

# DIGITAL ADVERTISING GUIDE

## 2022 OPPORTUNITIES



# BRANDS BY MARKET

## COLLISION

BODYSHOP  
BUSINESS

## CARWASH

PROFESSIONAL  
*Carwashing*  
& DETAILING

## POWERSPORTS

MPN MOTORCYCLE &  
POWERSPORTS NEWS

## TRANSMISSION

**TRANSMISSION**  
DIGEST

## AFTERMARKET MANAGEMENT

AMN  
aftermarketNews

## ENGINE BUILDING

*ENGINEBUILDER*

## CAR DEALER

*auto*  
SUCCESS

## FLEET/TRUCK

FLEET  
EQUIPMENT

## ELECTRIC VEHICLE

THE  
**BUZZ**  
EV NEWS FROM AMN

## DISTRIBUTION

COUNTERMAN

# AUTOMOTIVE SERVICE

SHOPOWNER

UNDERHOOD *Service* importCAR **BRAKE**  
& FRONTEND

SERVICIO  
AUTOMOTRIZ

TOMORROW'S  
**TECH**

TECHSHOP

TIRE REVIEW

## FLAGSHIP eNEWSLETTERS

Babcox Media produces a wide range of eNewsletters that engage readers, distributing content in each issue that helps the audience perform their jobs better.

As an eNewsletter advertiser, you can capitalize on these engaged eyeballs. Get your message in front of readers while they're proactively seeking information about their industry!

**Sponsorships for each eNewsletter on this page are sold weekly. These 7 sponsorship positions are available:**

### 1 TITLE SPONSOR (1 available per week)

Want to make the biggest possible impact? The title sponsor enjoys prominent placement above the top story in the newsletter. This oversized ad spans the entire width of the email, and it can be used for branding or direct response.

### 2 FEATURED VIDEO / FEATURED PARTNER (1 available per week)

The **Featured Video** placement lets you feature one of your company's videos, whether it's hosted on YouTube or elsewhere. Don't have a video? Use the **Featured Partner** format to display an image and text in a high-profile native spot. This ad appears between Flex Ad B and C in each issue.

### FLEX ADS (5 available per week)

The beauty of a Flex Ad is that it's flexible! Want to drive a strong brand message with bold graphics? Use a 300x250 rectangle ad in this space. Or if you want to generate a high click-through rate, we recommend a native ad format that looks like a story in the newsletter. Choose one of these formats for your Flex Ad:

3 **Rectangle:** 300x250 pixel image

4 **Native:** Includes a headline, body text, and an image

*\*For audience size and pricing information, refer to the rate card for the appropriate Babcox Media brand.*

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

### BABCOX'S FLAGSHIP eNEWSLETTERS INCLUDE:

- AftermarketNews Global
- AutoSuccess eNewsletter
- AutoSuccess Dealer Service
- BodyShop Business eNewsletter
- Brake & Front End eNewsletter
- Counterman eNewsletter
- Engine Builder eNewsletter
- Fleet Equipment Decision Maker
- ImportCar eNewsletter
- Motorcycle & Powersports News (Mon/Wed)
- Motorcycle & Powersports News (Tue/Thu)
- Motorcycle & Powersports News Off-Road
- Professional Carwashing & Detailing eNewsletter
- Shop Owner eNewsletter
- TechShop ToolConnect
- Tire Review eNewsletter
- Tomorrow's Tech eNewsletter
- Transmission Digest eNewsletter.
- Underhood Service eNewsletter

## eNewsletter

News | Business | Features | Columns | Videos

1

**YOUR #1 PARTS SPECIALIST**

**FEATURE**

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Drop-In Fit for Easy Installation

\*Meets or exceeds OE specs

CONTACT US TODAY!

**ADVERTISEMENT**

4

**FOR THE LONGEST LASTING PROTECTION, CHOOSE BLUE JAY OIL**

Your customers want the best protection possible for their engine. With a proprietary formula that's second to none, Blue Jay Oil is the most preferred lubricant brand selected by automotive technicians. Visit the Blue Jay website for information about our latest rebate program.

**NEWS**

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**BUSINESS**

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**COLUMNS**

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2 **FEATURED VIDEO:**  
Manage your fleet's efficiency better with Thunder Fleet Solutions!

## DIGEST eNEWSLETTERS

Although these newsletters are smaller in size than some of their counterparts, **Babcox Media's** digest eNewsletters pack a lot of great industry content into a small space!

As an eNewsletter advertiser, you can capitalize on these eyeballs. Get your message in front of readers while they're proactively seeking information about their industry.

### BABCOX'S DIGEST eNEWSLETTERS INCLUDE:

- AftermarketNews People
- AftermarketNews Week in Review
- BodyShop Business Week in Review
- Fleet Equipment Week in Review
- TechShop Tool Showcase (every other week)
- TechShop Diagnostic Digest (monthly)

Unless otherwise specified, sponsorships for each eNewsletter on this page are sold by the month. These 4 sponsorship positions are available:

### FLEX ADS (4 available per month)

The beauty of a Flex Ad is that you can make it do anything! Want to drive a strong brand message with bold graphics? Use a 300x250 rectangle ad in this space. Or if you want to generate a high click-through rate, we recommend a native ad format that looks like a story in the newsletter. **Choose one of these formats for your Flex Ad:**

- 1 Rectangle:** 300x250 pixel image
- 2 Native:** Includes a headline, body text, and an image

*\*For audience size and pricing information, refer to the rate card for the appropriate Babcox Media brand.*

# eNewsletter

[News](#) | [Business](#) | [Features](#) | [Columns](#) | [Videos](#)

**FEATURE**

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Drop-In Fit for Easy Installation

CONTACT US TODAY!

**ADVERTISEMENT**

2

FOR THE LONGEST LASTING PROTECTION, CHOOSE BLUE JAY OIL

Your customers want the best protection possible for their engine. With a proprietary formula that's second to none, Blue Jay Oil is the most preferred lubricant brand selected by automotive technicians. Visit the Blue Jay website for information about our latest rebate program.

**NEWS**

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**BUSINESS**

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**COLUMNS**

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

# AMN DAILY eNEWSLETTER

Featuring the day's most critical news stories, the **AMN Daily** eNewsletter is delivered Monday through Friday to the inboxes of aftermarket distribution and supplier executives. Our news coverage centers on the important events taking place across all segments of the automotive aftermarket, covering a wide range of topics such as mergers and acquisitions, financial reporting, personnel and new product announcements, as well as legislation that impacts the industry.

**Issues per week:** 5

**Number of subscribers:** 7,000

**Average open rate:** 55%

Sponsorships for AMN Daily eNewsletter on this page are sold by the week. These 10 sponsorship positions are available:

## FLEX ADS (10 available per week)

The beauty of a Flex Ad is that you can make it do anything! Want to drive a strong brand message with bold graphics? Use a 300x250 rectangle ad in this space. Or if you want to generate a high click-through rate, we recommend a native ad format that looks like a story in the newsletter. **Choose one of these formats for your Flex Ad:**

- 1 **Rectangle:** 300x250 pixel image
- 2 **Native:** Includes a headline, body text, and an image

POSITION	WEEKLY RATE
Flex A	\$2,500
Flex B	\$2,500
Flex C	\$2,185
Flex D	\$2,185
Flex E	\$1,840
Flex F	\$1,840
Flex G	\$1,500
Flex H	\$1,500
Flex I	\$1,200
Flex J	\$1,200
Thought of the Day Sponsorship	\$1,000

The screenshot displays the AMN DAILY eNewsletter interface. At the top, the logo for AMN DAILY is shown, with 'AMN' in large blue letters, 'aftermarketNews' in orange, and 'DAILY' in grey. The Babcox logo is in the top right corner. Below the logo is a navigation bar with links for News, Business, Features, Columns, and Videos. The main content area is divided into sections: a 'FEATURE' section with a camera icon, an 'ADVERTISEMENT' section for Blue Jay Oil with a red '2' in a circle, a 'NEWS' section with three horizontal lines, a 'BUSINESS' section with three horizontal lines, and a 'COLUMNS' section with three horizontal lines. A 'Drop-In Fit for Easy Installation' advertisement for Gladiator Radiators is also visible, featuring a red '1' in a circle and a 'CONTACT US TODAY!' button.

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

# WEBSITE DISPLAY ADVERTISING

Brand safety and reputation are more important than ever. Ensuring your ads are running on a site with high-quality content is a must.

According to an October 2020 study by Integral Ad Science<sup>^</sup>:

- **Quality is important.** 81% of consumers consider it important that ads are placed next to high quality content.
- **Ads near reputable content get more engagement.** 51% of consumers are likely to engage with ads found within high quality content.
- **Low quality content is dangerous.** 31% of consumers would stop using brands with ads near low quality content.

Helpful and reputable content on a website is paramount. Babcox Media has a 100 year history of publishing industry information that readers can trust.

To start your program, answer these two questions:

## 1. WHAT KIND OF PRESENCE DO YOU WANT?

- Dominant** – You are a leader in this industry, and your ads need to be seen
- Competitive** – For key players who want a regular presence
- Essential** – You're an aspiring company without the budget of the market leaders, but you want to build a reputation

## 2. WHICH AD SIZE DO YOU WANT?

- Rectangle (300x250 on desktop and mobile)** – The most popular ad size on the Internet, the Rectangle has a versatile shape. Served within articles and on the sidebar.
- Leaderboard (728x90 on desktop, 320x50 on mobile)** – Another very common size, the Leaderboard is a great choice for branding. Served in rotation within articles and on the sidebar.
- Billboard (970x250 on desktop, 300x250 on mobile)** – Supersize your ad! Because of its dominant presence, this unit commands a 25% premium. Served within longer articles only.

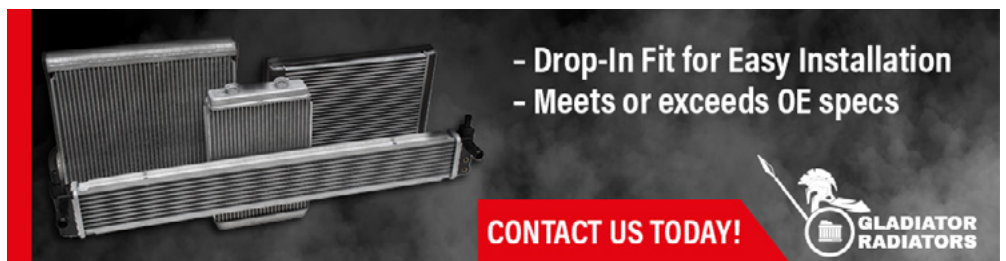
### Rectangle 300x250



### Leaderboard 728x90



### Billboard 970x250



*\*For audience size and pricing information, refer to the rate card for the appropriate Babcox Media brand.*

*Additional sizes/formats are available, including video banners and interactive social ads. Contact your Babcox Media sales representative for more information.*

*Custom quantities of website ads are also available*

<sup>^</sup> "The Ripple Effect 2.0", a study of 1,042 Internet users in the United States by Integral Ad Science.

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

# WEBSITE HIGH-IMPACT ADS

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

## □ TOP SCROLLER

Dominate the top of the page! This ad unit makes a splash as soon as the page loads. It disappears as the user scrolls down and reappears as the user scrolls back to the top.



## □ SNEAKER

This ad unit “sneaks” up from the bottom of the page, showcasing your advertising message. The ad sits on its own background, ensuring that it stands out on the page. As the user scrolls, the Sneaker remains in place until it’s closed by the user.



## □ TOP SCROLLER WITH VIDEO

This unit shares the same size and behavior as the Top Scroller. But instead of providing an image, you give us a YouTube video, a logo, and a line of text. Your video will auto-play (muted), and users can rewind, control the volume, or share it.



## □ SLIDE IN

This smooth vertical ad gets people’s attention. As the user begins to scroll down the page, your ad slides into view from the side of the screen. A close button appears at the top.



- *All high-impact units are sold by the week.*
- *For pricing information and specific impression numbers, refer to the rate card for the appropriate Babcox Media brand.*
- *Unless otherwise noted, all ads appear once per user per two hours.*

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

# SPONSORED CONTENT

Tell a story to our audience! Sponsored content allows you to write an article for a Babcox Media website. Educate readers by discussing industry trends or providing technical knowledge.

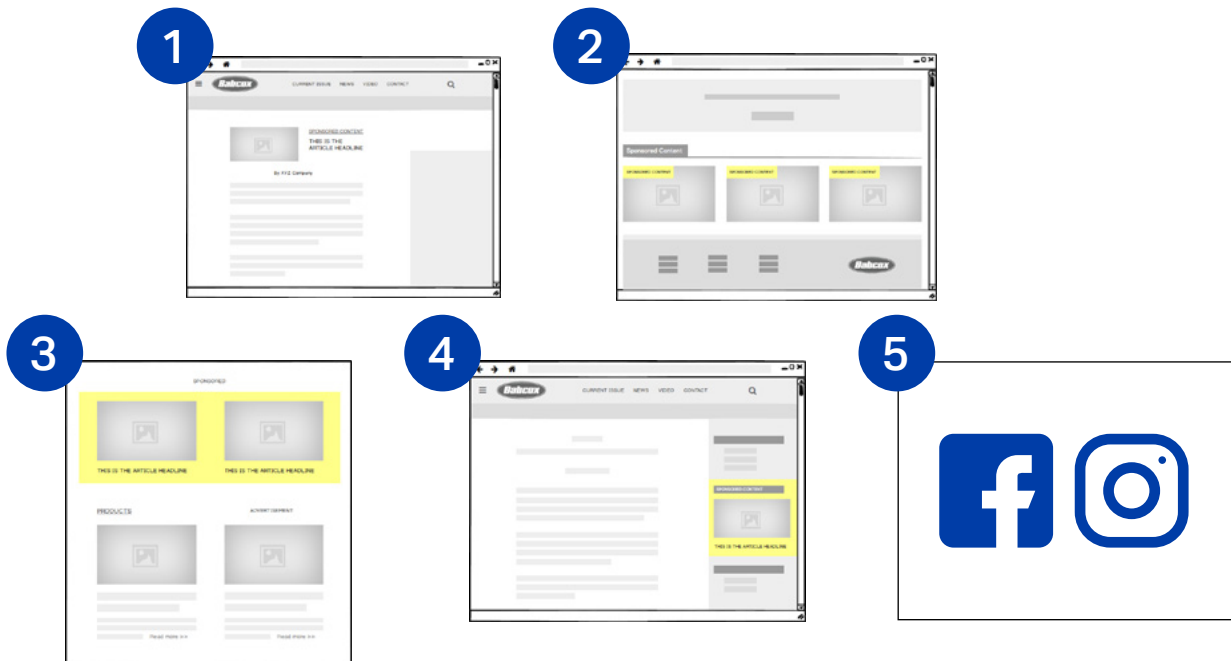
The most effective sponsored content articles are educational and thought leadership in nature. We encourage companies to avoid making their article into a sales pitch. Under no circumstances will we accept an article that mentions or disparages competitors.

## YOUR SPONSORED CONTENT PROGRAM INCLUDES:

1. Posting of your article to a Babcox-owned website. It includes your company name and logo, and it remains on the site permanently. We encourage you to make the article between 400-1000 words in length.
2. A prominent position in rotation on the website's homepage.
3. A promotion of your article in 2 or more issues of the brand's eNewsletter.
4. Rotation in the Sponsored Content sidebar area on all website article pages for 30 days.
5. Promoted as a social ad on Facebook and/or Instagram to an engaged Babcox brand lookalike audience.

### SPONSORED CONTENT IS AVAILABLE FOR THESE BRANDS

- AftermarketNews
- AutoSuccess
- BodyShop Business
- Brake & Front End
- Counterman
- Engine Builder
- Fleet Equipment
- ImportCar
- Motorcycle & Powersports News
- Shop Owner
- TechShop
- Tire Review
- Tomorrow's Tech
- Transmission Digest
- Underhood Service



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

\* Note: The Group Publisher of Content must approve all sponsored content articles prior to posting. All elements of the program will be labeled "sponsored."  
 \*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>



# VIDEO SPONSORSHIPS

Video is transforming the way business is conducted today in the B2B marketplace. Most buying decisions today are made before a prospect comes into contact with your sales team. Reach your target audience by sponsoring videos produced by Babcox Media's esteemed editorial team.

BRAND	VIDEO SERIES TITLE	NEWSLETTER DISTRIBUTION	# OF VIDEOS	INVESTMENT
AutoSuccess	<i>Dealer Insider</i>	7,900 subscribers	1	\$2,999/mo
BodyShop Business	<i>Crunch Time</i>	20,000 subscribers	3	\$5,985/mo
This series discusses the latest tips and best practices, body shop basics, and more.				
BodyShop Business	<i>Front Lines</i>	20,000 subscribers	4	\$5,985/mo
Editor Jason Stahl interviews collision industry professionals on management/operations in the front of the body shop.				
Brake & Front End	<i>Tech Minute / Maintenance Minute</i>	13,000 subscribers	4	\$7,500/mo
Quick-hitting technical videos on undercar topics, typically 90 to 120 seconds in duration.				
Counterman	<i>Talking Parts</i>	9,000 subscribers	4	\$8,000/mo
Counterman editor Josh Cable covers technical, aftermarket sales, and industry content.				
Engine Builder	<i>SteveTech</i>	12,000 subscribers	4	\$4,000/mo
Steve Morris offers his "masterclass" on all things engine in this series geared towards pros, enthusiasts, and everyone in between.				
Engine Builder	<i>Intellectual Horsepower</i>	12,000 subscribers	2	\$4,000/mo
EB's racing and engine news and technical information program in a video podcast format.				
Engine Builder	<i>Mild vs. Wild</i>	12,000 subscribers	1	\$5,500/episode
We visit different shops and discover options for a dream engine build, with either a small budget or access to unlimited funds.				
Fleet Equipment	<i>On the Road</i>	17,000 subscribers	4	\$6,500/mo
Episodes that track the latest and greatest truck equipment trends and industry events.				
ImportCar	<i>Tech Minute / Maintenance Minute</i>	11,000 subscribers	4	\$7,500/mo
ImportCar editors supply technical content that import specialists crave, in a 90- to 120-second video.				
Motorcycle & Powersports News	<i>Project X</i>	9,000 subscribers	10	\$25,000/series
MPN renovates a powersports vehicle in the hottest segments.				
Professional Carwashing & Detailing	<i>PC&amp;D Unscripted</i>	11,700 subscribers	4	\$2,999/mo
Sit down with PC&D editor Rich DiPaolo to discuss what is trending in the industry.				
Professional Carwashing & Detailing	<i>PC&amp;D Newsmakers</i>	11,700 subscribers	4	\$2,500/mo
Discuss your company's recent news in-depth with PC&D editor Rich DiPaolo.				
ShopOwner	<i>Management Matters</i>	6,000 subscribers	2	\$3,800/mo
Editor Doug Kaufman provides valuable management tips to help shops improve profitability.				
Tomorrow's Tech	<i>ASE Test Prep</i>	3,000 subscribers	4	\$5,000/mo
Tips for aspiring techs on how to ace ASE exam topics, presented by editor Doug Kaufman.				
Underhood Service	<i>Tech Minute / Maintenance Minute</i>	15,500 subscribers	4	\$7,500/mo

## All sponsorships include:

- 25,000 monthly banner impressions promoting the videos, including the sponsor's logo
- Posting to social media channels
- Promotion on the brand's eNewsletter
- Monthly reporting of all campaign metrics

# WEBINARS

Prove the ROI of your marketing program! A webinar helps you:

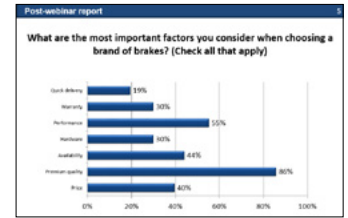
- Position your company as a thought leader
- Generate leads (plus detailed user data)
- Deliver an impactful branding message

It doesn't matter if you already have a topic and presenters in mind, or if you need help creating an idea from scratch. Our team of experts makes it easy!



**Marketing:** Each webinar includes a wide range of marketing, including dedicated email invitations, text promotion on websites, website display ads, eNewsletter ad promotion, and social posts.

**Reporting:** A full suite of post-event reports help you establish an ROI from your webinar. You receive full registrant and attendee lists, results of custom questions and other audience interactions, post-event survey results, and a PowerPoint executive summary of the event highlights.



Ask your Babcox Media sales representative for more details – including estimated results and examples.

# PODCASTS

In today's busy world, it's uncommon to get people's attention for a long period of time. But podcasts are a rare exception, because they allow you to tap into a loyal and engaged group of listeners. A podcast audience forms a relationship with the host – and with the brand that sponsors the show.

Babcox Media offers sponsorable podcasts across many of its brands. Podcasts include:

- Motorcycle & Powersports News Podcast
- AutoSuccess: The Podcast
- Talking Shop with Shop Owner
- BodyShop Business: The Podcast
- What's Treading with Tire Review
- TechShop Podcast
- Engine Builder Podcast
- Wash Talk: The Carwash Podcast
- Automotive Student Intelligence with Tomorrow's Tech
- AMN Drivetime
- Johnny G & Friends
- ShopOwner Solutions (S.O.S.)



Each sponsorship includes a full suite of promotion, including:

- Sponsor attribution in each episode
- Posting the episodes to the brand's website
- Promotion via eNewsletter
- Website ads promoting the episodes
- Social posts for each episode

# CUSTOM VIDEOS



Custom videos give you the opportunity to tell your story. Babcox Media can produce videos on your company's behalf, then distribute them to the market. Your custom video includes full editing, voiceover, and graphics; two ad placements in an eNewsletter; and posting to our website(s). Your company has the opportunity to provide final approval, and you receive ongoing rights to the video files.

Ask your Babcox Media sales representative for more details – including estimated results and examples.



## DIGITAL ADVERTISING TEAM

**Babcox Media** is a leading media, content and intelligence provider in the transportation industry. The company's portfolio includes respected and influential brands within the auto care, tire, performance, commercial trucking, auto dealer, powersports and enthusiast markets and reaches professionals via multiple touch points and across all devices. With expertise in custom media, content, research, data and audience access solutions, **Babcox Media** is focused on connecting audiences with quality content and providing our clients with results-oriented campaigns. **Contact us today!**

### Digital Ad Services

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