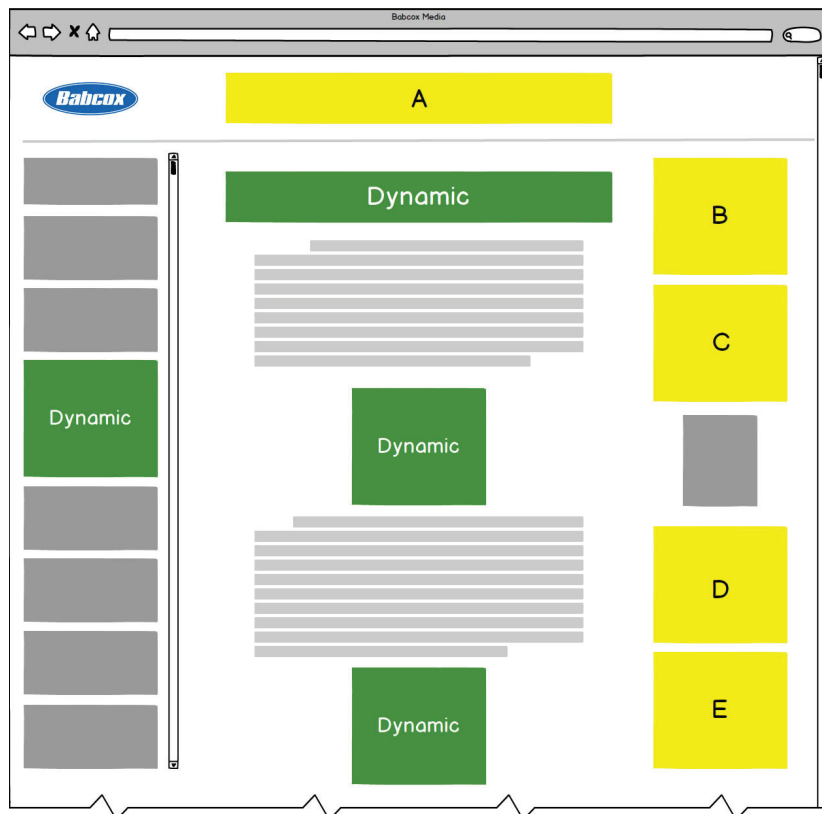


## 2017 WEBSITE ADVERTISING



### BODYSHOPBUSINESS.COM –

BodyShopBusiness.com is the digital complement of BodyShop Business magazine, and updates daily with news, personnel changes and product information vital to collision repair professionals. Our visitors see breaking news and read up on technical articles that assist them in doing their job the right way the first time.

### TWO WAYS TO BUY

Choose how you want to advertise on the newly redesigned BodyShopBusiness.com 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.

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

#### 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	CPM
Long ad	728x90 leaderboard on desktop, 320x50 on mobile	\$25
Square ad	300x250 rectangle on both desktop and mobile	\$25

\* Minimum CPM buy: 10,000 impressions per month

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