

# Component Directory (Buyer's Guide)

To research technology solutions, an OEM's product development team turns to the Component Directory on OEMOffHighway.com.

In fact, SEO searches for component products and suppliers make up nearly 28.5%\* of the site's traffic. Place your advertising on these popular pages to get in front of decision makers across the industry.

There are three sponsorship levels available – one for the main category and two for the subcategories. The site's top sponsorship position – Tier One – includes your ads on all company and product listings in a specified category and its subcategories. PLUS, you receive contextual placement on all relevant articles, video and media tagged with these category keywords. This means anyone searching for information using the product category terminology will see your information first.

Be visible online 24/7/365 where buyers go to learn about products, services, manufacturers and distributors.

\*Publisher's Own Data – April 2012



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The screenshot displays the OEM Off-Highway website interface. At the top, a '728 X 90 LEADERBOARD' ad position is highlighted with a red arrow. Below the navigation bar, a search bar and category filters are visible. The main content area features a 'FEATURED PRODUCTS' section with images of mechanical parts and a 'Most Popular Products' list. On the right side, a '300 X 250 RECTANGLE' ad position is highlighted with a red arrow. Below this, a '160 X 600 SKYSCRAPER' ad position is also highlighted with a red arrow. A red box labeled 'Premium ad positions' encompasses the 300x250 and 160x600 areas. The website footer includes social media links and a 'SUBSCRIBE' button.

# Component Directory

- > Tier One – Category/Subcategories Sponsor  
Investment: \$1,500/month; six-month minimum

Get exclusivity with a Tier One sponsorship! Only one Tier One sponsorship is available for each Component Directory category.

When a visitor searches your sponsored equipment category and its subcategories, your banner ads appear on all pages of the search results. PLUS, your banner ads appear on webpages with articles, video and media tagged with that specific category and its subcategories.

As a Tier One sponsor, you receive:

- Three banner ads on every page of the category, including subcategory pages:
  - Leaderboard position
  - Medium rectangle position
  - Skyscraper position
- Contextual advertisement placements when visitors search your sponsored category or subcategory
- Featured product listing on your category page, as well as subcategory searches.

The screenshot displays the OEM Off-Highway website interface. At the top, a search bar is visible with options for 'SEARCH', 'SORT', and 'DOWNLOAD'. Below the search bar, there are navigation links for 'REGISTER', 'LOGIN', and 'WHY REGISTER?'. The main content area features a search result for 'SENSOR MANUFACTURER AD' with a '728 X 90 LEADERBOARD' ad at the top. A red box highlights this ad with the text 'Premium ad positions'. Below the search result, there is a 'Sensors' article by Michelle Eauglaire. A red box highlights the article with the text 'Contextual advertising – placement of ad with search of sponsored category'. The article includes an image of a sensor and text describing its application in cylinder manufacturing. To the right of the article, there is a 'RELATED CONTENT' section with links to 'MTS Sensors, a division of MTS Systems Corp.' and 'Rota Engineering Ltd.'. Below the article, there is a 'RECENT ACTIVITY' section with various news items. At the bottom right, there is a 'MOST POPULAR' section with a '160 X 600 SKYSCRAPER' ad. A red box highlights this ad with the text 'Premium ad positions'.



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# Component Directory

## > Tier Two – Subcategory Sponsor Investment: \$375/month; six-month minimum

Get prime visibility as the only Tier Two sponsor for a subcategory.

When a visitor searches your sponsored equipment subcategory, your ad appears on all pages of the search results. As a Tier Two sponsor, you receive:

- 468 x 60 banner ad positioned below the site masthead on the subcategory search page

## > Tier Three – Feature Listing Investment: \$150/month; six-month minimum

Only five Tier Three sponsorships available per subcategory.

Showcase your company and product in a premium location for your specific subcategory. As a Tier Three sponsor, you receive:

- Your company logo, company name and short description in shaded “premium” box located above general listings, immediately below the Tier One sponsors.
- Your Feature Listing rotates positions evenly with Tier Three featured listing advertisers

The image shows two screenshots of the Component Directory search results. The top screenshot is for 'DRIVETRAINS & COMPONENTS' and shows a search for 'Clutches' with 58 results. A large banner ad for '468 X 60 BANNER' is highlighted with a red box and labeled 'Tier Two sponsorship'. Below the banner, there are product listings for 'Two-Speed Drive Package' and 'GKN Off-Highway'. The bottom screenshot is for 'ENGINES' and shows a search for '302 to 602 HP' with 25 results. A 'FEATURED' listing for 'Company Name' is highlighted with a red box and labeled 'Tier Three featured listing'.

# Equipment Network

## > Specifications

### Materials Due

Please allow 3 business days to process/load simple image and GIF animated ads and 5-7 business days to process all other types of creative. Specialized rich media ads and email creative may require longer lead times.

All rich media ads are tested on a matrix of browsers and platforms before posting. This process requires a MINIMUM of five business days to test rich media for performance, stability and compatibility.

### Where to send materials

#### Connie Wolf, Media Production Rep

Connie.Wolf@Cygnum.com  
800-547-7377 ext. 1679

### File Requirements

- Media Accepted: GIF, JPEG, Animated GIF, Flash, Rich Media
- Leaderboard (728 x 90) - Max file size: 40K; Rich media max file size: 60K (On load: 40K)
- Skyscraper (160 x 600) - Max file size: 40K; Rich media max file size: 60K (On load: 40K)
- Rectangle (300 x 250) - Max file size: 40K; Rich media max file size: 60K (On load: 40K)
- Button (120 x 90) - Max file size: 20K; Rich media max file size: 25K (On load: 10K)
- Any interaction with an ad MUST be user-initiated
- Ads with a white or transparent background must include a 1 pixel-wide border
- All banners must be sized at 72dpi resolution
- Flash ads need to have a clickTAG assigned within the creative



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