










# PRINT RATES

**ADVERTISER BONUS:** ENHANCE YOUR PRINT AD with video, audio, augmented reality and slideshows, making your ad in our digital edition completely interactive. Our readers will also be able to share pages with other decision makers and influencers via email, Facebook, LinkedIn, Twitter or click straight through to link to your website. Only \$500 with your print ad in Tire Review.

## ROP DISPLAY RATES & SIZES

Ad Unit Size	OPEN	3X	6X	12X	18X	24X
 <b>2 Page Spread</b> trim size 15-3/4 x 10-3/4, Live Area 1/2" inside trim, Full Page Bleed, add 1/8" all sides past trim	\$15,955	\$14,359	\$12,925	\$11,633	\$10,470	\$9,432
 <b>Full page</b> trim size 7-7/8 x 10-3/4 Live Area 1/2" inside trim Full Page Bleed, add 1/8" all sides past trim	\$10,000	\$9,500	\$8,550	\$7,268	\$5,814	\$4,361
 <b>1/2 page Horizontal</b> 7 x 5	\$6,500	\$6,175	\$5,558	\$4,724	\$3,779	\$2,834
 <b>1/2 page Vertical</b> 3-3/8 x 10						
 <b>1/2 page Island</b> 4-1/2 x 7-1/2						
 <b>1/3 page Horizontal</b> 7 x 3-5/16	\$4,500	\$4,275	\$3,848	\$3,270	\$2,616	\$1,962
 <b>1/3 page Vertical</b> 2-1/8 x 10						
 <b>1/3 page Island</b> 4-1/2 x 5						
 <b>1/4 page Horizontal</b> 7 x 2-1/2	\$3,500	\$3,325	\$2,993	\$2,544	\$2,035	\$1,526
 <b>1/4 page Vertical</b> 3-3/8 x 5						
 <b>1/4 page Square</b> 4-1/2 x 3-3/4						
 <b>1/6 page Horizontal</b> 4-1/2 x 2-1/2	\$3,000	\$2,850	\$2,565	\$2,180	\$1,744	\$1,308
 <b>1/6 page Vertical</b> 2-1/8 x 5						

**Preferred positions available upon request:**

Second cover, third cover, fourth cover, center spread, island spread, consecutive fractional units, other preferred positions

**Electronic File Transfer:**

Email files are accepted up to 10MB.

For larger files, go to <https://transfer.pcloud.com>.

Please indicate publication and issue date by using the message field.

Drag & drop files, keeping window open until transfer is complete.

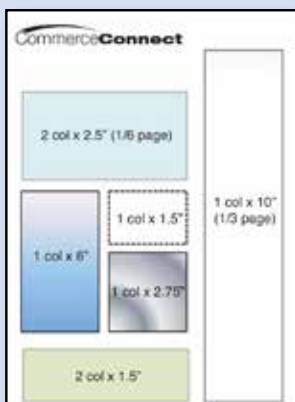
You will receive a confirmation email that files have been uploaded.

Questions: 330.670.1234 x245

Christine Perry - cperry@babcox.com

**Print & Digital Advertising Terms & Conditions**

[www.babcox.com/site/advertising-info/terms/](http://www.babcox.com/site/advertising-info/terms/)



### CLASSIFIED RATES & SIZES

Rates are per column-inch, per insertion:

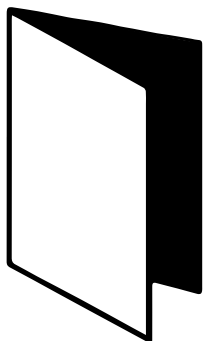
Ad size	Frequency			
	1x	3x	6x	12x
1" – 5"	\$150	\$143	\$136	\$125
6" – 10"	\$140	\$133	\$126	\$119
11" – 15"	\$130	\$124	\$116	\$110

Contact: 330.670.1234 x224  
Jennifer Hazen - [jhazen@babcox.com](mailto:jhazen@babcox.com)

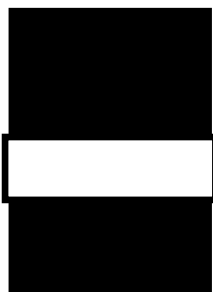
Display classified advertising units do not serve as rate holders and are not subject to agency commission. Payment is required with order.



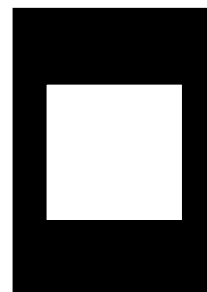
# PREMIUM PRINT MARKETING



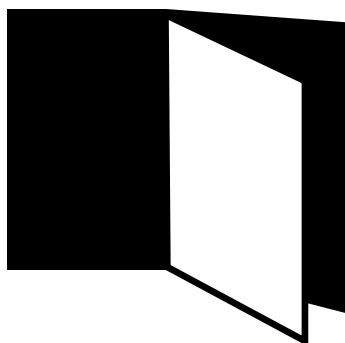
**2 page Faux Cover**



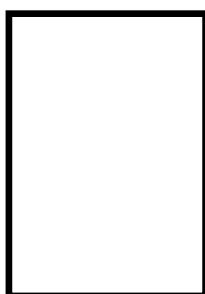
**Bellyband**



**6x6 Cover Tip**



**2 page Tipped**



**2 page Outsert**

Item*	Rate Card
<b>2 page Faux Cover</b>	\$15,000
<b>2 page Tipped</b>	\$9,000
<b>2 page Outsert</b>	\$7,500
<b>4 page Tipped</b>	\$14,300
<b>4 page Outsert</b>	\$13,000
<b>6x6 Cover Tip</b>	\$13,500
<b>3x3 Cover Callout</b>	\$6,500
<b>Bellyband</b>	\$14,500

\* Note: All items quoted are printed on 80#, gloss finish, #3 paper.

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Email files are accepted up to 10MB.

For larger files, go to <https://transfer.pcloud.com>.

Please indicate publication and issue date by using the message field.

Drag & drop files, keeping window open until transfer is complete.

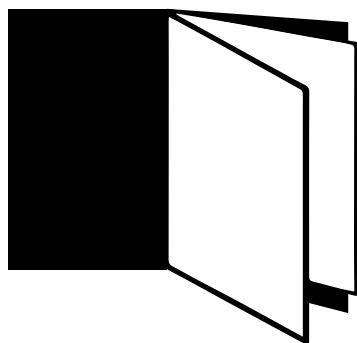
You will receive a confirmation email that files have been uploaded.

Questions: 330.670.1234 x245

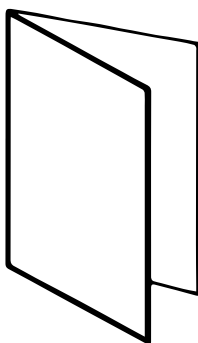
Christine Perry - cperry@babcox.com

**Print & Digital Advertising Terms & Conditions**

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**4 page Tipped**



**4 page Outsert**



**3x3 Cover Callout**



# DIGITAL OPPORTUNITIES

## World Tire Report eNewsletter

**Content:** The tire industry's only free daily e-newsletter. Tire Review delivers timely, relevant news to the inboxes of tire industry professionals.

**Frequency: Daily**

**Subscribers: 16,400**

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

### Standard Ad Positions

#### 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."

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

### Other Ad Positions

#### C. Featured Video:

Placed between ads #4 and #5 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. Your video will run 1x/week.

The screenshot shows the top of the eNewsletter with social media icons (Facebook, Twitter, LinkedIn, YouTube, Pinterest, Instagram) and the BabcoX logo. The main header reads "TIRE REVIEW WORLD TIRE REPORT".

**Placement A:** A banner ad for the University Aftermarket Foundation featuring a smiling man in a blue shirt holding a document. The text says "Starts Careers on the Right Track" and "Click here to apply for jobs/submit resume".

**Placement B:** A text ad for CARSTAR. The headline is "North America's Largest MSO Network is coming to Your Market". The text describes CARSTAR's partnership with independent collision repair shops, mentioning industry leading KPIs and an average of 11.1 DRPs. A "Read more..." link is at the bottom.

**Placement C:** A featured video ad showing an orange and black off-road vehicle (Maxxis Carnivore) on a dirt road. The title is "Kauai adventures and the Maxxis Carnivore".

### STANDARD AD POSITIONS:

POSITION	1	2	3	4	5	6	7	8	9	10	11	12
INVESTMENT PER MONTH	\$3,100	\$3,000	\$2,900	\$2,800	\$2,700	\$2,600	\$2,500	\$2,400	\$2,300	\$2,200	\$2,100	\$2,000

### Other Ad Positions

Dateline Logo - \$2,500 (includes 240x60 logo only)

Featured Video - \$2,000

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



# Sponsored Content

Tell a story to Tire Review's audience! Sponsored content allows you to write an article for the Tire Review website. Educate readers by discussing industry trends or providing technical knowledge.

## YOUR SPONSORED CONTENT PROGRAM INCLUDES:

1. Posting of your 250-500 word article to the Tire Review website. It includes your company name and logo, and it remains on the site permanently.
2. A prominent position in rotation on the Tire Review homepage for 30 days.
3. Promotion of your article in 2 issues of the Tire Review eNewsletter.
4. Listing in the *Suggested Articles* feed along the left side of the Tire Review website for 30 days.
5. Cross-promotion on social media (Twitter and Facebook) from the Tire Review account.



Watch a two minute video that illustrates a sponsored content program  
[www.babcox.com/services/sponsored-content](http://www.babcox.com/services/sponsored-content)

**Investment: \$2,500**

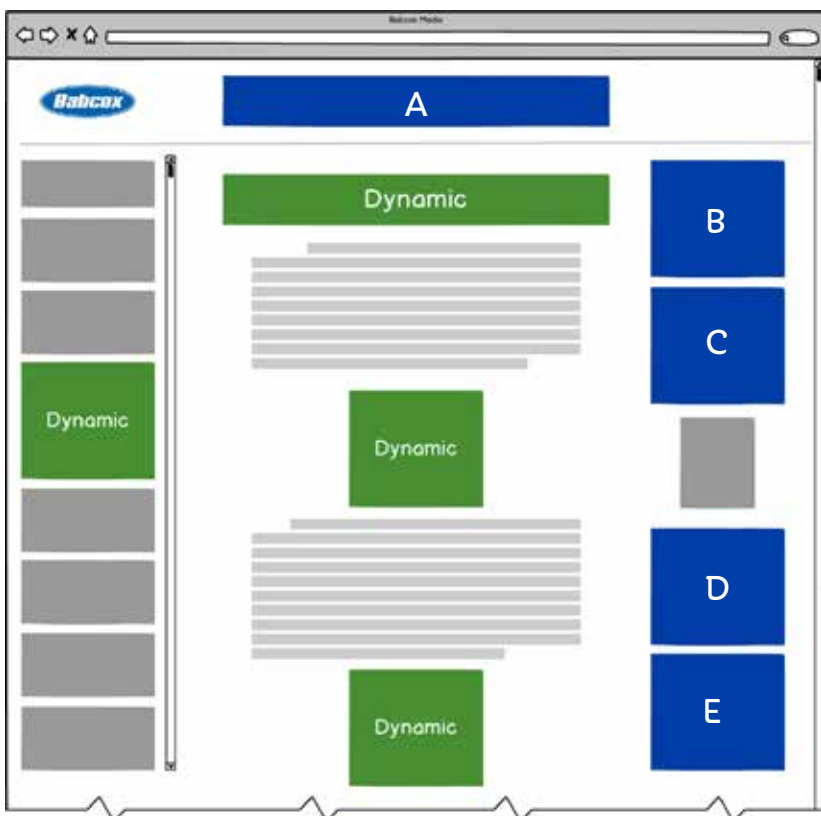
\* Note: The content of your article cannot be a sales pitch for your company or its products, or mention competitors. The publisher must approve all sponsored content articles prior to posting. All elements of the program will be labeled "sponsored content."

\*Note: Need help writing a great article? Let Babcox's team of subject matter experts do it for you. Add \$400 to the program price.

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



# DIGITAL OPPORTUNITIES



## 2019 WEBSITE ADVERTISING

### TIREREVIEW.COM

With an average of more than 103,668 visitors each month, TireReview.com is the single source for all things tire and service.

### TWO WAYS TO BUY

Choose how you want to advertise on the newly redesigned Tire Review website. Select a fixed position for a flat monthly rate, or buy your ads on a cost per 1,000 impressions (CPM).

## FIXED ADS

### Benefits:

- Your ad is seen in the same fixed position on the site throughout an entire month.
- Your ad rotates with one other advertiser in that position, giving you a 50% share of voice.
- Fixed ads are seen by our site's desktop users, ensuring your ad is seen on large screens.

Placement	Dimensions	Rate/month
Fixed position A	728x90 leaderboard	\$2,750
Fixed position B	300x250 rectangle	\$2,650
Fixed position C	300x250 rectangle	\$2,500
Fixed position D	300x250 rectangle	\$2,000
Fixed position E	300x250 rectangle	\$1,850

## DYNAMIC ADS

### Benefits:

- Your ad is interspersed with the site's editorial content.
- Buy as much exposure as you want. Sold by impressions per month, so you can customize how many times you want your ad to appear.
- Priced on an efficient CPM (*cost per thousand impressions*) basis.
- You receive exposure with both desktop and mobile users.

Placement	Dimensions	CPM
Long ad	728x90 leaderboard on desktop,	\$35
	320x50 on mobile	
Square ad	300x250 rectangle on both desktop and mobile	\$35

\* Minimum CPM buy: 10,000 impressions per month

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





# DIGITAL OPPORTUNITIES

## TIREREVIEW.COM – HIGH IMPACT AD POSITIONS

View a live demo of each ad at <http://ads.babcox.com/demos>

### PREMIUM PUSHDOWN

The pushdown is an expanding ad that provides impactful branding. It takes center stage on the site when it appears to users in an expanded state, pushing down the page content. After a few seconds it automatically retracts into a banner that remains at the top of the content, when it can be re-expanded by the user.†

**\$2,500/Week**



### FLOOR AD

The Floor Ad sits on top of the site's content at the bottom of the page, showcasing your advertising message. As the user scrolls, the floor ad stays in position and remains in place until it's closed by the user. †

**\$2,000/Week**



### IN-STORY VIDEO

Your video is embedded between paragraphs of an article. The video plays only when a user scrolls to a certain point in the article, and the sound is enabled when the user places their cursor over the ad. †

**\$1,750/Week**



### PARALLAX

This ad unit appears to sit behind the page in a cut-out window, creating a unique effect as the user scrolls. You need to view the demo at <http://ads.babcox.com/demos> to fully appreciate the Parallax! †

**\$1,625/Week**



### EXPANDABLE VIDEO

This unit is an upgrade to a fixed ad in positions B, C, D or E. Your 15-second video auto-plays in your ad position when the page loads. When the user places their cursor over the video, the video expands and audio begins playing. Appears on desktop only. Sold monthly.

**Cost of fixed ad + 25%**



### SIDEKICK

This unit is an upgrade to a fixed ad in positions B, C, D or E. At first the Sidekick looks like a standard 300x250 rectangle in the right sidebar. But when the user places their cursor over the rectangle, the creative pushes the page content to the left, revealing a large canvas for your message. Appears on desktop only. Sold monthly.

**Cost of fixed ad + 25%**



† Appears once per user per day

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



# DIGITAL OPPORTUNITIES

## DIGITAL EDITION SPONSORSHIP [TIREREVIEWDIGITAL.COM]

Reach tire dealers while they're engaged with Tire Review content! Your company can be the sole sponsor of Tire Review's digital magazine and archives.

- **Emailed twice monthly to 12,000 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 12,000 + Tire Review 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, TireReview.com, the World Tire Report eNewsletter, and social media (Twitter and Facebook).

#### Investment per month: \$3,500

Includes sponsorship of the current issue and all archived issues.

### DESKTOP



### MOBILE



### TABLET

