



# Mastering Tier 4

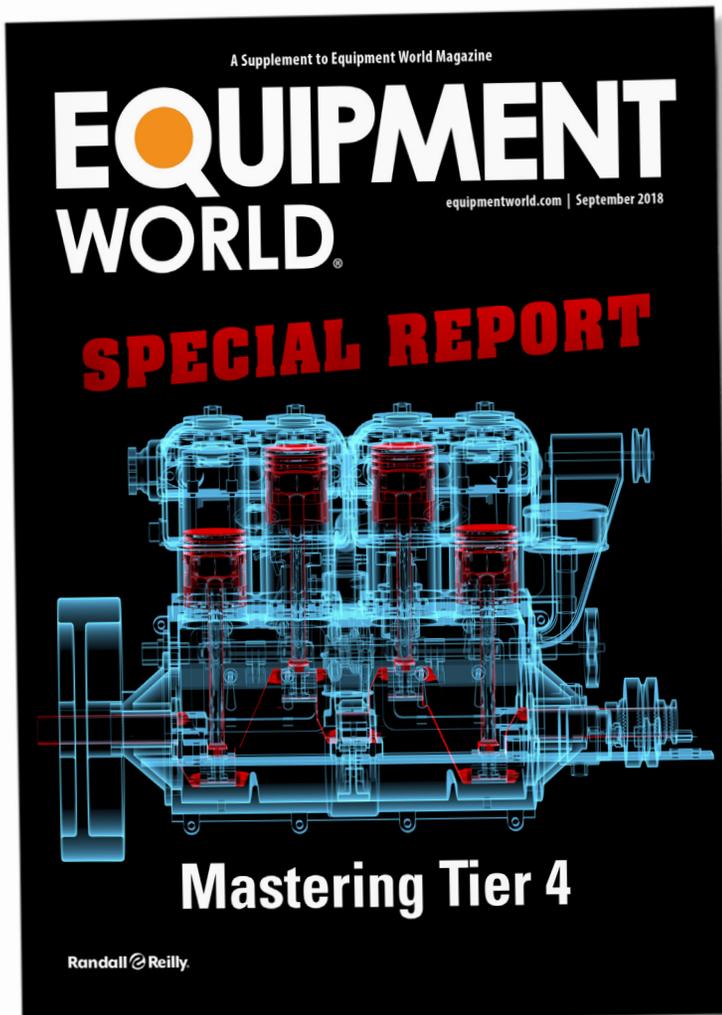
What contractors need to know about the maintenance, owning and operating costs, and used equipment impact.

Whether they buy new or used equipment with Tier 4 engines, contractors need to be aware of how this technology will affect their operations. Things to consider include adjusting maintenance practices, pricing and performance of used equipment and increased operating costs.



## Ebook contents

- ✓ Intro and history of emissions regulations
- ✓ How the engines have changed (from EGR to DOC/DPF to HPCR to SCR)
- ✓ New heavy-duty lube oil categories
- ✓ Diesel exhaust fluid, what it is, how to manage it.
- ✓ Fuel, oil and air filters
- ✓ The importance of clean fuel
- ✓ Biofuels





The rules have changed for equipment and trucks with the new emissions technology. All the more reason why **Equipment World's eBook, Mastering Tier 4** promises to be among the most widely consumed content available, and a prime vehicle to position your brand as helping to understand this complicated topic.

Equipment World is offering two types of eBook sponsorship opportunities. The exclusive premium sponsor advertiser will receive the most comprehensive level of ad support and recognition during the three-month promotional campaign and benefit from the long shelf life of the Tier 4 eBook. Sponsor-level advertisers will receive significant ad support and visibility for their investment.

### Premium Sponsor

(ONLY ONE PREMIUM SPONSORSHIP AVAILABLE)

#### Investment - \$14,890

- ✓ Full-page ad in eBook
- ✓ Full-page ad in *Equipment World* magazine
- ✓ Logo inclusion/text in *Equipment World* full-page ads promoting the eBook
- ✓ Logo inclusion on display ads
- ✓ Logo inclusion on Facebook ads
- ✓ Logo inclusion/text in custom email
- ✓ Leads from Ebook downloads

### Sponsor

#### Investment - \$4,760

- ✓ Half-page ad in eBook
- ✓ Logo inclusion/text in *Equipment World* full-page ads promoting the eBook
- ✓ Logo inclusion on display ads
- ✓ Logo inclusion on Facebook ads
- ✓ Logo inclusion/text in custom email
- ✓ Leads from Ebook downloads

## EQUIPMENT WORLD

### Deadlines:

- **Close Date For Space:**  
September 6, 2018
- **Materials Due Date:**  
September 7, 2018

These limited sponsorship opportunities are likely to move quickly, so speak to your Sales Representative today to find out how you can leverage Equipment World's Tier 4 eBook to put your brand in a leadership role.