

# DIGITAL ADVERTISING GUIDE

## 2020 OPPORTUNITIES



## BRANDS BY MARKET

## COLLISION

BODYSHOP  
BUSINESS

## CARWASH

PROFESSIONAL  
*Carwashing*  
& DETAILING

## POWERSPORTS

MPN MOTORCYCLE &  
POWERSPORTS NEWS

## TRANSMISSION

TRANSMISSION  
DIGEST

## ENGINE BUILDING

ENGINEBUILDER

## CAR DEALER

auto  
SUCCESS

## FLEET/TRUCK

FLEET  
EQUIPMENT

Fleet Service  
TECHNOLOGY  
Equipment. Data. Solutions.

## AUTOMOTIVE SERVICE &amp; DISTRIBUTION

AMN  
aftermarketNews

AMN  
aftermarketNews

People

AMN  
Global

AMN WEEKLY  
aftermarketNews

BRAKE  
& FRONT END

COUNTERMAN

importCAR

SERVICIO  
AUTOMOTRIZ

SHOPOWNER

TECHSHOP  
EQUIPMENT | TOOLS | SUPPLIES

TIRE REVIEW

TOMORROW'S  
TECH

UNDERHOOD  
Service

## 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:**

### BABCOX'S FLAGSHIP eNEWSLETTERS INCLUDE:

- ☐ AutoSuccess eNewsletter
- ☐ AutoSuccess Dealer Service
- ☐ BodyShop Business eNewsletter
- ☐ Brake & Front End eNewsletter
- ☐ Counterman eNewsletter
- ☐ Engine Builder eNewsletter
- ☐ Fleet Equipment Decision Maker
- ☐ FST Service Connection
- ☐ ImportCar eNewsletter
- ☐ Motorcycle & Powersports News eNewsletter
- ☐ Professional Carwashing & Detailing eNewsletter
- ☐ Shop Owner eNewsletter
- ☐ TechShop ToolConnect
- ☐ Tire Review World Tire Report
- ☐ Tomorrow's Tech eNewsletter
- ☐ Underhood Service eNewsletter

### 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, along with tremendous brand association thanks to the "Today's eNewsletter is brought to you by..." introductory text.

### 2 ☐ FEATURED VIDEO SPONSOR (1 available per week)

This placement will get maximum exposure for your video, whether it's hosted on YouTube or another site. The Featured Video includes a screenshot of your video with a play button superimposed, plus your video's title. 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, visit <http://ads.babcox.com>**

## eNewsletter



News | Business | Features | Columns | Videos

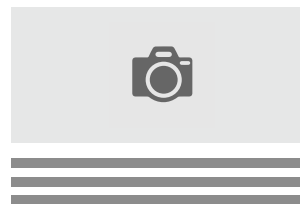
1

This Week's eNewsletter  
Is brought to you by Ace Aftermarket Parts:



When installing parts, make Ace your #1 choice. Enter Ace's sweepstakes for your chance to win a trip to Las Vegas! [Click here to learn](#)

#### FEATURE



#### ADVERTISEMENT



**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



#### BUSINESS



#### COLUMNS



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 Global
- ☐ AftermarketNews Week in Review
- ☐ Servicio Automotriz
- ☐ Telematics Talk

**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**



**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.

**Drop-In Fit for Easy Installation**



1

\*Meets or exceeds OE specs

**CONTACT US TODAY!**

**GLADIATOR RADIATORS**

**NEWS**

**BUSINESS**

**COLUMNS**

**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:** 8,000

**Average open rate:** 59%

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	\$2,100
Flex B	\$2,100
Flex C	\$1,800
Flex D	\$1,800
Flex E	\$1,500
Flex F	\$1,500
Flex G	\$1,200
Flex H	\$1,200
Flex I	\$900
Flex J	\$900




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

**FEATURE**


**ADVERTISEMENT**


**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.

**Drop-In Fit for Easy Installation**


\*Meets or exceeds OE specs

**CONTACT US TODAY!**

**NEWS**


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**BUSINESS**


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**COLUMNS**


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

# WEBSITE DISPLAY ADVERTISING

Babcox Media's newly redesigned websites are launching in January 2020. Each site features a modern new design – incorporating clearly defined groups of content, bold images, and an easier-to-use mobile experience.

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, 300x450 on mobile)** – Supersize your ad! Because of its dominant presence, this unit commands a 25% premium. Served within longer articles only.

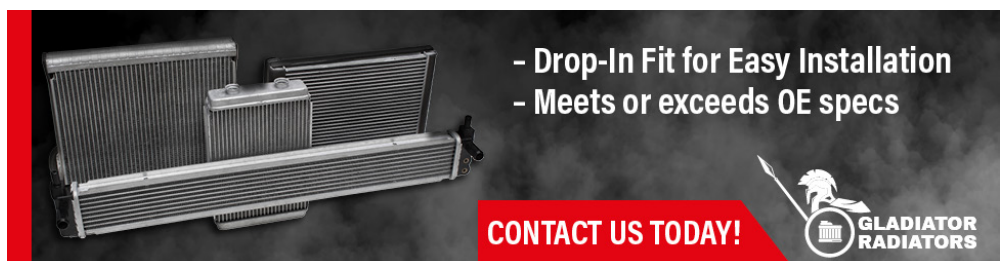
### Rectangle 300x250



### 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.*

**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>

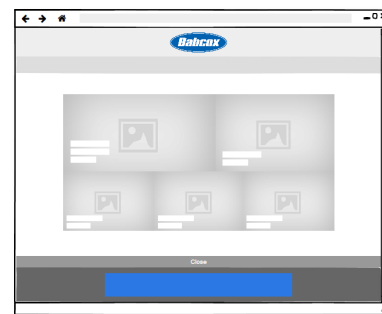
## □ TOP SCROLLER

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.



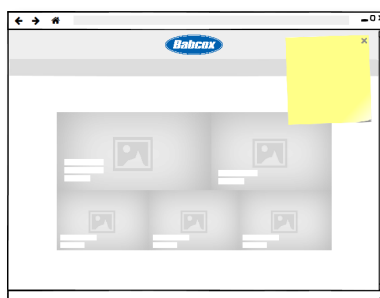
## □ SLIDE IN

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.



## □ STICKY NOTE

Want to get the audience’s attention with a quick message? Use the Sticky Note to communicate a concise text message. Your wording appears on a yellow note in the upper right corner of the page.



- *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 day.*

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



# DIGITAL EDITION SPONSORSHIP

Your company can be the sole sponsor of the digital magazine and archives.

- Emailed twice monthly to all digital edition 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 not just on the current issue, but also all archived issues as well.

## YOUR SPONSORSHIP INCLUDES:

### 1. PROMINENT POSITIONING IN TWO EMAIL NOTIFICATIONS TO ALL SUBSCRIBERS

- Each email 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

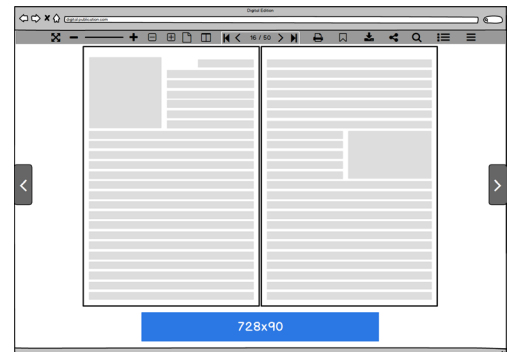
- A 728x90 leaderboard appears at the bottom of all desktop and tablet pages.
- A 320x50 mobile leaderboard renders on smartphones.

### 3. AN INTERSTITIAL THAT GREETES EACH USER AT THE BEGINNING OF THEIR SESSION

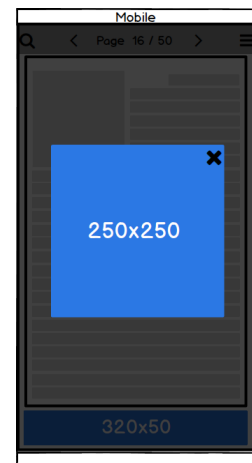
- This large ad takes over the page, ensuring your ad message is front and center when a user begins reading the digital edition's content.
- Appears on desktop, tablet and mobile versions.

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

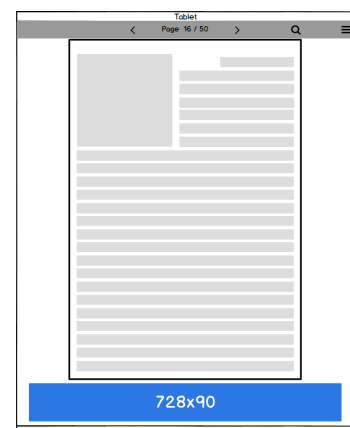
#### DESKTOP



#### MOBILE



#### TABLET



#### DIGITAL EDITION SPONSORSHIPS ARE AVAILABLE FOR THESE BRANDS:

- |  |  |
|--|--|
| <input type="checkbox"/> AftermarketNews   | <input type="checkbox"/> Motorcycle & Powersports News       |
| <input type="checkbox"/> AutoSuccess       | <input type="checkbox"/> Professional Carwashing & Detailing |
| <input type="checkbox"/> BodyShop Business | <input type="checkbox"/> TechShop                            |
| <input type="checkbox"/> Brake & Front End | <input type="checkbox"/> Tire Review                         |
| <input type="checkbox"/> Engine Builder    | <input type="checkbox"/> Tomorrow's Tech                     |
| <input type="checkbox"/> Fleet Equipment   | <input type="checkbox"/> Underhood Service                   |
| <input type="checkbox"/> ImportCar         |  |

**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.

### This program is great for:

- ✓ Positioning your company as a thought leader
- ✓ Presenting your brand image to the marketplace
- ✗ Generating leads

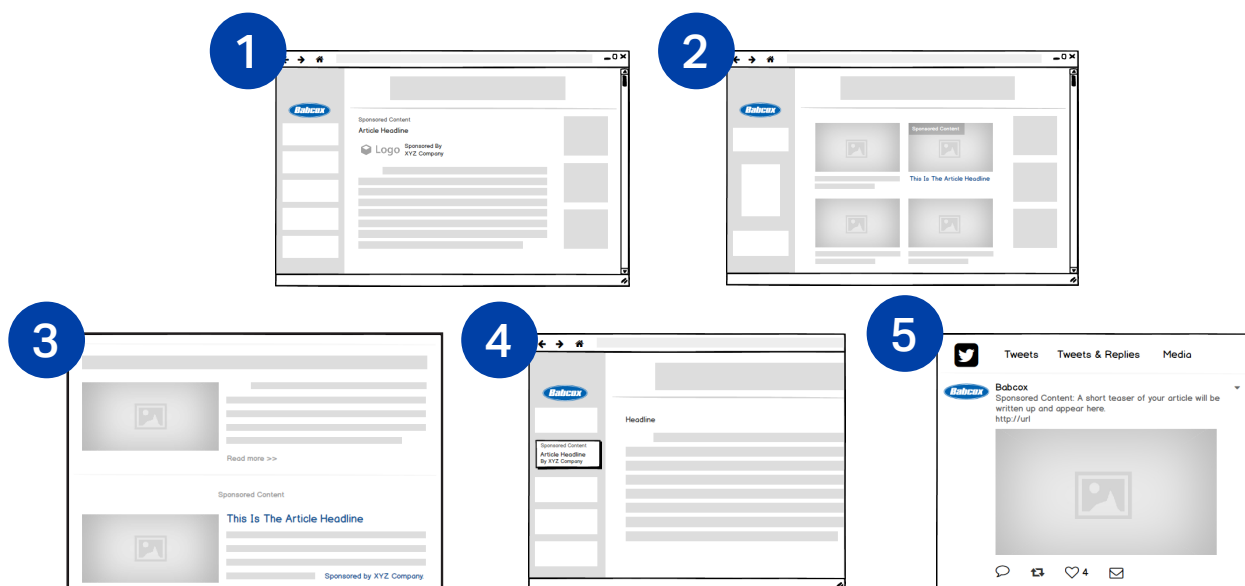
Your article must be educational or thought leadership in nature. It should not be a sales pitch for your company or products, and it should not refer to competitors.

### YOUR SPONSORED CONTENT PROGRAM INCLUDES:

1. Posting of your 250-500 word article to a Babcox-owned website. It includes your company name and logo, and it remains on the site permanently.
2. A prominent position in rotation on the website's homepage for 30 days.
3. A promotion of your article in 2 or more issues of the brand's eNewsletter.
4. Listing in the *Suggested Articles* feed on the website for 30 days.
5. Cross-promotion on social media (Twitter and Facebook) from the brand's social accounts.

### SPONSORED CONTENT IS AVAILABLE FOR THESE BRANDS

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











\* Note: The Group Publisher of Content 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>**

## 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	eNewsletter Distribution	
<input type="checkbox"/> AftermarketNews	Aftermarket Rules of Engagement	8,000 subscribers	
Industry veteran Scott Shriber discusses distribution topics with AMN's executive audience. <b>Investment: \$3,995/month to sponsor 2 videos</b>			
<input type="checkbox"/> BodyShop Business	Crunch Time	25,000 subscribers	
This series discusses the latest tips and best practices, body shop basics, and more. <b>Investment: \$5,000/month to sponsor 4 videos</b>			
<input type="checkbox"/> BodyShop Business	Consumer Rights Awareness	25,000 subscribers	
Educates collision shops on the legal rights of their customers: insurance, OE parts, & more. <b>Investment: \$5,000/month to sponsor 4 videos</b>			
<input type="checkbox"/> Brake & Front End	Tech Minute / Maintenance Minute	14,000 subscribers	
Quick-hitting technical videos on undercar topics, typically 90 to 120 seconds in duration. <b>Investment: \$7,500/month to sponsor 4 videos</b>			
<input type="checkbox"/> Counterman	Talking Parts	15,000 subscribers	
Counterman editor Josh Cable covers technical, aftermarket sales, and industry content. <b>Investment: \$8,000/month to sponsor 4 videos</b>			
<input type="checkbox"/> ImportCar	Tech Minute / Maintenance Minute	14,000 subscribers	
We supply technical content that import specialists crave, in a 90- to 120-second video. <b>Investment: \$8,000/month to sponsor 4 videos</b>			
<input type="checkbox"/> Tomorrow's Tech	ASE Test Prep	4,000 subscribers	
Tips for aspiring techs on how to ace ASE exam topics, presented by editor Carley Millhone. <b>Investment: \$5,000/month to sponsor 4 videos</b>			
<input type="checkbox"/> Underhood Service	Tech Minute / Maintenance Minute	19,000 subscribers	
Technical info on A/C, engines, fuel, cooling, ignition, turbos, diesel injection, and more. <b>Investment: \$7,500/month to sponsor 4 videos</b>			

### 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**

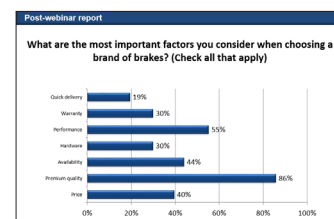
It doesn't matter if you already have a topic and presenters in mind, or if you need help creating an idea from scratch. Our team of experts makes it easy!

**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.

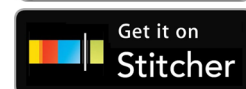


## PODCASTS

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*
- ☐ *Talking Shop with Shop Owner Magazine*
- ☐ *TechShop's The Code Reader Podcast*
- ☐ *The Underhood Service Podcast*
- ☐ *What's Treading with Tire Review*
- ☐ *Engine Builder Podcast*



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). Each video will be approximately two minutes in length. Your company has the opportunity to provide final approval, and you receive ongoing rights to the video files.

**Investment: \$9,995 for two videos**

## 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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