



COUNTERMAN'S COUNTER INTELLIGENCE

The Counterman Video Series, Counter Intelligence, delivers four unique videos per month with the sponsor's brand supporting the technical, aftermarket sales, and industry content as presented by Counterman editor, Mark Phillips. With your input, we produce and host the delivery of this content each week, which is boosted by the following promotional mechanisms:

- Weekly e-newsletter push to over 25,000 subscribers every Tuesday (or Thursday)
- 50,000 monthly impressions delivered by a co-branded promotional banner that showcases the sponsored video across the Counterman website. This banner creative and/or destination is updated each week.
- Promotion on the Counterman social media channels of each weekly video which includes the sponsor's brand in each post.
- Ownership of the content for use on your internal sites for one year

Monthly Program Price: \$8,000

COUNTERMAN 2018

NEW VIDEO SERIES

ASK THE EXPERT

Counter professionals from around the country will be called on to submit their parts-related questions to Counterman via email or social media. Mark Phillips will read the question and answer, and mention the sponsor, in this monthly video feature.

"Ask the Expert" will be a powerful education tool for counter professionals, who are in the business of answering questions every day. It also can be a powerful marketing tool for aftermarket suppliers, who recognize that counter professionals are an indispensable link in the distribution channel.

- Sponsorship includes traffic-driving and branding elements throughout Counterman's digital footprint.
- \$3,000.



Navigating Our Brands

