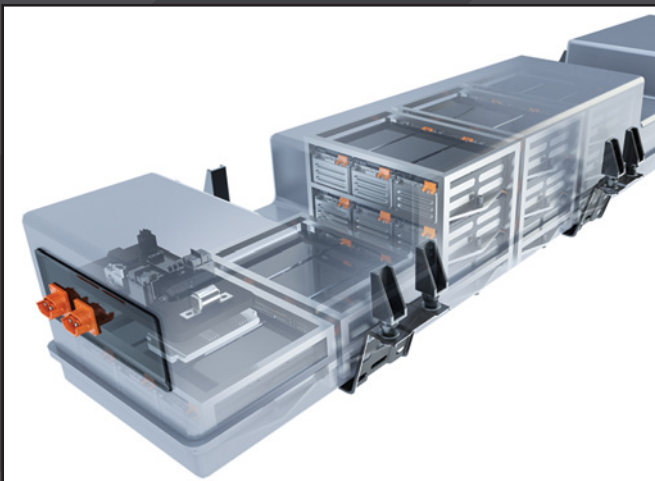


NPP

NewPowerProgress

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

2018 MEDIA KIT



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2018 **NPP**

NewPowerProgress

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SOCIAL MEDIA



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TOP BANNER

Electric System for Ford Transit Models
Lightning Systems, Loveland, Colo., a developer of efficiency and emissions improvement solutions for fleets has announced it will introduce, in partnership with New Eagle, a full electric drive system for Ford Transit passenger wagon, van, outaway and chassis cab models.

New Eagle, Ann Arbor, Mich., is a mechatronic control system provider, and offers... [MORE](#)

TOP SQUARE


Integrated Electric Axle Partnership Announced
AxleTech International, Troy, Mich., has announced a partnership with TM4, Boucheville, Québec, Canada, to develop integrated electric axles for heavy-duty vehicles. Target applications include city and transit bus, medium duty and on-highway trucks, and off-highway vehicles. AxleTech will have sales responsibility and TM4 ... [MORE](#)

MIDDLE SQUARE

Volvo Electric Hybrids For German Transit
First order as Göttingen looks to all-electric buses Volvo Buses said it has received an order for three electric hybrid buses from the German city of Göttingen in Lower Saxony. The new buses — Volvo Electric Hybrids — are expected to be operational in spring 2018. The purchaser is the public transport Göttinger Verkehrsbetriebe GmbH (GÖVB). ... [MORE](#)

MIDDLE BANNER

SPONSORED CONTENT



E-NEWSLETTER SPECS/RATES

Top Banner:

600 x 75 pixels £1350

Middle Banner:

600 x 75 pixels £1200

Top Square:

250 x 250 pixels £1350

Middle Square:

250 x 250 pixels £1200

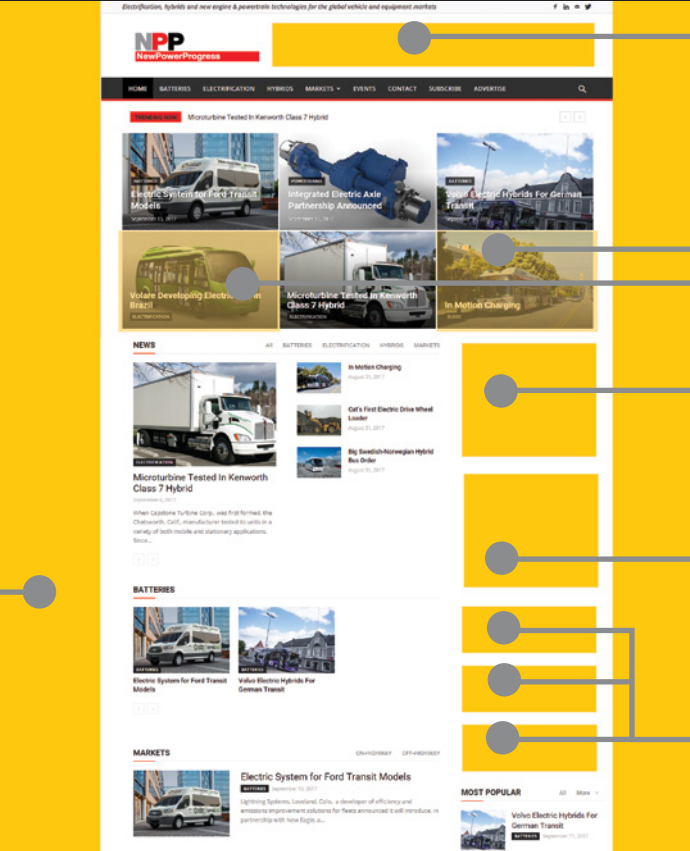
File Format: .png or .jpg 1 mb max
HTML codes are accepted but must open to a new window

Sponsored Content:

£1950
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



The screenshot shows the NPP website homepage with the following sections highlighted by callouts:

- WALLPAPER**: Points to the large hero image at the top of the page.
- LEADERBOARD**: Points to the top navigation bar.
- SPONSORED CONTENT**: Points to the grid of featured articles below the navigation bar.
- TOP BOX**: Points to the 'NEWS' section below the featured articles.
- MIDDLE BOX**: Points to the 'BATTERIES' section below the news section.
- 300 x 100**: Points to the 'MARKETS' section below the batteries section.
- MOST POPULAR**: Points to the 'MOST POPULAR' section at the bottom of the page.

WALLPAPER
Does not rotate
(1600 x 1000 pixels)
.jpg, .gif or .png, under 1 MB.
No 3rd party link accepted
Run of Site: £2900/month

LEADERBOARD
(728 x 90 pixels)
.jpg, .gif or .png, under 1 MB.
3rd party link accepted
Run of Site: £2700/month

SPONSORED CONTENT
Does not rotate
Your Story Here:
Home Page Only: £3900/month
Consult publisher for details and editorial requirements.

TOP BOX
(300 x 250 pixels)
.jpg, .gif or .png, under 1 MB.
3rd party link accepted
Run of Site: £2700/month

MIDDLE BOX
(300 x 250 pixels)
.jpg, .gif or .png, under 1 MB.
3rd party link accepted
Run of Site: £1550/month

300 x 100
(300 x 100 pixels)
.jpg, .gif or .png, under 1 MB.
3rd party link accepted
Run of Site: £1000/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
1-X	£4900	£4290	£3825	£3615	£2405	£2135
4-X	£4750	£4060	£3655	£3450	£2235	£1960
8-X	£4470	£3815	£3425	£3225	£2165	£1890
12-X	£4200	£3595	£3235	£3050	£2035	£1786
18-X	£4130	£3515	£3190	£2990	£1985	£1737
24-X	£3980	£3380	£3085	£2895	£1900	£1675

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