

**Be Part Of The...**

**Coming  
July 2015**

# Inaugural Counterman Source Book

*Counterman* readers are truly the influencers of the aftermarket — deciding which parts and lines should go on the shelf and making recommendations to get your brands into the hands of commercial and retail customers. If you have parts for distribution or the desire to distribute parts in the United States automotive aftermarket, your company and brands need to be seen in the **2015 Counterman Source Book**.

Babcox Research has surveyed the repair professionals who throw away the box about their buying habits and preferences. This front-line research is revealed in the **2015 Counterman Source Book**. In addition to original research, *Counterman* readers will get quick-look informational pages to refer to when selling parts for the most frequent jobs, with suggestions such as add-on parts sales opportunities.

We also will include a **Buyer's Guide** of parts, accessories and chemical companies with opportunities to raise the profile of the companies listed.

Buyers of full-page ads can place a company or product spotlight for an additional fee.

**\$6,500 Full-page ad, includes full-page spotlight**

**\$5,500 Full-page ad**

**\$3,000 Half-page ad**

## **A sample of parts categories and systems covered:**

- Automatic transmission
- Batteries
- Bearings
- Filters
- Gaskets
- Lighting
- Oil
- Oxygen sensors
- TPMS
- Spark plugs
- Wipers
- Brakes
- Manual transmission
- Ignition
- Engine parts
- Steering
- Suspension
- A/C
- Rotating electrical
- Chemicals and additives