

	JANUARY	FEBRUARY	MARCH
MONTHLY CONTENT FOCUS ACROSS ALL PLATFORMS	<p>SHOP OWNER</p> <ul style="list-style-type: none"> » CRM Systems: Following Up After A Repair » Offering Consumer Financing for Expensive Repairs » Services To Manage Your Online Reputation » Using Facebook Ads and Business Profiles <hr/> <p>BRAKE & FRONT END</p> <ul style="list-style-type: none"> » ABS and Hydraulic Diagnostics » Suspension and Alignment Sales » Wheel Bearing Best Practices » Transmission Replacement » Electric Power Steering Rack Replacement » TPMS Service Kits <hr/> <p>IMPORT CAR</p> <ul style="list-style-type: none"> » Audi TFSI Engine Service » BMW 1-Series Suspension Case Study » Lexus Ride Restoration » European Oil Specifications <hr/> <p>UNDERHOOD SERVICE</p> <ul style="list-style-type: none"> » Oxygen Sensor and Air Fuel Ratio Sensors » Direct Fuel Injection Pumps » Water Pump Cavitation » Engine Position Sensors 	<p>SHOP OWNER</p> <ul style="list-style-type: none"> » CRM Systems: Keeping Customers Coming Back » Untapped Opportunities: Extended Warranties » Reducing Credit Card Processing Fees » Services To Manage Your Online Reputation <hr/> <p>BRAKE & FRONT END</p> <ul style="list-style-type: none"> » Brake Pad Failures » Medium- and Heavy-Duty Wheel Bearing Service » Selling Struts and Springs » Finding Driveshaft Vibrations in Shafts and Axles » High-Mileage Suspension Inspection » ADAS Calibrations <hr/> <p>IMPORT CAR</p> <ul style="list-style-type: none"> » Audi 2.0T Engine Service » Porsche Cooling Systems » KIA Soul 100K Maintenance Service » Nissan CVT Transmission Relearns and Programming » Land Rover TPMS <hr/> <p>UNDERHOOD SERVICE</p> <ul style="list-style-type: none"> » Alternators and Stop/Start Systems » Turbocharger Pop-Off and Wastegate Valve Inspection » When should a camshaft be replaced? » Window Regulator Replacement » Direct Injection Fuel Pumps 	<p>SHOP OWNER</p> <ul style="list-style-type: none"> » CRM Systems: Scheduling Software » Untapped Opportunities: Franchises and Distributorships » Evaluating Your Labor Rates » Managing Your Yelp Account <hr/> <p>BRAKE & FRONT END</p> <ul style="list-style-type: none"> » Drum Brakes 101: Shoes and Hardware » Wheel Bearings: Measuring Air Gap » ESC and Ride Control » CV Joint Intermittent Noise Problems » Column Mounted Electric Power Steering Problems » Jeep TPMS <hr/> <p>IMPORT CAR</p> <ul style="list-style-type: none"> » BMW SMG Transmissions » Mercedes Benz Turbocharged Engines » Lexus Window Regulator Diagnostics » EGR and Secondary Air Injection Systems on VW, BMW and Mercedes Benz Vehicles <hr/> <p>UNDERHOOD SERVICE</p> <ul style="list-style-type: none"> » HVAC Occupant Sensing Systems » Serpentine Belts: 100,000 Mile Service and Beyond » Diesel Particulate Filters » Ignition Triggers and Switches

	APRIL	MAY	JUNE
<p>MONTHLY CONTENT FOCUS</p> <p>ACROSS ALL PLATFORMS</p>	<p>SHOP OWNER</p> <ul style="list-style-type: none"> » UnTapped Opportunities: Mobile Repair Services » UnTapped Opportunities: Roadside Assistance » Services For Customers to Pay Online » Selling With Instagram 	<p>SHOP OWNER</p> <ul style="list-style-type: none"> » Shop Management Software: Payroll Services » UnTapped Opportunities: Car Washes » Charging for Reflashing Services » Avoiding Social Media Meltdowns 	<p>SHOP OWNER</p> <ul style="list-style-type: none"> » Evaluating Credit Card Processing Services » Handling Workers Comp Claims » Selling Diagnostic Labor » Developing a Social Media Policy
	<p>BRAKE & FRONT END</p> <ul style="list-style-type: none"> » Brake Friction Compounds » Passive Wheel Speed Sensors » Silencing Strut and Shock Noise » Servicing Aluminum Driveshafts » Top Suspension Selling Tips » ADAS Cameras 	<p>BRAKE & FRONT END</p> <ul style="list-style-type: none"> » Brake Pad Diagnostics » Driveline and Wheel End Bearing Tips » Consulting Customers About Struts » Complete Drive Shaft Service » Steering Angle Sensors » TPMS Tricks and Tips 	<p>BRAKE & FRONT END</p> <ul style="list-style-type: none"> » Profitable Brake Pads » Wheel Bearing Codes and Cures » The Ride Control Replacement Calculator » Intermediate Drive Axles » Fleet Suspension Service Options » ADAS Steering Intervention
	<p>IMPORT CAR</p> <ul style="list-style-type: none"> » VW DEF System Operation and Service » Porsche Panamera 100K Service » Honda ADAS Systems » TPMS Tools For Imports 	<p>IMPORT CAR</p> <ul style="list-style-type: none"> » VW Electric Water Pumps » BMW Air Ride » KIA+Hyundai Theta Engine Repairs and Maintenance » Toyota Prius Battery Pack Restoration 	<p>IMPORT CAR</p> <ul style="list-style-type: none"> » AUDI ADAS Systems » Porsche IMS Engine Bearing Replacement » Honda/Acura VTEC Diagnostics » Nissan Electro Hydraulic Power Steering » Honda Indirect TPMS Faults
<p>UNDERHOOD SERVICE</p> <ul style="list-style-type: none"> » Alternator Management Systems » Timing Chain Replacement » Extended Oil Change Filters » Spark Plug Selection 	<p>UNDERHOOD SERVICE</p> <ul style="list-style-type: none"> » A/C Compressor Oil Volume and Balancing » Serpentine Belts and Hydraulic Tensioners » Turbocharger Intercooler Leak Detection » Fixing Timing Chain Stretch » Find Intermittent Fuel Pump Faults 	<p>UNDERHOOD SERVICE</p> <ul style="list-style-type: none"> » Finding ECM Calibration Information for Reflashing » Throttle-by-Wire and Variable Valve Timing Diagnostics » Timing Belt Checklist » Diesel Fuel Pumps 	

→ FOR ADVERTISING INFORMATION AND RESOURCES CLICK ON THE "ADVERTISE" DROPDOWN ON THE BRAND PAGES AT Babcox.com

→ DIGITAL ADVERTISING SPECIFICATIONS

→ PRINT AD SPECIFICATIONS
 → CLOSING DATE
 → MATERIALS DUE DATE



2021 CONTENT PLAN

	JULY	AUGUST	SEPTEMBER
MONTHLY CONTENT FOCUS ACROSS ALL PLATFORMS	<p>SHOP OWNER</p> <ul style="list-style-type: none"> » Shop Management Software: Vendor Payments » Untapped Opportunities: Batteries » Curing Customer Check-In Problems » Managing Bad Online Reviews 	<p>SHOP OWNER</p> <ul style="list-style-type: none"> » Shop Management Software: Warranty Time » Evaluating Customer Financing Programs » Services To Manage Your Online Reputation » Disaster Planning 	<p>SHOP OWNER</p> <ul style="list-style-type: none"> » Managing Credit Lines With Suppliers » UnTapped Opportunities: Tires » Texting Etiquette For Shops » Shop Signage
	<p>BRAKE & FRONT END</p> <ul style="list-style-type: none"> » Brake Pad Transfer Layer Technology » Inspecting Wheel Hub Flanges » Twin Tube or Monotube? » Axle And Shaft Diagnostics » Suspension Sound Diagnostics » TPMS Tools 	<p>BRAKE & FRONT END</p> <ul style="list-style-type: none"> » Brake Pad Wear Sensors » Active Wheel Speed Sensors » Curing Upper Strut Noise » 4WD Solid Axle Setups » Alignment Camber Kits » ADAS: Pre-Braking 	<p>BRAKE & FRONT END</p> <ul style="list-style-type: none"> » Setting Up a Brake Lathe to Machine Brake Drums » Replacing Gen 2 Wheel Bearings » Understanding Strut and Spring Geometry » Locking Hubs and Off Road Differentials » Electric Power Steering Rack Replacement » TPMS Sensor Programming Opportunities
	<p>IMPORT CAR</p> <ul style="list-style-type: none"> » BMW Reflashing and Reprogramming » Mercedes Benz Variable Ratio Power Steering » Lexus V8 Common Problems and Solutions » Asian and European Power Steering Fluid Specifications 	<p>IMPORT CAR</p> <ul style="list-style-type: none"> » Audi V6 Timing Belt Replacement » Merced Benz Active Body Control » Hyundai Regenerative Braking » Nissan TPMS » TPMS Antenna Diagnostics 	<p>IMPORT CAR</p> <ul style="list-style-type: none"> » Audi 120K Service Procedures » BMW ADAS Systems » Hyundai Stop/Start Systems » All-Wheel Steering Operation and Diagnostics
	<p>UNDERHOOD SERVICE</p> <ul style="list-style-type: none"> » Scan Tools and Alternator Testing » Oil Specifications For Hybrids » Turbocharger Oil System Diagnostics » Air Filter Inspection Routine 	<p>UNDERHOOD SERVICE</p> <ul style="list-style-type: none"> » R1234yf Update and New R&R Machines » Finding Leaks in PCV and EVAP Systems » What to Do When A Turbocharger Fails » Spark Plug Tips » Fuel System and Pump Contamination 	<p>UNDERHOOD SERVICE</p> <ul style="list-style-type: none"> » Catalytic Converter Efficiency Codes and How to Keep the CEL Off » Drive Belt Inspections and Service Recommendations » Engine Coolant Replacement and Bleeding » Why Are Oil Change Intervals Getting Shorter?

→ FOR ADVERTISING INFORMATION AND RESOURCES CLICK ON THE "ADVERTISE" DROPDOWN ON THE BRAND PAGES AT Babcox.com

→ DIGITAL ADVERTISING SPECIFICATIONS

→ PRINT AD SPECIFICATIONS
 → CLOSING DATE
 → MATERIALS DUE DATE



	OCTOBER	NOVEMBER	DECEMBER
<p>MONTHLY CONTENT FOCUS</p> <p>ACROSS ALL PLATFORMS</p>	<p>SHOP OWNER</p> <ul style="list-style-type: none"> » What are Contactless Payments? » After Hours Drop Box Reader Forum » Evaluating Training Programs » Shop Insurance Tips 	<p>SHOP OWNER</p> <ul style="list-style-type: none"> » Extended Warranties For » Untapped Opportunities: Performance » Local Online Advertising Campaigns » Sourcing A Tire Inventory 	<p>SHOP OWNER</p> <ul style="list-style-type: none"> » Maximizing Technician Productivity » Service Information Services » Small Shop IT Solutions » 2022 Training Calendar
	<p>BRAKE & FRONT END</p> <ul style="list-style-type: none"> » Brake Rotor Specifications » Dually Axle Wheel Bearing » Strut Options » Steering System Calibration and Alignments » Tuning Toe Angles » ADAS: Coding Modules and Sensors 	<p>BRAKE & FRONT END</p> <ul style="list-style-type: none"> » Brake Rotor Inspection » Floating Hub Wheel Bearings » SUV and Cross Over Ride Control » Driveshaft Yoke and Flange Service » Power Steering Flushing Options 	<p>BRAKE & FRONT END</p> <ul style="list-style-type: none"> » Brake Pad Copper Update » Replacing Gen 1 Wheel Bearings (Cartridge) » Top 10 Strut Installation Tips » Exhaust Repair Options » Suspension Subframe Alignments » ADAS: Targets and Fixtures
	<p>IMPORT CAR</p> <ul style="list-style-type: none"> » Audi DCT Transmission Diagnostics » Dealing with Older Mercedes Telematic System Errors » Honda Oil System Service » Nissan V6 Timing Chain Replacement » Dual TPMS Systems 	<p>IMPORT CAR</p> <ul style="list-style-type: none"> » BMW Vanos and Active Lift Valvetrains » Porsche Cayenne Maintenance Opportunities » Toyota Eight-Speed Transmission Electrical Diagnostics and Regular Service » Caliper Replacement for Six Piston Calipers 	<p>IMPORT CAR</p> <ul style="list-style-type: none"> » VW ADAS Systems » Mercedes Benz Transmission Replacement » Honda 120K Service » European Air Ride Start Up and Sleep Faults » BMW TPMS
<p>UNDERHOOD SERVICE</p> <ul style="list-style-type: none"> » Active Radiator Shudders » Cummins Diesel Engine Maintenance » Window Regulator Anti-Pinch Systems » Reading Spark Plugs 	<p>UNDERHOOD SERVICE</p> <ul style="list-style-type: none"> » Heater Core Pressure Testing » New Oil Specifications for 2021 » Turbocharger Oil Feed and Return Line Diagnostics » Scoping Ignition Issues » Fuel Injector and Pump Service 	<p>UNDERHOOD SERVICE</p> <ul style="list-style-type: none"> » New Technology: Serpentine Belt NVH Reduction Devices » Oil Bath Timing Belt Replacement » Diesel Glow Plug Replacement » Coil Over Spark Plug Evolution 	

→ FOR ADVERTISING INFORMATION AND RESOURCES CLICK ON THE "ADVERTISE" DROPDOWN ON THE BRAND PAGES AT Babcox.com

→ DIGITAL ADVERTISING SPECIFICATIONS

→ PRINT AD SPECIFICATIONS
 → CLOSING DATE
 → MATERIALS DUE DATE

