

# MEDIA PLANNER 2012



**GSGnet.net**  
**GlobalSourcingGuide**

*The Global Guide To Engine & Component Sourcing*

 **DIESEL &  
GAS TURBINE  
PUBLICATIONS**

# SEARCH ... FIND ... CONNECT

GSGNET.NET GUIDES CUSTOMERS TO SUPPLIERS

Everything starts with a ... **search.** 

An engineer needs something for an application. A purchasing manager wants to explore new options. A customer wants details on your latest innovation. Where do they all go?

*To the Internet?* Sure, but sifting through thousands of irrelevant results delivered by over-broad search engines wastes time no one has anymore. Shouldn't there be an easier way?

There is – **GSGnet.net**

**GSGNet.net** is a unique online-print combination that is the result of more than three quarters of a century's experience in delivering information on products and technologies to the people that need it.

## Broad, Yet Highly Focused

Information is everywhere. The key is being able to find the right information in the minimum time.

**GSGnet.net** does that by highlighting products and technologies that are used in engine-related applications. That still covers an awful lot of ground – including reciprocating and rotating engines, engine components, mechanical and hydraulic power transmission technologies, controls, filtration systems, emissions-reduction devices, etc. – yet eliminates the informational “clutter” found on so many other engineering-oriented sites.

**"Lots of sites and search engines promise to give you 'the world.' GSGnet.net gives you your world."**

And to make things even easier and more efficient, GSGnet.net is organized into highly focused, targeted, product groupings, including: \_\_\_\_\_

## GSGnet.net

### **Engineguide.net**

The definitive reference for information and specifications on diesel, gasoline and dual-fuel reciprocating engines from around the world.

### **Turbineguide.net**

Highlighting the technology and suppliers of gas turbine technology used in power generation, marine and mechanical drive applications.

### **Emissionsguide.net**

Featuring emissions-reduction technology and standards information.

### **Powergenguide.net**

Focusing on the products and technologies used in today's power generation systems.

### **Enginesystem.net**

Detailing the components, accessories and systems used in all types of engine systems.

### **Powertransmissionguide.net**

The suppliers and products of transmissions, clutches, driveshafts, gear systems, etc.

### **Hydraulicsguide.net**

Describing mobile hydraulic component technology.

### **Fuelinjectionguide.net**

Focusing on fuel injection systems and internal engine components.

### **Controlsguide.net**

Electronic controls for engines and engine-driven systems.

Searchable and search engine optimized (SEO), each one distinctive, yet packaged under the established and proven GSGnet.net.

What it means to the advertiser is that customers and prospects can **search** for what they need, **find** what they're looking for and **connect** with suppliers faster and more easily than ever before.

# SUCCESS BY THE NUMBERS

THE PROOF OF THE EFFECTIVENESS OF GSGNET.NET IS EVIDENT

Looking at the 2010-11 edition, the site totaled:

234,100 Page Views	9,225 Engine Searches
190,378 Ad Impressions	4,019 Exits To Advertiser Sites
23,894 PDF Ad Page Views	63,992 Unique Visitors
30,000 Company Profile Views	Nearly 10 minutes per visit

## All The Marketing Tools You Need In One Place

GSGnet.net has already established itself as the place to look for components and products. Since it debuted, GSGnet.net has averaged nearly 25,000 page views and nearly 4000 unique visitors each month!

*And it offers advertisers a wide range of marketing avenues and options ...*

**Company Information** tells users where you are and provides basic links and contact information. (All Tier levels.)



**Company Profile** lets you highlight your company's, products, capabilities and history. (All Tier levels.)



**Product Specifications** provide detailed information on your products and technologies. (All Tier levels.)



**Media** allows you to highlight your products and capabilities through video, PowerPoint, white papers, etc. (All Tier levels.)



**Products/Brands** help users find what they're looking for by product type and brand name. (All Tier levels.)



**Product Briefs** provide information, photos and links related to your products and technologies. (Two entries for Tier 1, progressively more for higher Tier levels.)



**Product/Company News** allows you to highlight your latest product and company happenings. (Tier 2 and higher.)

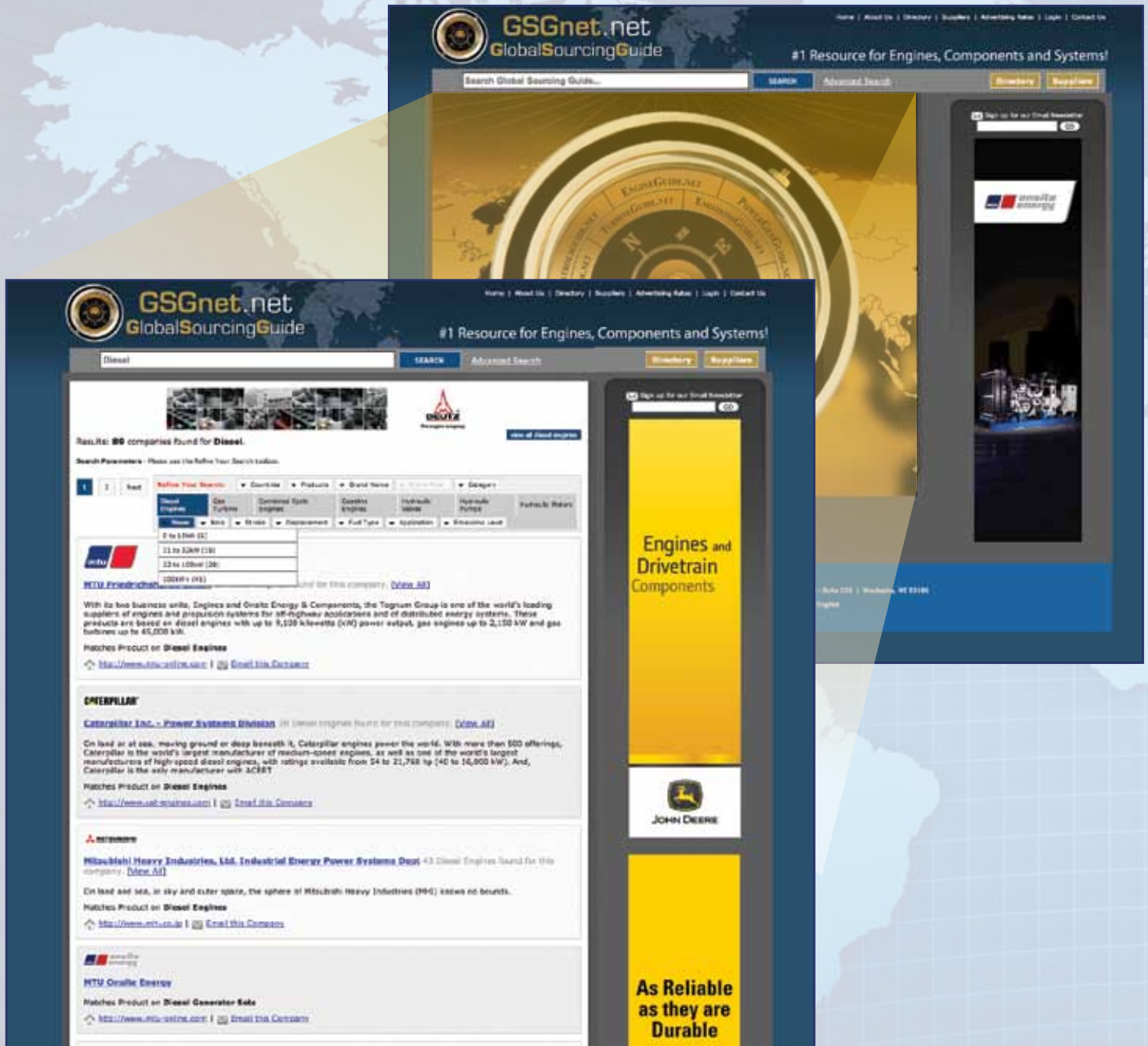
**Distributors/Other Locations** lets you be both global and local by directing users to you wherever it's convenient for them.

**Download PDFs** from the Global Sourcing Guide print edition to provide product and company information and branding all in one place. (All Tier levels, with additional PDF Library pages available to Tier 4 advertisers.)

**Direct Request RFQ** system provides even a faster, more efficient way for customers to get in touch with you immediately. (Tier 3 and Tier 4 exclusive.)

# WHERE SEARCHES BEGIN

Searchability is a key feature of GSGnet.net. Along with being optimized for outside search engines, **GSGnet.net** has also been developed to help users undertake quick, effective searches within the extensive **GSGnet.net** site. Refine Your Search features allow users to select specific product specifications and find just the components they're looking for.

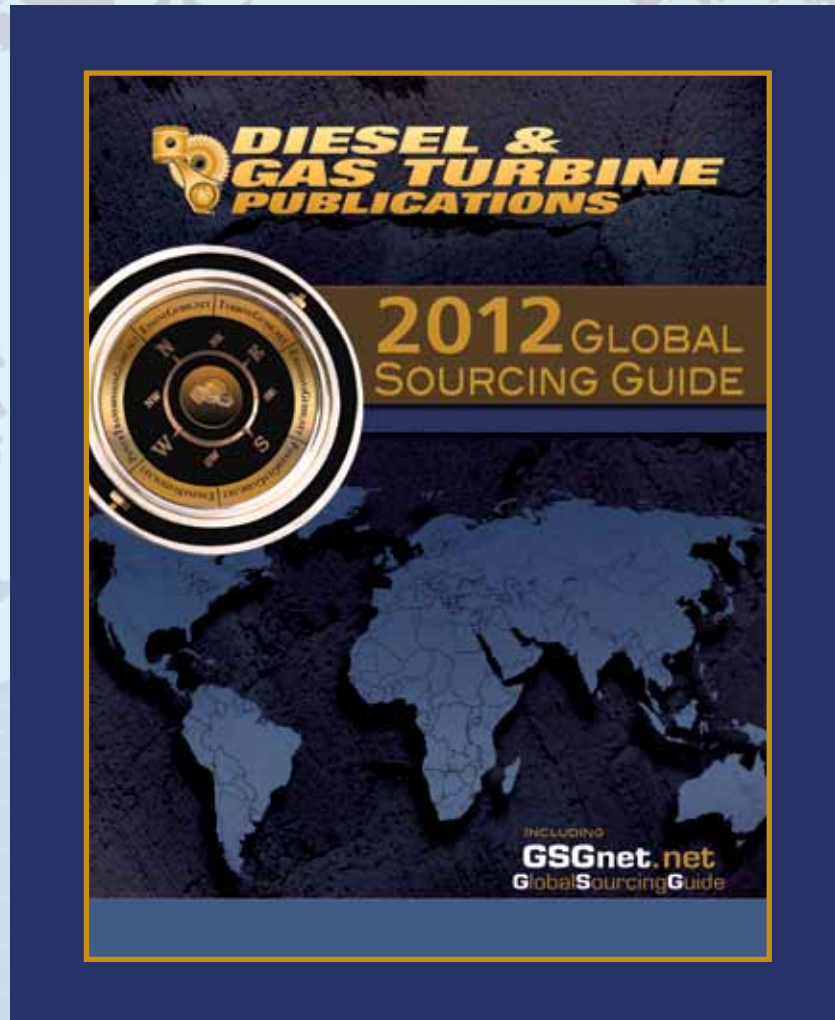


That search capability is enhanced with expanded search features covering engines, hydraulics, powertrain components and controls, and a Product Comparator that allows specifications of some products to be viewed side by side.

# AUGMENTED BY THE POWER OF PRINT

It's been suggested that print no longer has a place in marketing – **but facts say something else.**

Nearly 40% of all Internet searches are a result of something seen in print. And in many crucial emerging markets, online access can be inconsistent and print remains the valued, preferred medium when seeking information on products and suppliers.



For 76 years, engineers and buyers have started with the Global Sourcing Guide as the primary reference for details on all of the components that go into engine systems. It remains the “original search engine,” guiding nearly 10,000 users in more than 90 countries to your products and technologies.

With the Global Sourcing Guide as the print companion to GSGnet.net, you get all the benefits of integrated marketing — at one low price.

**GSGnet.net and the Global Sourcing Guide**  
*The Global Guide To Engine & Component Sourcing*

RAISE YOUR VISIBILITY

WITH ONE OF FOUR HIGH-VALUE PACKAGES

## Included – Tier based on print pages booked Upgrades Available

### Tier 1

(2-3 Print Pages)

**Includes:** Highlighted *Global Sourcing Guide* PDF pages  
Company Profile with photo  
Company Contact Information } **All Tiers**  
Distributor Lists & Links  
Product and Brand Listings (10 each)  
Video/Multimedia Presentation (1)  
Product Briefs (2)

### Tier 2

(4-7 Print Pages)

**Includes:** Highlighted *Global Sourcing Guide* PDF pages  
Longer Company Profile with photo  
Product and Brand Listings (20 each)  
Video/Multimedia presentations (up to 5)  
Product Briefs (5)  
New Product/Company News with photo and website link (up to 5)  
Button Ad on Search Results

### Tier 3

(8 to 11 Print Pages or Special Position)

**Includes:** Highlighted *Global Sourcing Guide* PDF pages  
Product and Brand Listings (unlimited)  
Video/Multimedia presentations (up to 10)  
Product Briefs (up to 20)  
New Product/Company News with photo and website link (up to 5)  
Button Ad on Search Results Pages  
Banner or Skyscraper Ad on search pages  
Direct Request RFQ Link  
Highlighted in What's New On *GSGnet.net* e-mail to registered users

### Tier 4

(12 or more Print Pages or 7 pages plus Special Position)

**Includes:** Highlighted *Global Sourcing Guide* PDF pages  
Product and Brand Listings (unlimited)  
Video/Multimedia presentations (up to 10)  
Product Briefs (up to 20)  
New Product/Company News with photo and website link (up to 5)  
Button Ad on Search Results Pages  
Banner or Skyscraper Ad on search pages  
Skyscraper in Home Page rotation  
Direct Request RFQ Contact System  
PDF Library (additional 10 PDF pages beyond *Global Sourcing Guide* PDF pages)  
Highlighted in *What's New On GSGnet.net* e-mail newsletter to registered users  
Search Term Selection for specific search terms (5 terms maximum)



# GUIDE CUSTOMERS TO YOU

## ADVERTISE IN GSGNET.NET AND THE 2012 GLOBAL SOURCING GUIDE

### Black & White Rates - DOLLAR (\$)

<b>Unit 1</b> (2 pages) \$4,845	<b>Unit 6</b> (7 pages) \$11,455
<b>Unit 2</b> (3 pages) \$6,280	<b>Unit 7</b> (8 pages) \$12,895
<b>Unit 3</b> (4 pages) \$7,305	<b>Unit 8</b> (9 pages) \$14,245
<b>Unit 4</b> (5 pages) \$8,655	<b>Unit 9</b> (10 pages) \$15,605
<b>Unit 5</b> (6 pages) \$10,075	<b>Unit 10</b> (11 pages) \$16,710

Additional product section pages beyond the 11-page rate are available at \$1,230 per page, black & white and qualify for Tier 4 level. Single-page units can be ordered, but only at the Unit One (two-page) rate. Prices include 15% agency commission, no cash discount.

**Divider** (Tab + 2 pages)  
\$8,405

### Color Options – Per page - DOLLAR (\$)

Four-Color process, per page extra . . . . .	\$800
Standard color (black, plus one C, M or Y ink), per page, extra . . . . .	\$360
Pantone color, per page extra . . . . .	\$850

### Other Options

Guaranteed L/R Hand Start. . . . .	\$355
Cover Position . . . . .	\$2,040
Upgrade by 1 Tier . . . . .	\$2,500
Upgrade by 2 Tiers . . . . .	\$7,500

### Tabbed Index Divider Advertising

Tabbed product classification dividers are positioned in the Global Sourcing Guide Print Edition. Tabbed Index Dividers are produced on heavy 8-pt. stock and are available in 4-color, front and back combinations, either separately or as an extension of product section participation.

The basic rate for the Index Divider advertising package is \$8,405

- Tab Front and Back + two product section pages (4 ad pages total)
- Company logo and image of ad on GSGnet.net Section Landing Page
- Wide Skyscraper ad in rotation on GSGnet.net Home Page.

For additional information or a custom quote, send request to [gsgnet@dieselpub.com](mailto:gsgnet@dieselpub.com).

### Cover Positions

Second, Third and Fourth Covers are available ONLY as part of product section participation in four-color at an additional charge of \$2,040. Consult the Publication Manager for available positions and specifications.

### GSGnet.net Online Packages

The GSGnet.net Online Package is included with your Global Sourcing Guide Advertising Program. The Tier Package is determined by number of pages booked in the Global Sourcing Guide. Upgrade and receive additional features with higher Tier levels.

Upgrade from Tier 3 to Tier 4 - add \$2,500

Upgrade from Tier 2 to Tier 3 - add \$2,500

Upgrade from Tier 2 to Tier 4 - add \$7,500

Upgrade from Tier 1 to Tier 2 - add \$2,500

Upgrade from Tier 1 to Tier 3 - add \$7,500

\*Tier 1 not eligible for Tier 4 upgrade

### GSGNET.NET ... ADD YOUR COMPANY IMMEDIATELY!

#### Print Edition Closing Dates

2012 Advertising Orders Close . . . February 1, 2012

2012 Materials Deadline . . . . . February 24, 2012

Find advertising specifications at [www.GSGnet.net/Forms](http://www.GSGnet.net/Forms)

GSGnet.net placement available any time. To add your company online now, contact one of our global offices today or go to [www.GSGnet.net/Advertise](http://www.GSGnet.net/Advertise)

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