepted  
**Run of Site: €1100/month**

**PRINT**

**Your NPP advertisement will reach our global audience of over 34,000 readers in both DPNA and DPI magazines.**

Frequency	FULL PAGE	2/3 PAGE	1/2 ISLAND	1/2 PAGE	1/3 PAGE	1/4 PAGE
<b>1-X</b>	€6615	€5775	€5145	€4860	€3255	€2870
<b>4-X</b>	€6380	€5470	€4925	€4640	€3025	€2630
<b>8-X</b>	€6070	€5175	€4655	€4385	€2940	€2565
<b>12-X</b>	€5705	€4880	€4395	€4140	€2760	€2425
<b>18-X</b>	€5615	€4775	€4330	€4060	€2695	€2360
<b>24-X</b>	€5415	€4585	€4190	€3930	€2585	€2280

 Full Page	 2/3 Page	 1/2 Island	 1/2 Horizontal or 1/2 Vertical	 1/3 Horizontal or 1/3 Vertical	 1/4 Quart.
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