



# EngineBuilderMag.com - High Impact Ad Positions

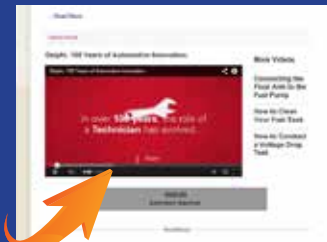
Monthly

- Wallpaper (1920x1080) (GIF, JPG, BMP, PNG; click URL) **\$3,500**
- Page Peel (640x480) (collapse ad (100x100)) **\$3,000**
- Sidebar (160x600) (two creatives needed) **\$2,800**
- In Story (300x250) **\$3,000**
- Homepage Featured Video **\$2,500**
- Transitional (500x500) **\$1,475 per week**



Page-Peel

Homepage Featured Video



In Story Ad



Sidebar

## Website Ad Rates

Sizes:	Monthly	6x	12x
# 1 Leaderboard 728x90	\$2,000	\$1,500	\$1,200
# 2 Leaderboard 728x90	\$2,000	\$1,500	\$1,200
# 3 Medium Rectangle #1 300x250	\$1,700	\$1,200	\$1,000
# 4 Half Page 300x600	\$1,800	\$1,300	\$1,100
# 5 Medium Rectangle #2 300x250	\$1,500	\$1,100	\$1,000
# 6 Medium Rectangle #3 300x250	\$1,500	\$1,100	\$1,000
# 7-10 Button 125x125	\$500	\$400	\$300

\*All positions are exclusive and run of site.  
 Online Advertising: All online advertising campaigns and related ad placement reservations (websites, e-newsletters and other products with Internet-based advertising placements) are subject to a 45-day cancellation policy. Any online reserved-for ad placement that is not formally cancelled in writing with 45 or more calendar days notice prior to the start of the online placement requires a full 100% cancellation fee.

**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.)

# ENGINE BUILDER ENEWSLETTER

The weekly **Engine Builder eNewsletter** provides readers with some of the most up-to-date product information from leading component, equipment, parts and service manufacturers and providers.

Limited, exclusive positions are available on Engine Builder's eNewsletter that gets delivered to more than 14,000 engine builders and rebuilders each week.

The latest information, news, commentary and new products are delivered weekly via email to subscribers — hotlinks to suppliers give them easy access to your sales force.



## Engine Builder eNewsletter Ad Rates

All banners are 605 x 80 pixels

Banner Positions	1-6 Months	7 or more
Banner #1	\$2,000	\$1,750
Banner #2	\$1,775	\$1,725
Banner #3	\$1,750	\$1,700
Banner #4	\$1,725	\$1,675
Banner #5	\$1,700	\$1,650
Banner #6	\$1,675	\$1,625
Banner #7	\$1,650	\$1,600
Sponsored content	\$1,800	

File Formats Accepted: JPG, GIF, Animated GIF • Max File Size: 80k  
 URL: Please include URL for click-through link (Note: Do not embed URL into Flash ads.)

Sponsored Content: Required materials: headline, body copy (120 words max), click URL, product image or logo (72 dpi). Copy can change as often as needed.

**Contact your Engine Builder Sales Representative to place your order or call 330-670-1234.**

## Extended Network Retargeting Program

The Extended Network retargeting program allows you to reach the Engine Builder audience on hundreds of other high-quality websites across the web. Your ad will be served exclusively to users after they have left the Engine Builder website, giving you a new way to reach this valuable audience.

- Reinforce your brand message to Engine Builder users
- Keep your brand top of mind
- Boost ROI by serving your ads to a pre-qualified audience

**Investment:** \$20 per thousand ad impressions, minimum 300,000 impression commitment