

# TOMORROW'S TECH

*Dedicated to Today's Automotive Students*

## 2015 MEDIA GUIDE



**Dedicated to Today's Automotive Students**

• **PRINT** • **DIGITAL** • **VIDEO**

[www.TomorrowsTechnician.com](http://www.TomorrowsTechnician.com)

# TOMORROW'S TECH

Dedicated to Today's Automotive Students

13 years of servicing the Student market

Designed exclusively for a core target audience of 17- to-25-year-old automotive vocational/technical students, **Tomorrow's Tech** expands the experience of the "next generation" by:

- Delivering technical information to students about servicing today's vehicles;
- Assisting educators with a "real world" supplement to classroom assignments; and
- Reinforcing the students' decisions to seek a career in the automotive industry.



## PRINT

Tomorrow's Technician  
Custom Publishing  
Franchise Pieces

## DIGITAL

TomorrowsTechnician.com  
Instructor e-newsletter  
Custom email  
Webinars  
eLearning Platforms  
Social Media Campaigns  
Custom Apps

## VIDEO

Training Video  
Product Video  
Event Video  
Corporate Video  
On Demand

List Rental • Research • Planning • Events

Reach the next generation of automotive service professionals when you advertise with Tomorrow's Tech. Whether you are interested in building brand identity, selling products or services, or recruiting the best and brightest the industry has to offer, Tomorrow's Tech will deliver your message.

Tomorrow's Tech delivers to students the technical information and content necessary for servicing today's vehicles. The magazine also assists educators with a "real world" supplement to classroom assignments, as well as attracts students and reinforces their decision to seek a career in the automotive industry. Tomorrow's Tech creates

a platform for advertisers' to build brand, sell product or recruit employees.

**Tomorrow's Tech:** Instructing, inspiring and influencing the next generation of professional technicians since 2002.

## Audience Profile Report 2014

### Print Magazine



### Audience

**40,000**  
Qualified Circulation

**114,040**  
Pass Along Distribution

**154,040**  
Total Magazine Audience

### Reach (Impressions)

**40,000**  
Qualified Circulation

**114,040**  
Pass Along Distribution

**154,040**  
Total Magazine Audience

### Website



### Audience

**23,880**  
Monthly Visitors

### Reach (Impressions)

**29,628**  
Monthly Page Views

### Total Monthly Reach

**190,425**

Social Media



1,159  
Facebook Likes



1,858  
Twitter Followers

Editor: Ed Sunkin,  
esunkin@babcox.com,  
330-670-1234 ext. 258

### FEBRUARY

- Real World: Engine Balancing Work
- Career Corner: Job tips for seekers – Applying for Scholarships
- Component Connection: Engine Gaskets
- Service Advisor: Choosing the Right Oil
- Under the Hood: Variables of Valve Timing Technology
- Engine Series: Tracking Down Ford Coyote Engines
- Undercover: Brake Rotor Service – Reducing Pulsation
- Pop Quiz: Electrical/Charging System
- Tech Tips: BMW TPMS plus Air Ride Systems

**Ad Closing: January 23**

**Materials Due: January 28**

### MARCH

- Real World: Top 10 Toughest CAF Replacement Jobs
- Career Corner: Job tips for seekers – Improving Interviewing Skills
- Component Connection: Fuel Quality and Fuel Pump Issues
- Service Advisor: Indirect TPMS Systems
- Under the Hood: Hyundai Fuel and Emissions
- Engine Series: Building a Chevy Stroker Engine
- BodyWorks: Keeping a Clean Booth
- Undercover: Front and Rear Spring Replacement
- Pop Quiz: Turbochargers
- Tech Tips: Toyota Tundra Brake Job

**Ad Closing: February 20**

**Materials Due: February 27**

### APRIL

- Real World: Emission and Fuel System Codes
- Career Corner: Job tips for seekers – What to Expect on the Job
- Component Connection: Performance Rocker Arms, Pistons and Rings
- Service Advisor: Catalytic Converters Diagnostic Tests
- Under the Hood: Air/Fuel Misfire Codes
- Engine Series: Rebuilding Jeep Liberty 2.4L Engines
- Undercar: Hybrid Vehicle Braking Systems
- Pop Quiz: Oil/Air/Cabin Filters
- Tech Tips: Saab Chassis Repairs

**Ad Closing: March 20**

**Materials Due: March 25**

### MAY

- Real World: Ride Control Shocks and Strut Service
- Career Corner: Job tips for seekers – Tools for the Job
- Under the Hood: Cooling System/Antifreeze Diagnostics Also Spring A/C Service
- Component Connection: Press-In Wheel Bearings
- Service Advisor: Common Engine Misfire Causes Spark/Fuel related
- Engine Series: Diesel Tractor Engines
- Undercover: GM Late-Model Brake Jobs
- BodyWorks: Top 5 Collision Repair Tips
- Pop Quiz: TPMS
- Tech Tips: Drum Brake Services

**Ad Closing: April 21**

**Materials Due: April 24**

### JULY

#### “Back to School Poster Program”

**Size:** The finished size of the poster will be 19” x 25” (supplied posters must have one edge no longer than 28”)

**Paper:** 80# gloss text

**Price:** \$3,500 (\$2,975 if the poster is supplied)

**File types:** pdf, eps, tiff, 300 dpi or higher at 100%

**Delivery:** Posters will be rolled and placed together in a box and delivered to 1,100 schools

**Materials Due: June 11**

## AUGUST

- Real World: Fuel Management MAF/MAP Sensors
- Career Corner: Using Social Media
- Component Connection: Piston Rings
- Service Advisor: TPMS Sensor IDs
- Under the Hood: Honda Charging System Diagnostics
- Undercover: Alignment Diagnostics
- Engine Series: Dodge Cummins B-Series Engines
- Pop Quiz: Brake Pulsation
- Tool Rules: Back to School Tools – Top Tools for Your Toolbox
- Tech Tips: Electric Power Steering

**Ad Closing: July 27**

**Materials Due: July 30**

## SEPTEMBER

- Real World: Overview of the Paint/Collision Industry Jobs
- Career Corner: Negotiating with Employers
- Component Connection: Top 10 Water Pump Problems
- Service Advisor: Hybrid Vehicle Oil Changes
- Under the Hood: Direct Fuel Injection Diagnostics
- Undercover: Analyzing Brake Friction Materials
- Engine Series: Unique Sports Class and Racing Engines
- Pop Quiz: Front Mounted Oil Pumps
- Bodyworks: Protecting Repairs from Corrosion
- Tech Tips: Fuel System Tips

**Ad Closing: August 19**

**Materials Due: August 25**

## OCTOBER

- Real World: Electric Bikes and Scooters market
- Career Corner: Safety Issues on the Job
- Service Advisor: Reading Brake Edge Codes
- Component Connection: Auxiliary Water Pumps & Cooling Components
- Engine Series: Chevy 6.2L LT1
- Undercover: Packaging Up Brake Services
- Under the Hood: Motor Oil Consumption Diagnostics
- Performance Primer: Carburetors vs. EFI
- Pop Quiz: O2 Sensors
- Tech Tips: GM TPMS Service

**Ad Closing: September 18**

**Materials Due: September 25**

## NOVEMBER

- Real World: 2015 TT School of the Year Winner
- Career Corner: Job Market Outlook
- Component Connection: Serpentine Belt Tips
- Service Advisor: Reflashing and Reprogramming PCMs
- Under the Hood: Electrical/Charging Systems
- Undercover: Reducing Drivetrain Noise: Wheel Bearing Replacement
- Engine Service: 100 Years of Cadillac V8 Engines
- Bodyworks: Waterborne Paint Technology
- Pop Quiz: Spark Plugs
- Tt Toolbox: Stocking Stuffers – Top Tools Wish List
- Tech Tips: Diesel Oil and Filters

**Ad Closing: October 27**

**Materials Due: October 30**

## Program Rates 2014

### \$30,000 program:

- 8 full-page, 4C print ads
- 8 one-third, 4C print ads
- 1 August back-to-school poster program (printed)
- 1 Logo sticker in the March Tool Box sticker program
- 12 months banner ad - 160x125 in rotation
- 1 full-page Service & Repair Solution (Tech Tip) in the Sept. issue

### \$20,000 program:

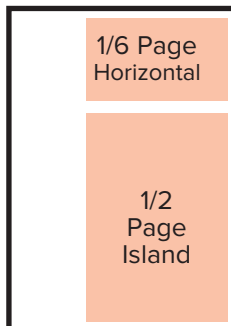
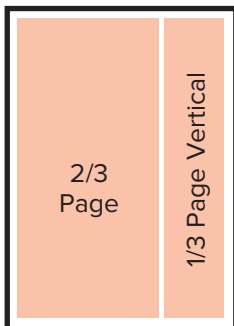
- 8 full-page, 4C print ads
- 1 Back to school poster program (printed) or sticker
- 1 full-page Repair Solution (Tech Tip) in the Sept. issue

### \$10,000 program:

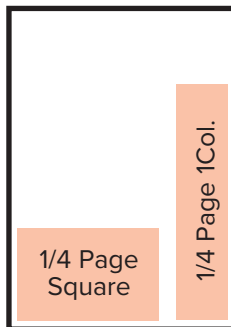
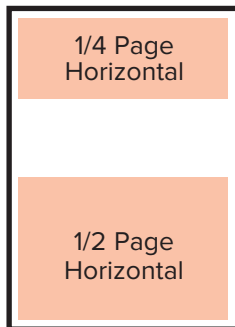
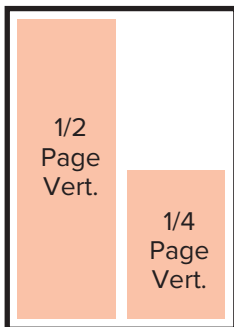
- 4 full-page or 8 half-page, 4C print ads
- 1 half-page Service & Repair Solution (Tech Tip) in the Sept. issue

### Standard rates:

- 1 Full-page, 4C - \$3,500
- 1 Half-page, 4C - \$2,100
- 1 Third-page, 4C - \$1,400
- 1 Quarter-page 4C - \$1,100
- 1 Sticker program - \$3,800
- 1 Poster program (we print - \$3,500) (supplied - \$2,600)
- 1 Month 160x125 website banner ad - \$1,000



Electronic File Transfer:  
<http://files.babcox.com/>



Questions: 330.670.1234 x284  
Kelly McAleese  
[kmcaleese@babcox.com](mailto:kmcaleese@babcox.com)

### Classified Ads

Reach more than **50,000** students and instructors across the country with a Tomorrow's Tech direct classified ad. These rates reflect ads being placed in Tomorrow's Tech Magazine.

### 2014 Rates

Postage Stamp:	\$225
1/6-Page:	\$600
1/4-Page:	\$1,100
1/3-Page:	\$1,400

### Color Charges

• Black + 1	Color - \$70
+ 2	Color - \$90
+ 3	Color - \$100
+ 4	Color - \$125

Classified advertising units do not serve as rate holders and are not subject to agency commission. Payment is required with order.

### Advertising Terms and Conditions

[www.babcox.com/site/advertising-info/terms/](http://www.babcox.com/site/advertising-info/terms/)

## Ad Unit Dimensions

	Width-inches	Depth-inches
Full page trim size	7-7/8	10-3/4
Live Area 1/2" inside trim		
Full Page Bleed, add 1/8" all sides past trim		
Spread non-bleed	15	10
Spread bleed	15-3/4	10-3/4
Send spreads as one document		
2/3 page	4-1/2	10
1/2 page Horizontal	7	5
1/2 page Vertical	3-3/8	10
1/2 page Island	4-1/2	7-1/2
1/3 page Horizontal	7	3-5/16
1/3 page Vertical	2-1/8	10
1/3 page Island	4-1/2	5
1/4 page Horizontal	7	2-1/2
1/4 page Vertical	3-3/8	5
1/4 page Square	4-1/2	3-3/4
1/4 page One-column	2-1/8	7
1/6 page Horizontal	4-1/2	2-1/2
1/6 page Vertical	2-1/8	5
Postage Stamp Classified	2-1/8	1-1/2

## Advertising Terms and Conditions

[www.babcox.com/site/advertising-info/terms/](http://www.babcox.com/site/advertising-info/terms/)

## Classified Ads

Reach more than 40,000 auto students and enthusiasts across the country with a Tomorrow's Tech Direct Classified ad. These rates reflect the ad in one of our eight printed issues throughout the year.

### 2015 Rates

Postage Stamp: \$263

1/6-Page: \$875

1/4-Page: \$1,313

1/3-Page: \$1,750

### Color Charges

Black + 1 Color—\$75, 2 Colors—\$100,  
+ 3Colors—\$125, + 4 Colors—\$150

Display classified advertising units do not serve as rate holders and are not subject to agency commission.

Payment is required with order.

## Electronic File Transfer:

<http://files.babcox.com/>

### Format:

PDF (Press optimized)

### Trapping:

We process all ads through a workflow system that traps the ads (to SWOP specifications) for print, overriding application trap settings. Overprinting/trap settings within vector EPS files are maintained.

**Note:** We recommend color type over any black or color background should be 8 pt. or larger.

### Electronic File Transfer:

E-mail files accepted up to 10MB

Using a web browser, go to

<http://files.babcox.com/>

First time only, click the RequestAcct button.

Complete the form (both User ID and Company fields should be the Advertiser Name) and click the Save button.

You will receive an acceptance e-mail and can then log

in and upload files.

### Uploading files:

1. Create a directory if you wish, otherwise files will just be placed in the UserID folder.
2. Open directory you wish to place files in.
3. Type in comments, regarding ads, publication, etc.
4. Click the Browse button and navigate to select the files you want to upload.
5. After the files are selected, click the Upload button to send.

We will receive an automated e-mail that files have been uploaded and it will display the file name and any comments.

### ADVERTISING SERVICES:

Kelly McAleese  
kmcAleese@babcox.com  
330-670-1234, ext. 284  
3550 Embassy Pkwy.  
Akron, Ohio 44333



## TomorrowsTechnician.com

TomorrowsTechnician.com provides the same high-quality editorial online that our readers have always received in print. In addition to plenty of easily searchable content, **TomorrowsTechnician.com** also features blogs, expanded technical content, a specialized Training Center, how-to videos, a reader forum and valuable research reports.

With more than 28,000 monthly pageviews, **TomorrowsTechnician.com** is the perfect vehicle to keep your brand message in front of students and young automotive professionals who will be the decision makers and buyers of tomorrow.

Average Monthly Page Views .....	<b>28,300</b>
Average Monthly Visitors .....	<b>21,900</b>



## Digital Edition Sponsorship

An Exclusive Sponsorship Program is available with each monthly edition of Tomorrow's Tech - See page 10 for more info.



# 2015 DIGITAL

## Website

### Dates and Dimensions

Sizes	Time Blocks	
	1-6 blocks	7 or more
<b>1 - Leaderboard</b> 728 x 90	\$2,045	\$1,840
<b>2, 4, - Medium Rectangle</b> 300 x 250	\$1,740	\$1,570
<b>3 - Half Page</b> 300 x 600	\$1,850	\$1,665
<b>5, 6, 7, 8 - Button</b> 125 x 125	\$630	\$565
<b>Transitional</b> 500 x 500	\$2,045 per week	

**Block 1** = Day 1 thru 15

**Block 2** = Day 16 thru last day of the month

**Example:** place a 728x90 during the block 1 period in January results in the banner appearing on the website January 1-15.

**Run of Site:** Ads 1-6 appear on all website pages, also transitional display limited to 1x per day per site visitor.

### Website - High Impact Ad Positions

	1-6 Blocks	7 or more
<b>Wallpaper (500x1080)</b> GIF, JPG, BMP, PNG; click URL. 100KB	\$2,700	\$2,430
<b>Page Peel (640x480)</b> (collapse ad (100x100))	\$2,590	\$2,320
<b>Sidebars (160x600)</b> (two creatives needed)	\$2,470	\$2,225
<b>In Story (300x250)</b>	\$2,300	\$2,070
<b>Homepage Featured Video</b>	\$2,150	\$1900
<b>Transitional (500x500)</b>	\$2,250 per week	



Page-Peel



In Story Ad



Sidebars

**File Formats Accepted:** GIF, Animated GIF, JPG, SWF, Rich Media, 3rd Party Ad Tags  
**Max File Size:** 80k  
**URL:** Please include URL for click-through link  
 (Note: Do not embed URL into Flash ads.)

Contact Dean Martin at 330-670-1234 ext 225 or your Babcox Regional Sales Manager



## Digital Sponsorship

TOMORROW'S TECH's Digital Edition and App deliver additional impressions and touch points to enhance your marketing message. Sponsorship of TOMORROW'S TECH's digital issue expands marketing opportunities via print, online and social media channels, providing readers with an engaging interactive experience that only TOMORROW'S TECH can deliver.

**This exclusive monthly sponsorship is available for only \$5,000 per month.**

## Sponsorship Package Includes: Five targeted branding positions

- 1. Two Monthly Emails to TOMORROW'S TECH Subscribers**
  - Banner
  - Logo
- 2. Web Edition of TOMORROW'S TECH**
  - Banner
  - Logo
  - Video
- 3. App**
  - App Launch Image "Sponsored By" callout with logo displays when App version launches. Provide logo.
  - App banners
- 4. Promotion via TOMORROW'S TECH's Online Properties**
  - TireReview.com
  - World Tire Report Newsletter ad
  - Social Media Sponsorship mention when the Digital Edition is ready for viewing
- 5. Print Ad**
  - Logo and "Sponsored By" message

Ad specs available upon request.

## ESTABLISH YOUR BRAND WITH THE NEXT GENERATION 2015 Back-to-School Poster Program



**Price:**

\$3,500 if we print, \$2,600 if the poster is supplied (quantity – 1,200)

**Due Date:**

All creative materials due June 11, 2015 – Send to Kelly McAleese, [kmcaleese@babcox.com](mailto:kmcaleese@babcox.com)

**File Types:**

PDF, eps, tiff, 300 dpi or higher at 100%

**Delivery:**

Posters will not be folded, but rolled and placed together in a box (4"x4"x 28") and delivered by UPS and U.S. Postal Service to more than 1,100 schools in July.

For more information, please contact your Babcox sales representative at 330.670.1234

Your poster brings attention to your brand, logo and message all year. Show that your company supports the schools and students, and provide them with a constant reminder that they are making the right choice to pursue an automotive career. Build your brand and sales with more than **40,000** students and instructors.

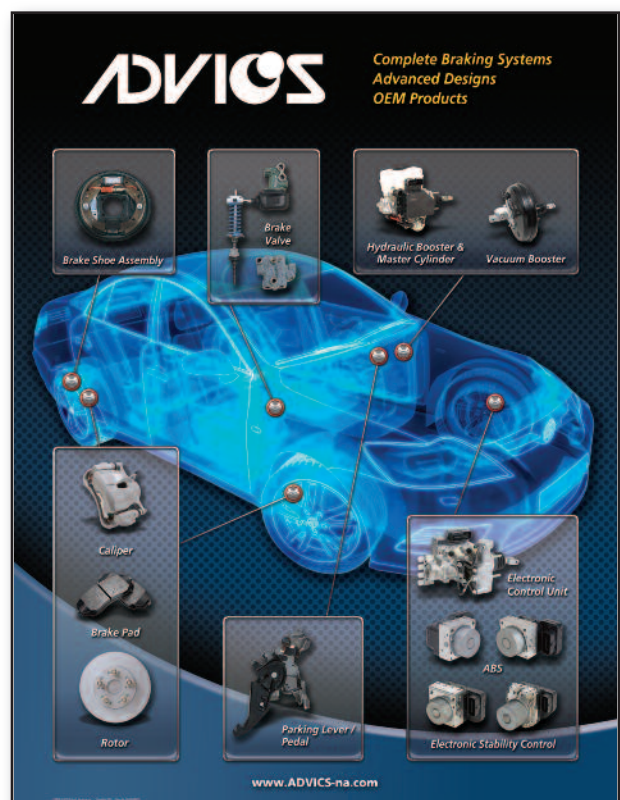
Poster content can include: diagnostic flow charts, technical tips, career support, safety recommendations, vehicle diagrams, troubleshooting ideas, racing, product cutaway, website info, etc.

**Finished size:**

19" x 25" (supplied posters must have one edge no longer than 28")

**Paper:**

80# Gloss Text.





## Coming in March - The 2015 Student Sticker Program

Establish brand loyalty with the next generation of automotive professionals

Students use these Stickers to stylize their tool boxes, lockers, notebooks, cars, rooms, etc. Take advantage of this opportunity to make a lasting impression on your future buyers

### Specifications

- The Stickers are four-color and measure 3-1/2" x 1-7/8" with a white border

### Printing

- Tomorrow's Tech will print the sticker and place it on a sheet with nine other companies/brands, for a total of 10 per page

- The stickers will appear in each of the 40,000 copies of the magazine

### Timing

- The stickers will appear in the March issue of the magazine
- Materials are due Thursday, February 19, 2015

### Price

- \$3,800

For more information, please contact your Babcox sales representative at 330.670.1234

[www.TomorrowsTechnician.com](http://www.TomorrowsTechnician.com)

## Babcox Research:

### Knowledge to Drive Your Business

Let Babcox Research build your market knowledge and competitive advantage with insightful research solutions tailored to suit your needs. We offer a full spectrum of market research capabilities.

We can help you reach deep into your market sector to mine the valuable information your business needs to stay on the leading edge.

Our experienced research team specializes in:

- Designing questionnaires
- Conducting surveys
- Creating databases
- Calculating results
- Preparing reports
- Analyzing results

### Driving Your Business

Market research is a great way to move your business forward. We'll provide you with accurate, useful data that can help you forecast and prepare for emerging trends, understand your market position, evaluate customer opinions, increase –customer loyalty or acquire new business.

### Personalized Approach

We always take a personalized approach to your research needs, ensuring you'll receive the maximum benefit from your investment. We provide e-mail, phone, fax and standard mail data collection capabilities and can help you select the most cost-effective, efficient and results-driven method to suit your needs.

### Give us a call for a quote.

2015 Rates based on a completed survey:

Phone:	\$40
E-mail:	\$30
Mail:	\$28
Fax:	\$25

Contact **Dean Martin** at **330-670-1234, ext. 225** or your Babcox Regional Sales Manager.



## Simply the Best Lists ...

**Automotive Aftermarket • Tire Industry • Truck Fleet Market • Powersports Market**

What type of database marketing initiatives do you have in store for 2015?  
Direct Mail? Find New Prospects? Enhance Your Database?  
Telemarketing? E-Mail Marketing? Drive Web Site Traffic?

Whether you want to reach customers and prospects through the mail, phone, e-mail or an integrated campaign, Babcox Lists can tailor a program to help you achieve your marketing goals. Our BPA-audited, controlled-circulation subscriber lists can connect you one-on-one with qualified buyers in the automotive aftermarket, powersports, and truck fleet markets.

Find more customers today through our extensive database of decision makers and professionals.



### Starter Packages

Buy your next prospect list from the top lists in the industry.

#### Base Rates:

**\$130/M Non-Advertiser**  
**\$100/M Advertiser**

#### Phone Numbers:

**Base Rate Plus \$60/M**

#### Mail/Phone/eMail List:

*(Combination Discounts Available)*

**\*Call for Rates**

**Minimum Order/\$500 minimum**

#### eMail Marketing:

**\$400/M (\$1000 minimum)**

**\*Call for Updated Counts**

### Depending on the list, we can sort by. . .

- Number of techs
- Number of service bays
- Sales volume
- Type of business
- Job title
- and much more!

For more information on how you can use Babcox lists to boost your direct marketing efforts contact: **Don Hemming, List Sales Manager, 330-670-1234 x286** or your **Babcox Regional Sales Manager**.

## **Babcox Media Properties**

aftermarketNews  
aftermarketJobs  
AutoCarePro  
BodyShop Business  
Counterman  
Brake & Front End  
Engine Builder  
Fleet Equipment  
ImportCar  
Motorcycle & Powersports News  
Tire Review  
Underhood Service  
TechShop – Equipment, Tools & Supplies  
Shop Owner  
Servicio Automotriz  
Tomorrow's Tech

## **Other Babcox Media Services**

Custom Publishing  
Events  
List Rental  
Research  
Video  
Webinars  
eMedia  
eNewsletters  
Websites  
Social Media  
Planning



***The Media Network for the Aftermarket***

For more information, contact: Dean Martin, Publisher  
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3550 Embassy Parkway • Akron, Ohio 44333-8318 • [www.TomorrowsTechnician.com](http://www.TomorrowsTechnician.com)

**[www.babcox.com](http://www.babcox.com)**