

# DIGITAL OPPORTUNITIES

## eNEWSLETTER



The **Motorcycle & Powersports News** audience stays up-to-date with the powersports industry through this free eNewsletter. Reach **12,000** powersports dealers and professionals.

### 1. Choose your edition

Your ad will appear in that edition throughout the entire month.

- **Essentials Update (Mondays):** Innovative new product information to help retailers stock their shelves.
- **MPN eNews (Wednesdays):** The week's top headlines and trends, covering the aftermarket, OEMs and more.

### 2. Choose your ad type

#### Standard ad positions:

For any standard ad position (#1-9) in the eNewsletter, choose between a banner or a text ad.

#### A. Banner:

A 300x250 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 trade show booth, etc. Labeled "Advertisement." Includes:

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

#### Other ad positions

#### C. Featured Video:

As the first content item in the eNewsletter, your video placement will feature the video's title and a 600x338 still image of the video, clicking through to YouTube or wherever the video is hosted.

#### D. Dateline Logo:

Be the first ad in the newsletter! The Dateline is a 240x60 logo at the top of the newsletter.

## STANDARD AD POSITIONS:

POSITION	1	2	3	4	5	6	7	8	9
INVESTMENT/MONTH	\$2,200	\$1,780	\$1,550	\$1,550	\$1,550	\$1,310	\$1,310	\$1,070	\$1,070

## OTHER AD POSITIONS:

Featured Video - **\$1,200** per week

Dateline Logo - **\$1,200** per month

2A

2B

Advertisement

### Don't Let Faulty Plugs Ruin Your Ride

Share Tweet

The open road: we'll focus on getting you there, you focus on enjoying it. AutoLite Xtreme Sport spark plugs feature an iridium-enhanced finewire design, promoting improved ignitability and a quicker start. No matter what you ride, or how far you go, trust AutoLite Xtreme Sport spark plugs to get you there.

[Learn More »](#)

2C

Featured Video

Kauai adventures and the Maxxis Carnivore

2D

April 2, 2018

Email not displaying correctly? [View it in your browser.](#)

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