

## **DIGITAL OPPORTUNITIES**

### World Tire Report eNewsletter

**Content:** The tire industry's only free daily e-newsletter. Tire Review delivers timely, relevent news to the inboxes of tire industry professionals.

**Frequency: Daily** 

Subscribers: 16,400

Flexible ad formats: When you submit your ad, choose which

format you prefer.

## Standard Ad Positions A. Banner:

A 300x250 image that links to your website, the banner is a great option for driving brand awareness.

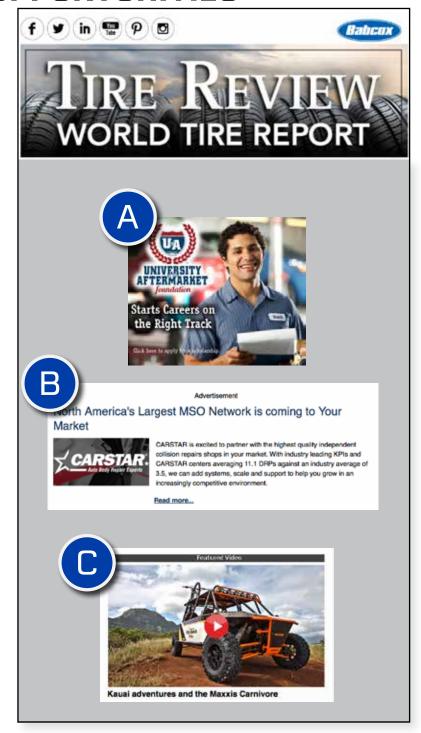
#### B. Text ad:

A native placement that looks similar to the eNewsletter's editorial content. Show off your newest product, talk about your brand, promote your trade show booth, etc. Labeled "Advertisement." Includes:

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

# Other Ad Positions C. Featured Video:

Placed between ads #4 and #5 in the eNewsletter, your video placement will feature the video's title and a 600x338 still image of the video, clicking through to YouTube or wherever the video is hosted. Your video will run 1x/week.



### **STANDARD AD POSITIONS:**

| POSITION             | 1         | 2       | 3       | 4       | 5       | 6       | 7       | 8       | 9       | 10      | 11      | 12      |
|----------------------|-----------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| INVESTMENT PER MONTI | H \$3,100 | \$3,000 | \$2,900 | \$2,800 | \$2,700 | \$2,600 | \$2,500 | \$2,400 | \$2,300 | \$2,200 | \$2,100 | \$2,000 |

#### Other Ad Positions

Dateline Logo - \$2,500 (includes 240x60 logo only) Featured Video - \$2,000

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

