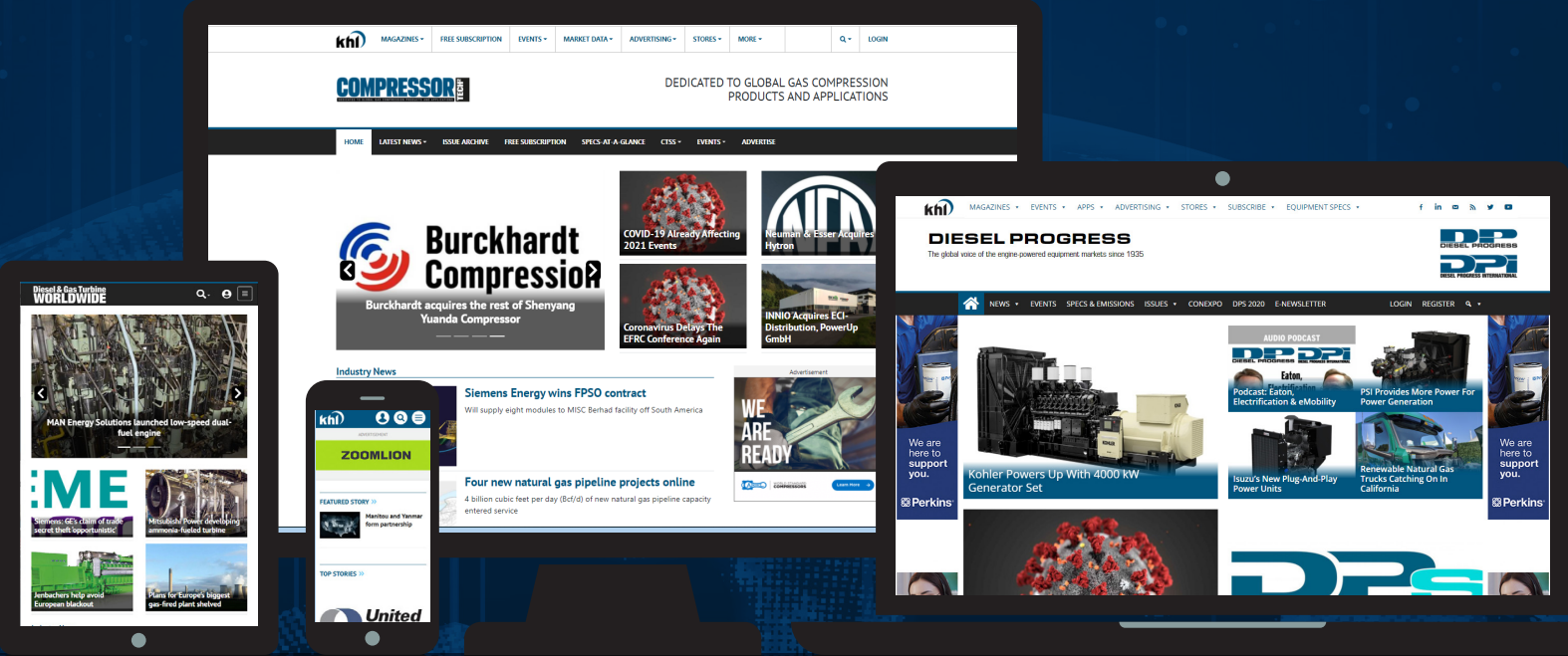


INFORMATION THAT BUILDS AND POWERS THE WORLD

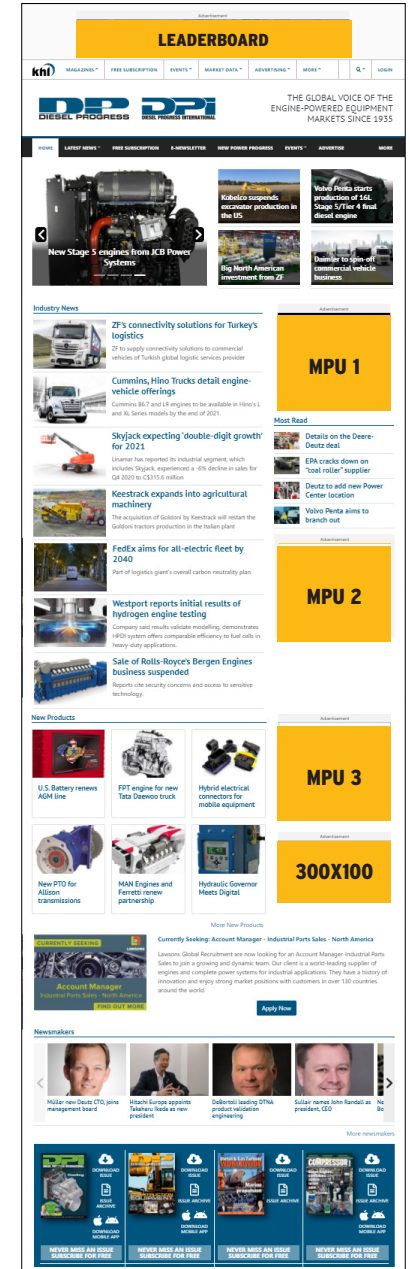
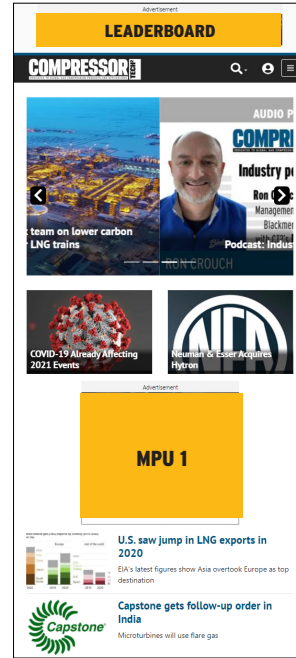
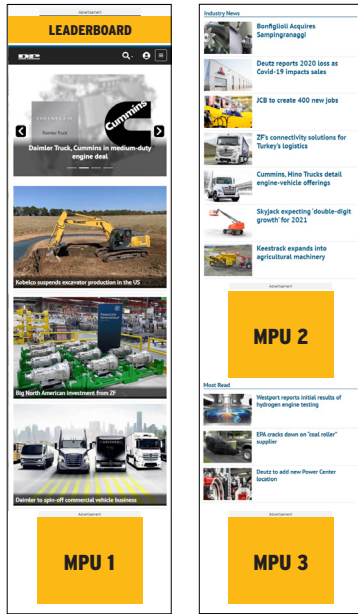


# POWER DIGITAL

## MEDIA INFORMATION

## WEBSITE BANNER SPECIFICATIONS

- GIF, JPEG or PNG file formats
- Maximum file size is 1000Kb
- All sizes are in pixels
- All positions are solid and not rotated unless specified.
- Click through URL needed for all banners



### MOBILE

### TABLET

## BANNER SIZES

	DESKTOP	TABLET	MOBILE
LEADERBOARD	728 x 90 pixels	468 x 60 pixels	300 x 75 pixels
MPU 1	300 x 250 pixels	300 x 250 pixels	300 x 250 pixels
MPU 2	300 x 250 pixels	300 x 250 pixels	300 x 250 pixels
MPU 3	300 x 250 pixels	300 x 250 pixels	300 x 250 pixels
MPU 4	300 x 250 pixels	300 x 250 pixels	300 x 250 pixels
300X100	300 x 100 pixels	300 x 100 pixels	300 x 100 pixels
IN-CONTENT BANNER (CT <sup>2</sup> & DGTWW ONLY)	598 x 100 pixels	468 x 60 pixels	300 x 75 pixels

### SIZES - WIDTH BY HEIGHT

 **Google Analytics**  
 Google Analytics is the most widely used web analytics service on the internet and considered the most accurate.

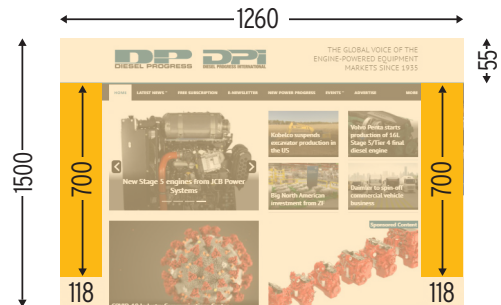
### DESKTOP

# WALLPAPER BANNERS

## CREATIVE SPECIFICATIONS

- **Desktop wallpaper**  
1260px width by 1500px height with 1024px centre gap not visible
- **Visible area**  
On most monitors 118px by 700px either side of centre gap

The wallpaper is pinned to the top of the page so will not scroll as users move down the page. Creatives display as MPU on mobile devices.

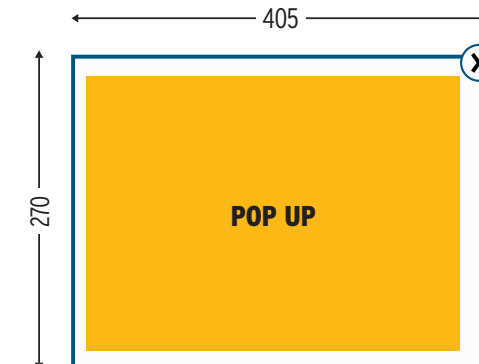


# POP UP BANNERS

## CREATIVE SPECIFICATIONS

- **Desktop wallpaper**  
405px width by 270px height
- **Click through URL**

The pop up is pinned to the bottom left corner of the page and will display until the reader closes the window.



# NEWSLETTER BANNER SPECIFICATIONS

- **GIF, JPEG or PNG file formats**
- **Maximum file size is 50Kb**
- **All sizes are in pixels**
- **All positions are solus and not rotated unless specified.**
- **Click through URL needed for all banners.**

**DIESELNEWSNETWORK**  
Latest news from the industry's leading magazines – Diesel Progress and Diesel Progress International

**TOP BANNER**

**TOP STORIES**

**NEW POWER PROGRESS**

**MIDDLE BANNER**

**MORE NEWS**

**BOTTOM BANNER**

**PEOPLE IN THE NEWS**

**BUTTON** **BUTTON** **BUTTON**

BANNER	570 x 100 pixels
BUTTON	150 x 150 pixels

## SIZES - WIDTH BY HEIGHT

# NEWSLETTER SPONSORED CONTENT

## CONTENT SPECIFICATIONS

- **Headline**  
Max 60 characters including spaces
- **Standfirst**  
Max 400 characters including spaces
- **Button Text**  
Max 20 characters including spaces
- **Image**  
570px width by 380px height high resolution image
- **Article**  
A link to an article hosted on your website.

**DIESELNEWSNETWORK**  
Latest news from the industry's leading magazines – Diesel Progress and Diesel Progress International

**TOP STORIES**

**NEW POWER PROGRESS**

**MORE NEWS**

**PEOPLE IN THE NEWS**

**NEWSLETTER SPONSORED CONTENT**

**Learn more**

**BUTTON** **BUTTON** **BUTTON**

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[Click here](#) to view our Privacy Policy

## SPONSORED NEWSLETTER

Both need to be supplied.

### NEWSLETTER CONTENT 1

- **Headline**  
Max 60 characters including spaces
- **Standfirst**  
Max 400 characters including spaces
- **Button Text**  
Max 20 characters including spaces
- **Newsletter Image**  
3:2 ratio high res image
- **Article**  
A link to an article hosted on your website.

### NEWSLETTER CONTENT 2

- **Headline**  
Max 40 characters including spaces
- **Standfirst**  
Max 250 characters including spaces
- **Button Text**  
Max 20 characters including spaces
- **Newsletter Image**  
1:1 ratio high res image
- **Article**  
A link to an article hosted on your website.

## WEBSITE SPONSORED CONTENT

### WEBSITE CONTENT 1

- **Headline**  
Max 40 characters including spaces
- **Image**  
3:2 ratio high res image
- **Article**  
Max 3000 characters including spaces, five JPEG or PNG images or a link to an article hosted on your website.

### WEBSITE CONTENT 2

- **Headline**  
Max 40 characters including spaces
- **Standfirst**  
Max 250 characters including spaces
- **Image**  
3:2 ratio high res image
- **Article**  
A link to an article hosted on your website.

# VIDEO SPONSORED CONTENT

## CONTENT SPECIFICATIONS

- **Headline**  
Max 40 characters including spaces
- **Standfirst**  
Max 250 characters including spaces
- **Button Text**  
Max 20 characters including spaces
- **Newsletter Image**  
1:1 ratio image
- **Website Image**  
3:2 ratio image
- **Article**  
Video file (all formats accepted and no size limitation), text, if required (up to 1500 characters including spaces). If video has been uploaded to YouTube before, please send us the link to avoid any copy right issues.

The screenshot shows the Diesel Progress website interface. At the top, there's a navigation bar with links for MAGAZINES, FREE SUBSCRIPTION, EVENTS, MARKET DATA, ADVERTISING, MORE, Q, and LOGIN. Below this is the Diesel Progress logo and the tagline 'THE GLOBAL VOICE OF THE ENGINE-POWERED EQUIPMENT MARKETS SINCE 1935'. The main content area includes several news items with images and headlines, such as 'New Stage 5 engines from JCB Power Systems', 'Kobelco suspends excavator production in the US', and 'Volvo Penta starts production of 16L Stage 5/Tier 4 final diesel engine'. A large yellow banner in the center reads 'VIDEO SPONSORED CONTENT'. Below the banner are three news items: 'FedEx aims for all-electric fleet by 2040', 'Westport reports initial results of hydrogen engine testing', and 'Sale of Rolls-Royce's Bergen Engines business suspended'. At the bottom, there's a 'New Products' section with three items: 'U.S. Battery renews AGM line', 'FPT engine for new Tata Daewoo truck', and 'Hybrid electrical connectors for mobile equipment'. A 'POWER SOURCING GUIDE' section is also present, featuring images of various engine components and a 'MAN Engines and Ferretti renew partnership' item.

# WHITE PAPER CONTENT

## CONTENT SPECIFICATIONS

- **Headline**  
Max 40 characters including spaces
- **Standfirst**  
Max 250 characters including spaces
- **Button Text**  
Max 20 characters including spaces
- **Newsletter Image**  
1:1 ratio image
- **Website Image**  
3:2 ratio image
- **Article**  
White paper format should be PDF (protected). Form captures downloaders name, company, country and e-mail address.

This screenshot is identical to the one above, showing the Diesel Progress website interface. The only difference is the central yellow banner, which now reads 'WHITE PAPER CONTENT' instead of 'VIDEO SPONSORED CONTENT'. All other elements, including the navigation bar, news items, and product sections, remain the same.

## DIGITAL REPORTING DASHBOARDS FROM KHL

**Our new online Dashboard gives you direct access to all your digital campaign results in near real time via direct APIs to the source data.**

To help you navigate the success of a campaign, KHL provides in-depth reporting metrics in a clear and concise format allowing you to determine at a glance the performance of your advertising creative and spend.

- Easily see the ROI of your campaign
- Compare results
- Identify trends
- Review effective creatives

For more information go to:  
[www.khl-dashboard.com](http://www.khl-dashboard.com)




**WEB BANNERS**

LINE ITEMS:	4
TOTAL CREATIVES:	8
IMPRESSIONS:	62,746
CLICKS:	61
CTR:	0.10%

ALH CA - ICB - ALH - 19/06/2019

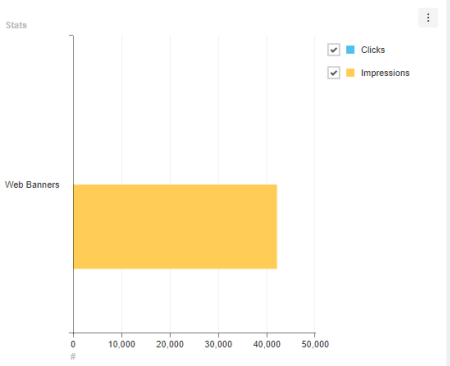
NAME	START	END	CREATIVES	IMPRESSIONS	CLICKS	CTR
ALH CA - MPU - 300x250 - ALH - 19/06/2019	19-JUN-19 16:22:00	12-SEP-19 23:59:00	1	4,230	3	0.07%

CREATIVE	NAME	IMPRESSIONS	CLICKS	CTR
	ALH-CA2019-banner-300x250	4,230	3	0.07%

**WEB BANNERS** FEEDS : 2

Total Impressions  
42,008


Total Clicks  
19 (0.05%)



**NEWSLETTER BANNERS**

BANNERS:	5
ISSUES:	21
IMPRESSIONS:	33,845
CLICKS:	58
CTR:	(0.17%)

Apex Asia 2019

BANNER	NAME	START DATE	ISSUES	IMPRESSIONS	CLICKS	CTR
	Apex Asia - 150x150 - AI - 05/03/2019	05-MAR-19	6	13,054	16	0.12%

NEWSLETTER ISSUE	IMPRESSIONS	CLICKS	CTR
Access International - 16th July 2019	2,795	1	0.04%
Access International - 1st January 2009	1	0	0.00%
Access International - 23rd July 2019	2,853	5	0.18%
Access International - 30th July 2019	2,753	3	0.11%
Access International - 6th August 2019	2,677	4	0.15%
Access International - 13th August 2019	1,975	3	0.15%

**NEWSLETTER BANNERS** FEEDS : 1

Banners: 5

Newsletter Issues: 21

Impressions: 33,845

Clicks: 58 (0.17%)

**NEWSLETTER ISSUE STATS** FEEDS : 1

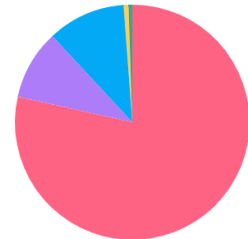
27,689 Recipients

3,788 Unique Opens

236 Unique Clicks

3,382 Bounced

183 Unsubscribed



**The international group, with offices in North and South America, China, India, UK, Germany and Italy with supporting offices across the globe, offers the following products and services:**

- MAGAZINES
- NEWSLETTERS
- WEBSITES
- e-COMMERCE STORES
- DIGITAL MARKETING
- CONTRACT PUBLISHING
- MOBILE APPS
- EVENTS/EXHIBITIONS
- SOCIAL MEDIA
- DIGITAL MAGAZINES
- BENCHMARK STUDIES
- SPECIAL REPORTS

**INFORMATION THAT BUILDS AND POWERS THE WORLD**

## KHL IS THE LARGEST AND MOST-RESPECTED PROVIDER OF INTERNATIONAL INFORMATION FOR THE CONSTRUCTION AND POWER SECTORS

### MAGAZINES

- Access International
- Access Lift and Handlers
- American Cranes and Transport
- COMPRESSORtech<sup>2</sup>
- Concreto LatinoAmericana
- Concreto Latino-Americana
- Construção Latino-Americana
- Construcción Latinoamericana
- Construction Europe
- Demolition & Recycling International
- Diesel & Gas Turbine Worldwide
- Diesel Progress
- Diesel Progress International
- International Construction
- International Construction Turkiye
- International Cranes and Specialized Transport
- International Rental News
- New Power Progress
- Vinc Proje Tasimaciligi

[www.khl.com/subscriptions](http://www.khl.com/subscriptions)

### NEWSLETTERS

- Access International Newsletter
- Access, Lift & Handlers Newsletter
- COMPRESSORtech<sup>2</sup> Newsletter
- Construção Latino-Americana
- Construcción Latinoamericana
- Construction Europe Newsletter
- Construction Technology News
- Demolition & Recycling International Newsletter
- Diesel & Gas Turbine Worldwide Newsletter
- Diesel News Network
- ERA Rental Weekly
- International Rental News Newsletter
- KHL Crane Market
- NewPowerProgress
- Off-Highway Research Global Market Briefing
- World Construction Week China
- World Construction Week
- World Crane Week

[www.khl.com/newsletters](http://www.khl.com/newsletters)

### EVENTS

- ALH Conference and Awards
- Cranes and Transport Latin America
- Cranes and Transport Middle East
- Demolition Conference Turkey
- Diesel Progress Summit
- ESTA Awards of Excellence
- European Rental Awards
- International Awards for Powered Access
- International Cranes & Transport Asia Pacific
- International Cranes & Transport Turkey
- International Rental Conference Asia
- International Tower Cranes Conference
- New Power Progress Summit
- Off-Highway Global Briefing
- Rental Turkey Conference
- Tower Cranes North America
- World Crane and Transport Summit
- World Demolition Summit

### EXHIBITIONS

- APEX
- APEX Asia
- International Rental Exhibition

[www.khl-events.com](http://www.khl-events.com)

### NEWSLETTERS: EXHIBITIONS & EVENTS

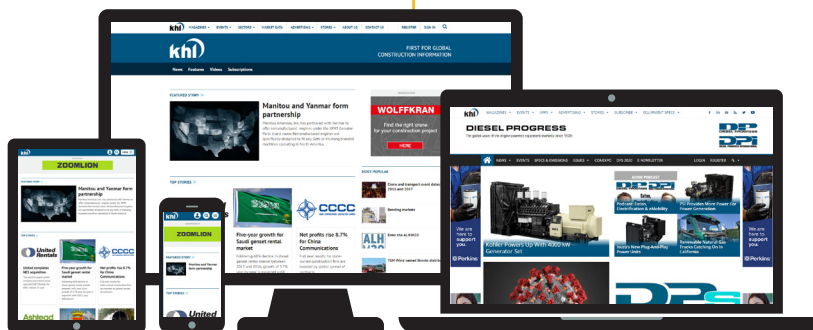
- APEX Daily & Preview
- Bauma China Daily & Preview
- Bauma Daily & Preview
- bC India Daily & Preview
- Conexpo Daily & Preview
- Diesel Progress Summit Newsletter
- Intermat Daily & Preview
- International Tower Cranes Newsletter
- IRE Daily & Preview
- Live@Agritechnica
- Live@Intermat
- World Demolition Summit Newsletter

[www.khl.com/newsletters](http://www.khl.com/newsletters)

### EQUIPMENT GUIDES

- Access Yearbook
- American Cranes & Transport Sourcebook
- COMPRESSORtech<sup>2</sup> Sourcing Supplement
- Demolition and Recycling Buyers' Guide
- Power Sourcing Guide
- World Crane Guide
- Yellow Book

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