

## AUTOSUCCESS eNEWSLETTER

**CONTENT:** The *AutoSuccess* eNewsletter is dedicated to providing practical ideas, strategies and information that dealer sales professionals and those charged with overall dealership responsibility can put into action to increase their success and profitability. This timely eNewsletter delivered every Tuesday is full of up-to-the minute information and dealership management tips, giving readers valuable content to help them perform their jobs more effectively.

**FREQUENCY:** Delivered every Tuesday

**SUBSCRIBERS:** 15,200

## DEALER SERVICE eNEWSLETTER

**CONTENT:** The *AutoSuccess Dealer Service* eNewsletter is designed to address the needs of those who serve customers in the service, parts and F&I departments — those dealership team members who have the most contact with customers and play a vital role in the company's bottom line. This weekly newsletter offers useful information, links to service-related blog posts and articles on our website and other valuable information you can put to use immediately to see results.

**FREQUENCY:** Delivered every Thursday

**SUBSCRIBERS:** 15,200

## eNEWSLETTER ADVERTISING FORMATS & SIZES

### DATELINE LOGO:

A 240x60 logo that links to your website. Appears at the top of the eNewsletter only.

### BANNER:

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

### 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 tradeshow booth, etc. Labeled "Advertisement."

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

| PLACEMENT     | DIMENSIONS                   | RATE/MONTH |
|---------------|------------------------------|------------|
| Dateline Logo | 240x60                       | \$525      |
| Position 1    | 300x250 rectangle or text ad | \$2,242    |
| Position 2    | 300x250 rectangle or text ad | \$1,817    |
| Position 3    | 300x250 rectangle or text ad | \$1,575    |
| Position 4    | 300x250 rectangle or text ad | \$1,575    |
| Position 5    | 300x250 rectangle or text ad | \$1,575    |
| Position 6    | 300x250 rectangle or text ad | \$1,334    |

For detailed ad specifications, visit [ads.babco.com](http://ads.babco.com).

