

# DIGITAL OPPORTUNITIES

## eNEWSLETTER

**Content:** The Counterman eNewsletter is an engaging way for industry professionals to receive Counterman's in-depth feature coverage and the latest industry news twice a week. Limited, exclusive positions are available on Counterman's newsletter that gets delivered 2x each week to more than 24,000 jobbers, retailers and WD automotive parts specialists.

**Frequency:** Delivered every Tuesday and Thursday

**Subscribers: 24,000**

**Flexible ad formats:** When you submit your ad, choose which format you prefer.

### A. Banner:

A 300 x 250 image that links to your website, the banner is a great option for driving brand awareness.

### B. Text ad:

A native placement that looks similar to the eNewsletter's editorial content. Show off your newest product, talk about your brand, promote your tradeshow booth, etc. Labeled "Advertisement." Includes:

- 50 words of text
- 200x100 image
- 60-character headline
- Link to your website

## CHOOSE YOUR POSITION:

POSITION	1	2	3	4	5	6	7	8	9	10
INVESTMENT PER BLOCK:	\$1,900	\$1,900	\$1,820	\$1,820	\$1,820	\$1,540	\$1,540	\$1,540	\$1,540	\$1,540

Dateline Logo - \$550 (includes 240x60 logo only)

Counterman

BabcoX

News for Jobbers,  
Retailers & WDs

Counterman News, Promotions and Products  
- July 13

Forward to a Colleague





Others Make Big Claims,  
Mevotech Makes it Happen.

Wanna Check The Facts?  
[www.mevotechfactchecker.com](http://www.mevotechfactchecker.com)




MEVOTECH



Advertisement

Tenneco Announces Record Expansion of Monroe® Quick-Strut® Line



It has never been easier to offer your customers the guaranteed quality, confidence and value of Monroe Quick-Strut strut assemblies. Tenneco just announced the largest single-month coverage expansion in the history of the line...and there's more to come!

[Read more >](#)

For detailed ad specifications, visit <http://ads.babcoX.com>

\*Ads are sold in half-month blocks, from the 1st of the month to the 15th, and the 16th to the end of the month.