

NEWSLETTER

A



B

-Advertisement-

Technicians agree, it's a breakthrough in TPMS with Dill's new clip-style REDI-Sensor



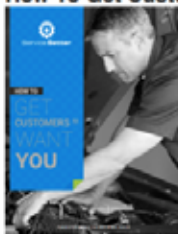
Simplicity: Dill is now offering the REDI-Sensor with a rubber snap-in that attaches with a press clip. Save time by not turning a screw 15 times to fasten a sensor. To remove, simply push the clip on the sensor. **REMEMBER,** REDI-Sensor comes out of the box, installs in the wheel, then perform an OEM relearn – that's it!

[Read more...](#)

C

- Sponsored Content -

How To Get Customers To Want You



Everyone wants to feel wanted. That includes you and your service team at work! Customers are obviously your lifeblood, and you want them to want you so you get more business. The biggest way for you to stand out is to jump start your customer experience. 60% of customers will try a new place if they don't like your service. Don't let that happen!

[Read more](#)

CONTENT: The weekly **Engine Builder** eNewsletter provides readers with the most up-to-date product information from leading component, equipment, parts and service manufacturers and providers.

Limited, exclusive positions are available on **Engine Builder's** eNewsletter that gets delivered to more than 14,000 engine builders and rebuilders each week.

The latest information, news, commentary and new products are delivered weekly via email to subscribers — links to suppliers give them easy access to your sales force.

FREQUENCY: Weekly

SUBSCRIBERS: 14,151

FLEXIBLE AD FORMATS: When you submit your ad, choose from any of these three formats.

A. BANNER:

A 605x80 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 tradeshow booth, etc. Labeled "Advertisement."

INCLUDES:

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

C. SPONSORED CONTENT NEWSLETTER AD:

Only available as part of a sponsored content program. Must be thought leadership or educational in nature, and cannot mention your company, products, or competitors. All sponsored content must be approved by the publisher. Links to the **Engine Builder** website where the full sponsored article is published. Labeled "Sponsored content."

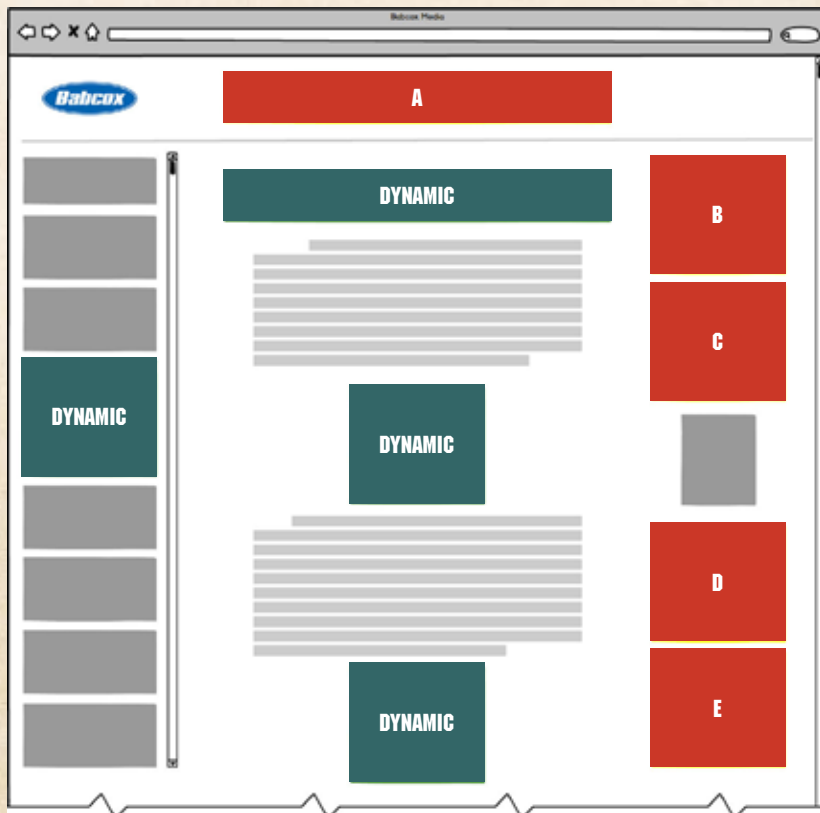
CHOOSE YOUR POSITION:

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

DATETIME LOGO - \$2,500 (INCLUDES 240X60 LOGO ONLY)

FOR DETAILED AD SPECIFICATIONS, VISIT [HTTP://ADS.BABCOX.COM](http://ads.babcox.com)

2017 WEBSITE ADVERTISING



ENGINEBUILDERMAG.COM

With more than **250,000** visitors to **EngineBuilderMag.com** each month, marketers can be assured their message is delivered to an audience of professionals engaged with their products, tools and services.

Our extensive archive of articles and product features is complemented by industry news and information each day. Our site traffic grows every month, as **EngineBuilderMag.com** now averages more than **336,000** page impressions from readers spending over **4.25** minutes per page!

TWO WAYS TO BUY

Choose how you want to advertise on the newly redesigned **Engine Builder** 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	\$1,500
Fixed position B	300x250 rectangle	\$1,500
Fixed position C	300x250 rectangle	\$1,500
Fixed position D	300x250 rectangle	\$1,500
Fixed position E	300x250 rectangle	\$1,500

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 basis.
(cost per thousand impressions)
- You receive exposure with both desktop and mobile users.

Placement	Dimensions	CPM
Long ad	728x90 leaderboard on desktop, 320x50 on mobile	\$20
Square ad	300x250 rectangle on both desktop and mobile	\$20

* Minimum CPM buy: 10,000 impressions per month

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ENGINEBUILDERMAG.COM – HIGH IMPACT AD POSITIONS

VIEW A LIVE DEMO OF EACH AD AT [HTTP://ADS.BABCOX.COM/DEMOS](http://ads.babcox.com/demos)

INTERSTITIAL

The Interstitial puts your ad on top of the website's content when a user is about to enter the site. Users must wait three seconds before they can continue to the website, ensuring your ad receives maximum visibility and engagement. †

\$1,900/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. †

\$1,520/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. †

\$1,325/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! †

\$1,225/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.

\$1,875/Month



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.

\$1,875/Month



† APPEARS ONCE PER USER PER DAY

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DIGITAL EDITION SPONSORSHIP

Reach 16,522 while they're engaged with **Engine Builder** content! Your company can be the sole sponsor of Engine Builder's digital magazine and archives.

- Emailed twice monthly to **16,522** 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 both on the current month's issue plus all past issues too!

YOUR SPONSORSHIP INCLUDES:

1. Prominent positioning in two email blasts to 16,522 Engine Builder subscribers

- Each eBlast encourages subscribers to view the digital edition
- Your company's logo is placed in the header at the top of the message
- 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, **EngineBuilderMag.com**, the Engine Builder e-newsletters, and social media (Twitter and Facebook).

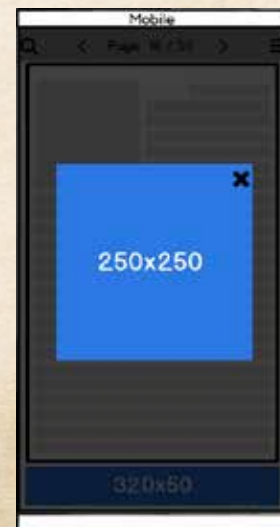
Investment per month: \$3,500

Includes sponsorship of the current issue and all archived issues

DESKTOP



MOBILE



TABLET

