



ESTABLISH YOUR BRAND WITH THE NEXT GENERATION

Your poster brings attention to your brand, logo and message all year. Show that your company supports the schools and students, and provide them with a constant reminder that they are making the right choice to pursue an automotive career. Build your brand and sales with more than 40,000 students and instructors.

Poster content can include: diagnostic flow charts, technical tips, career support, safety recommendations, vehicle diagrams, troubleshooting ideas, racing, product cutaway, website info, etc.

Price: \$3,800 if we print
\$2,900 if the poster is supplied (quantity – 1,200)

Finished size: 19" x 25" (supplied posters must have one edge no longer than 28")

Paper: 80# Gloss Text

Due Date: All creative materials due June 12, 2017 –
Send to Kelly McAleese, kmcaleese@babcox.com

File Types: PDF, eps, tiff, 300 dpi or higher at 100%

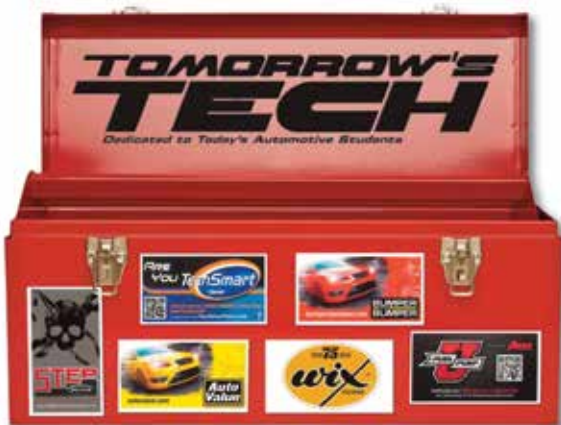
Delivery: Posters will not be folded, but rolled and placed together in a box (4"x4"x 28") and delivered by UPS and U.S. Postal Service to more than 1,100 schools in August.



Student Sticker Program

ESTABLISH BRAND LOYALTY WITH THE NEXT GENERATION

Keep your brand in front of students throughout their day by participating in the Tomorrow's Technician Sticker Program. Students use these stickers to stylize their tool boxes, lockers, notebooks, cars, rooms, etc. Take advantage of this opportunity to make a lasting impression on your future buyers.



Price: \$3,800

Specifications: The stickers are four-color and measure 3-1/2" x 1-7/8" with a white border.

Printing: *Tomorrow's Tech* will print the sticker and place it on a sheet with nine other companies/brands, for a total of 10 per page. The stickers will appear in each of the 40,000 copies of the magazine.

Timing: The stickers will appear in the March issue of the magazine. Materials are due February 17, 2017