



DIGITAL OPPORTUNITIES

World Tire Report eNewsletter

Content: The tire industry's only free daily e-newsletter. Tire Review delivers timely, relevant 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."

- 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.

The screenshot shows the top of the eNewsletter with social media icons (Facebook, Twitter, LinkedIn, YouTube, Pinterest, Instagram) and the BabcoX logo. The main header reads "TIRE REVIEW WORLD TIRE REPORT".

Placement A: A banner ad for the University Aftermarket Foundation featuring a smiling man in a blue shirt. The text says "UNIVERSITY AFTERMARKET foundation Starts Careers on the Right Track".

Placement B: A text ad for CARSTAR. The headline is "North America's Largest MSO Network is coming to Your Market". The text describes CARSTAR's partnership with independent collision repair shops. A "Read more..." link is visible.

Placement C: A featured video ad showing an orange and black off-road vehicle (Maxxis Carnivore) on a dirt trail. The title is "Kauai adventures and the Maxxis Carnivore".

STANDARD AD POSITIONS:

POSITION	1	2	3	4	5	6	7	8	9	10	11	12
INVESTMENT PER MONTH	\$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>