

## About PTI Magazine

The vehicles of the future are being determined by profound changes in our thinking about the ways in which the automotive industry must respond to societal and ecological needs. PTI will keep you informed about the new technologies that are transforming every aspect of our vehicles, particularly the powertrain, the heart and focus of our vehicles and of our magazine.

Visit  
[www.powertrain-intl.com](http://www.powertrain-intl.com)  
for more information

Powertrain International

# PTI

## Magazine

## 2012 Digital Media Kit

**POWERTRAIN**  
INTERNATIONAL

*Powertrain International (PTI) is a unique international magazine designed to provide information on developments and trends in powertrain engineering across the globe.*

# Website Advertising Opportunities & Rates

## **Home Page Banner Ad** / **\$2,000 (1 Available)**

- **540 x 100 Pixels**
- Located across the top of the homepage
- Stays on website for 3 months

## **\$1,000 (2 Available)** / **Sidebar Square Ad**

- **215 x 215 Pixels**
- Located on sidebar, under the "Articles" and "Lectures" respectively
- Stays on the website for 3 months

## **Bottom of Article Page Ad** / **\$500 (4 available)**

- **540 x 100 Pixels**
- Located on the bottom of the page under every article  
(Ads change when the page is refreshed)
- Stays on the website for 3 months

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