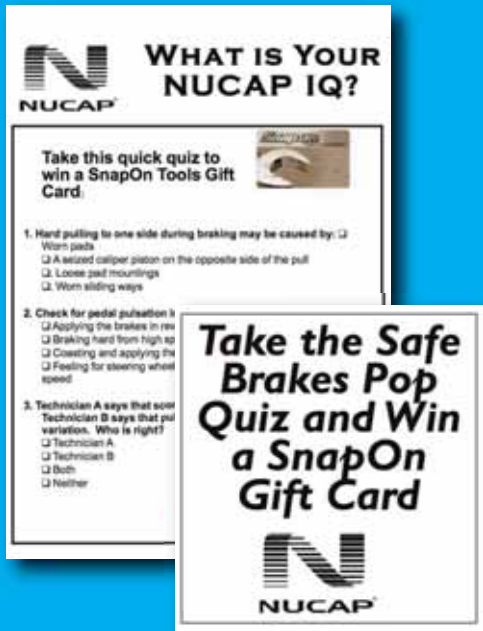




# QUICKLEAD SUITE OF PRODUCTS

QUICKQUIZ  
QUICKSTUDY  
QUICKPOP  
QUICKTAG  
QUICKTRAX  
QUICKREADY  
QUICKCARDS  
QUICKDECK

# QUICKLEAD SUITE OF PRODUCTS



## QUICKQUIZ

### The QuickQuiz Challenge

- Customized online program designed to raise brand awareness and leads.
- The QuickQuiz is a multiple choice test targeting Tire Review readers with questions and an opportunity to win a prize.
- Visitors must register in order to be eligible to win prizes.
- You will receive a detailed report of contact information, demographic information and results from the survey.
- Duration of the quiz is 2 weeks.
- Promotion via [www.tirereview.com](http://www.tirereview.com), daily World Tire Report e-Newsletter and social media.
- Cost: \$3,600 every two weeks

## QUICKSTUDY

- Generate the best leads while educating tire dealers about your product or services.
- Utilize the entire Tire Review email database by creating and distributing unique content through a monthly e-Newsletter featuring your free whitepapers, eBooks, research studies, case studies or advertorials. Six sponsorship positions are available each month.
- Sponsors receive contact information from those who request to download the information.

Monthly fee: \$1,450 per month

## QUICKPOP

### Brand Extension/Content Development

### Need to Know POP-Up

- Content pop-up that opens when a user is on the home page of [www.tirereview.com](http://www.tirereview.com) with a short snippet of information about your product or service. Submit up to 30 different items or we can create the items for you.

- Cost: \$2,750 per month





## QUICKTAG

### Tire Review Magazine requalification efforts

• Looking for quick information from readers on a specific topic? Tire Review can include 1-2 questions on all subscription and requalification forms, such as “do you plan to purchase a tire changer or wheel balancer within the next 3-6 months?” Those who respond yes will immediately be turned over to you to convert from a warm lead to sale. Available during publication renewal period only.

#### • Sponsorship -

**Premium (plan to purchase and want to be contacted by survey sponsor) - \$60 per lead**

**Standard (plan to purchase) - \$35 per lead**

## QUICKTRAX

• A new monthly service from Tire Review delivered with the digital edition of the magazine. Every month, Tire Review's 15,000 email subscribers will receive instant product and service information emailed directly to their inbox. This direct, high-quality lead generating tool is the perfect sponsorship opportunity as you will receive leads from everyone who requests more information. Your direct leads, with complete contact information, are automatically sent to you every week. Only six sponsorship positions available each month. Sponsorship includes product photo, headline, 50-word description, and product link. Exclusive category sponsorship available with a minimum 6x commitment.

#### • Sponsorship - \$950 per month

## QUICKREADY

### Sales Ready Lead Program

• The Sales Ready Lead Program generates leads by conducting high quality tele-sales interviews with Tire Review Subscribers. We will do the prospecting and uncover buying opportunities that are aligned with the products and services you offer.

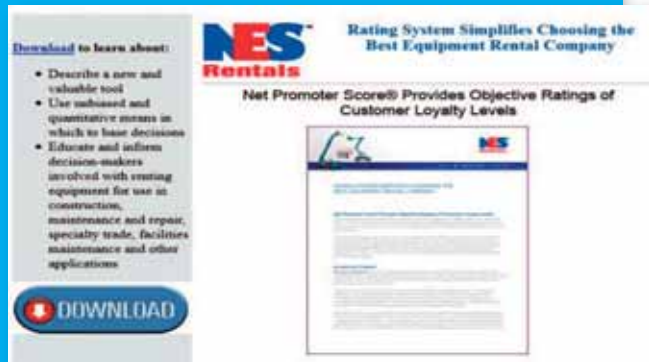
• In addition to finding decision makers, we qualify the need, determine the timeline for purchase and deliver leads for timely follow-up.

• We guarantee a minimum of 25 ready to purchase exclusive prospects each month.

#### • Sponsorship - \$70 per lead, minimum 3 month program.



	A	B	C	D	E	F	G
	CompanyID	CompanyName	Url	ContactName	Full	DateUpdated	
1	2604	AET Inc.	www.aetracer.com			http://bg.moto 12/12/2013 1:09:05 PM	
2	6628	Allen Technology Racing	www.allenraci.com			http://bg.moto 7/3/2012 9:58:29 AM	
3	3529	American Honda Motor Co. Inc.	www.powersp	Robert Gurga		http://bg.moto 4/18/2013 2:29:00 PM	
4	6028	American Motorcyclist Association	www.american	Jim Williams		http://bg.moto 4/18/2013 2:30:27 PM	
5	3531	American Suzuki Motor Corp.	www.suzuki	Steve Bortola		http://bg.moto 4/18/2013 2:32:18 PM	
6	3533	AMS Tires	www.ams tires	Joel Bayert		http://bg.moto 6/29/2012 9:27:30 AM	
7	3543	B.C. Gerolamy Co. Inc.	www.bcheads	Mark Lowe		http://bg.moto 7/2/2012 9:02:16 AM	
8	6917	Bear Tex Gloves	http://www.be			http://bg.moto 11/15/2013 10:32:31 AM	
9	2913	Bombardier Recreational Products/BRP	www.brp.com	Lou Gulowski		http://bg.moto 10/29/2010 12:00:00 AM	
10	2089	Boss Hoss	www.bosshos	Alyse Stronger		http://bg.moto 10/20/2010 12:00:00 AM	
11	2113	Bottom Line Traction Products Inc.	www.bottomli			http://bg.moto 10/15/2010 12:00:00 AM	
12	3672	Briggs & Stratton Motorsports	www.briggs	Dave Klaut		http://bg.moto 7/3/2012 11:06:49 AM	
13	1930	Brooks Performance Coatings	www.brooksc	Daniel Brooks		http://bg.moto 10/20/2010 12:00:00 AM	
14	8707	Butler Maps	www.butlerma			http://bg.moto 12/3/2012 2:18:30 PM	
15	3488	Caliva U.S.A.	www.calivau	Larry Ferraci		http://bg.moto	
16	3489	California Car Cover Wholesale	www.calcarc	Russ Romer		http://bg.moto 10/26/2010 12:00:00 AM	
17	6052	Care Screw Machine Products	www.camp.co			http://bg.moto 7/8/2012 9:59:48 AM	
18	2704	Cequent Consumer Products	www.cequent	Marketing Dim		http://bg.moto 10/29/2010 12:00:00 AM	
19	3518	Charlot Trailers	www.charlot	Ken McCreav		http://bg.moto 10/14/2010 12:00:00 AM	
20	6647	Contour	www.contour			http://bg.moto 9/11/2012 6:46:59 AM	
21	3899	Custom Cycle Control Systems, Inc.	www.customc			http://bg.moto	
22	3833	Cycle World Magazine	www.cyclewor	Jennifer Tunica		http://bg.moto 4/18/2013 2:35:17 PM	
23	3839	Cylinder Head Abrasives	www.ruboff	Christina Low		http://bg.moto 7/8/2012 10:37:03 AM	
24	1296	Davil Master	www.davilma	Bill Neuser		http://bg.moto 10/14/2010 12:00:00 AM	
25	3543	DeVore Bros	www.devbros			http://bg.moto 11/15/2013 10:32:31 AM	



## QUICKCARDS

### Website Traffic Builder

• “QuickCards” offer high-impact exclusive messaging and allows you to speak directly to our audience by sending your message to up to 10,000 targeted names. Following a simple postcard format, you can promote your products, services and content while driving traffic back to your website.

- **Rate: \$3,550 net to 10,000 names**
- **Material Submission, Deadline and Specs**
  - Main Image: 485w x 510h pixels at 72 dpi resolution in JPEG file format.
  - Left Rail Text: Title/Call to Action Headline, 500 character message and unlimited Url's.
  - Materials must be submitted at least SEVEN business days prior to the scheduled run date.

## QUICKDECK

### Website Traffic Builder

• “QuickDeck” is an email “action card” with a total network audience reach of 15,000 and is designed to drive new customers to your website.

• We work with you to create an eCard to promote your product, service or company.

• “QuickDeck” is delivered 6 times a year via email directly to the desktop of thousands of subscribers in the aftermarket.

• Maximum of 12 cards per deck and cards are rotated from front to back.

• “QuickDeck” is delivered in February, April, June, August, October and November.

• **Material Submission, Deadline and Specs:** Materials must be submitted by the 25th of the month prior to month of issue.

• Submitted files must be sized to 536w x 356h pixels at 72 dpi resolution in JPEG file format. Please email your creative, in accordance with the specifications for the purchased position.

• **Rates: 1x: \$1,500 net 3x: \$1,250 net 6x: \$950 net.**

## QUICKCONTENT

### Cost Per Lead Program

• “QuickContent” is a cost per lead program that aggregates a collection of already produced related subject matter content into a sponsored approved whitepaper. The sponsor does not create the content unless they wish to contribute. Each article is gated with a request for information from the reader – once the information is submitted, the user may download the information, thus creating a sales contact for the sponsor.

• **Minimum investment is \$2500 for 100 leads or \$25 CPL.**

