

Be Part Of The...

Coming
August 2018!

Counterman Sales Manual

Counterman readers are truly the influencers of the aftermarket — deciding which parts and lines should go on the shelf and recommending brands to get your brands in the hands of commercial and retail customers. If you have products for distribution or the desire to distribute products in the United States automotive aftermarket, your company and brands need to be featured in the 2018 Counterman Sales Manual.

This unique Counterman feature will have dedicated pages for each covered part category. The sponsoring company will have a full-page adjacent to the product page to display their own 4c creative. Each product page will include a brief informative section on the product to help readers familiarize themselves with the category. The key focus will be on selling tips directed at the specific product category. These will be from actual counter professionals. The sponsoring company also may submit tips for inclusion.

The final portion of the page will be dedicated to also-needed products that can be either add-on sales or reminders for needed products to complete the repair.

Buyers of full-page ads will have an opportunity to purchase 2 Counter Intelligence videos. This 2-part video series will highlight the key selling tips for the category. Each video will be featured in the Counterman E-newsletter and carry the sponsoring company's logo.



\$6,000 Full-page ad

***\$7,995 Full-page ad plus 2-part Counter Intelligence Video**

*To place your ad, contact your Babcox Media sales representative
Today at 330-670-1234*

Potential categories to be covered:

- Batteries
- Bearings
- Radiators/Condensers
- Filters
- Gaskets
- Lighting
- Oil
- O2 sensors
- TPMS
- Spark plugs
- Wipers
- Belts
- Chassis
- Brakes
- Clutches
- Ignition
- Fuel pumps
- Engine parts
- Steering
- Shocks/Struts
- A/C Compressors
- Rotating electrical
- Chemicals and additives
- And More