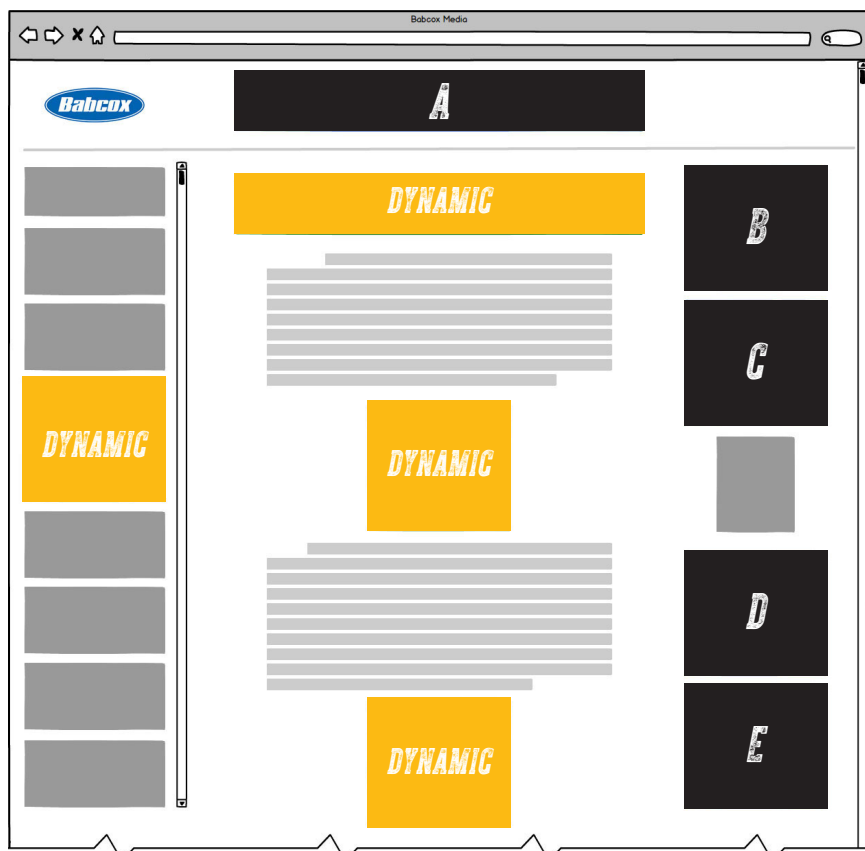




DIGITAL OPPORTUNITIES



2018 WEBSITE ADVERTISING

TechShopMag.com was created to provide shop owners and technicians with an easy, online method of researching the latest in tools, equipment and shop supplies. New products are added each business day, keeping readers coming back regularly. Also on the site, you'll find the high-quality editorial that our readers have always received in print, in addition to the latest industry news and our continually updated Buyer's Guide.

Readers also have access to our Guess the Tool contest and digital editions of **TechShop**.

TECHSHOPMAG.COM

TWO WAYS TO BUY

Choose how you want to advertise on the redesigned **TechShop** website. Select a fixed position for a flat monthly rate, or buy your ads on a cost per 1,000 impressions (CPM).

FIXED ADS

Benefits:

- Your ad is seen in the same fixed position on the site throughout an entire month.
- Your ad rotates with one other advertiser in that position, giving you a 50% share of voice.
- Fixed ads are seen by our site's desktop users, ensuring your ad is seen on large screens.

DYNAMIC ADS

Benefits:

- Your ad is interspersed with the site's editorial content.
- Buy as much exposure as you want. Sold by impressions per month, so you can customize how many times you want your ad to appear.
- Priced on an efficient CPM (cost per thousand impressions) basis.
- You receive exposure with both desktop and mobile users.

Placement	Dimensions	Rate/month
Fixed position A	728x90 leaderboard	\$1,500
Fixed position B	300x250 rectangle	\$1,500
Fixed position C	300x250 rectangle	\$1,500
Fixed position D	300x250 rectangle	\$1,500
Fixed position E	300x250 rectangle	\$1,500

Placement	Dimensions	CPM
Long ad	728x90 leaderboard on desktop, 320x50 on mobile	\$75
Square ad	300x250 rectangle on both desktop and mobile	\$75

* Minimum CPM buy: 10,000 impressions per month

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





DIGITAL OPPORTUNITIES

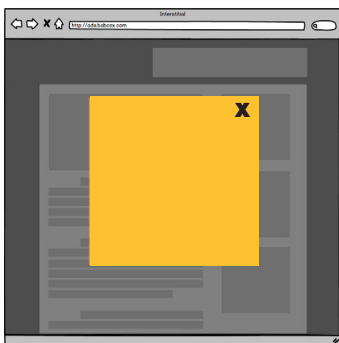
TECHSHOPMAG.COM – HIGH IMPACT AD POSITIONS

View a live demo of each ad at <http://ads.babcox.com/demos>

INTERSTITIAL

The Interstitial puts your ad on top of the website's content when a user is about to enter the site. Users must wait three seconds before they can continue to the website, ensuring your ad receives maximum visibility and engagement. †

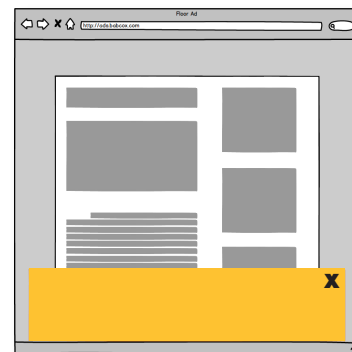
\$1,200/WK



FLOOR AD

The Floor Ad sits on top of the site's content at the bottom of the page, showcasing your advertising message. As the user scrolls, the floor ad stays in position and remains in place until it's closed by the user. †

\$960/WK



IN-STORY VIDEO

Your video is embedded between paragraphs of an article. The video plays only when a user scrolls to a certain point in the article, and the sound is enabled when the user places their cursor over the ad. †

\$850/WK



PARALLAX

This ad unit appears to sit behind the page in a cut-out window, creating a unique effect as the user scrolls. You need to view the demo at <http://ads.babcox.com/demos> to fully appreciate the Parallax! †

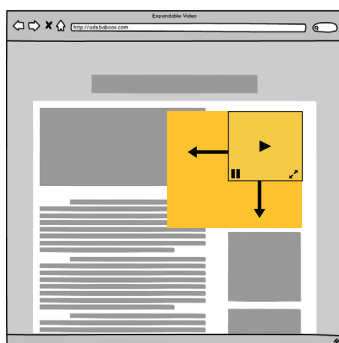
\$775/WK



EXPANDABLE VIDEO

This unit is an upgrade to a fixed ad in positions B, C, D, or E. Your 15-second video auto-plays in your ad position when the page loads. When the user places their cursor over the video, the video expands and audio begins playing. Appears on desktop only. Sold monthly.

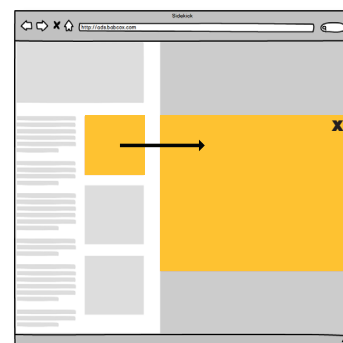
FIXED AD + 25%



SIDEKICK

This unit is an upgrade to a fixed ad in positions B, C, D, or E. At first the Sidekick looks like a standard 300x250 rectangle in the right sidebar. But when the user places their cursor over the rectangle, the creative pushes the page content to the left — revealing a large canvas for your message. Appears on desktop only. Sold monthly.

FIXED AD + 25%



† Appears once per user per day

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