

# DIGITAL OPPORTUNITIES

## DIGITAL EDITION SPONSORSHIP

Reach jobbers, retailers and WD automotive parts specialists while they're engaged with Counterman content! Your company can be the sole sponsor of Counterman's digital magazine and archives.

- Emailed twice monthly to 27,000 subscribers
- Readable on computers, tablets and smartphones

This exclusive sponsorship is sold on a monthly basis. When you are the sponsor of the digital edition, your ads appear on that issue, both in the current month as well as when the issue is archived.

## YOUR SPONSORSHIP INCLUDES:

### 1. Prominent positioning in two email blasts to 27,000+ Counterman subscribers.

- Each eBlast encourages subscribers to view the digital edition.
- Your company's logo is placed prominently above the fold.
- You also receive a 250x250 display ad running within the message.

### 2. Banner ads appearing on each digital edition page.

- A 728x90 leaderboard appears at the bottom of all desktop and tablet pages.
- A 320x50 mobile leaderboard renders on smartphones.

### 3. An interstitial greeting each user at the beginning of their session.

- This large ad takes over the page, ensuring your ad message is front and center when a user begins reading the digital edition's content.
- Appears on desktop, tablet and mobile versions.

The digital edition is promoted to readers via email alerts, Counterman.com, the Counterman eNewsletter, and social media (Twitter and Facebook).

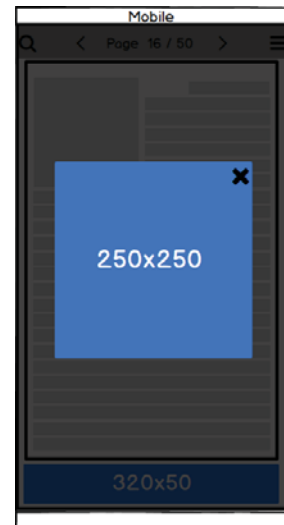
### Investment per month: \$5,000

Includes sponsorship of the current issue and all archived issues.

## DESKTOP



## MOBILE



## TABLET

