

DIGITAL ADVERTISING GUIDE

2024 OPPORTUNITIES



BRANDS BY MARKET

COLLISION

BODYSHOP
BUSINESS

CARWASH

PROFESSIONAL
Carwashing
& DETAILING

POWERSPORTS

MPN MOTORCYCLE &
POWERSPORTS NEWS

TRANSMISSION

TRANSMISSION
DIGEST

AFTERMARKET MANAGEMENT

AMN
aftermarketNews

ENGINE BUILDING

ENGINEBUILDER

CAR DEALER

auto
SUCCESS

FLEET/TRUCK

FLEET
EQUIPMENT

ELECTRIC VEHICLE

THE
BUZZ
EV NEWS

DISTRIBUTION

COUNTERMAN

AUTOMOTIVE SERVICE

SHOPOWNER

UNDERHOOD *Service* importCAR **BRAKE**
& FRONT END

TOMORROW'S
TECH

TECHSHOP

TIRE REVIEW

FLAGSHIP eNEWSLETTERS

Babcox Media produces a wide range of eNewsletters that engage readers, distributing content in each issue that helps the audience perform their jobs better.

As an eNewsletter advertiser, you can capitalize on these engaged eyeballs. Get your message in front of readers while they're proactively seeking information about their industry!

Sponsorships for each eNewsletter on this page are sold weekly. These 7 sponsorship positions are available:

1 TITLE SPONSOR (1 available per week)

Want to make the biggest possible impact? The title sponsor enjoys prominent placement above the top story in the newsletter. This oversized 720x250 ad spans the entire width of the email, and it can be used for branding or direct response.

2 BRIDGE AD (1 available per week)

The Bridge Ad is a large format graphical placement that spans the width of the newsletter. At 720x250, it's identical in size to the Title Sponsor. The Bridge Ad appears between Flex Ad B and C in each issue.

FLEX ADS (5 available per week)

The beauty of a Flex Ad is that it's flexible! Want to drive a strong brand message with bold graphics? Use a 300x250 rectangle ad in this space. Or if you want to generate a high click-through rate, we recommend a native ad format that looks like a story in the newsletter. Choose one of these formats for your Flex Ad:

- 3 **Rectangle:** 300x250 pixel image
- 4 **Native:** Includes a headline, body text, and a 300x150 image

**For audience size and pricing information, refer to the rate card for the appropriate Babcox Media brand.*

Flex ad adjacent to EV content

The final flex ad in each issue will be placed next to content on electric vehicles. Your ad will also be introduced with a "Sponsored by [your company name]" header.

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

BABCOX'S FLAGSHIP eNEWSLETTERS INCLUDE:

- AftermarketNews Global
- AutoSuccess eNewsletter
- AutoSuccess Dealer Service
- BodyShop Business eNewsletter
- Brake & Front End eNewsletter
- Counterman eNewsletter
- Engine Builder eNewsletter
- Fleet Equipment Decision Maker
- ImportCar eNewsletter
- Motorcycle & Powersports News (Mon/Wed)
- Motorcycle & Powersports News (Tue/Thu)
- Professional Carwashing & Detailing eNewsletter
- Shop Owner eNewsletter
- TechShop ToolConnect
- Tire Review eNewsletter
- Tomorrow's Tech eNewsletter
- Transmission Digest eNewsletter.
- Underhood Service eNewsletter

The screenshot displays a Babcox eNewsletter interface. At the top, the header includes the Babcox logo and navigation links for News, Business, Features, Columns, and Videos. The main content area features a large banner for ACE Aftermarket Parts, labeled as 'YOUR #1 PARTS SPECIALIST', with a '1' in a red circle indicating a Title Sponsor position. Below the banner, there are sections for 'FEATURE' and 'ADVERTISEMENT'. The 'ADVERTISEMENT' section includes a '4' in a red circle, a headline 'FOR THE LONGEST LASTING PROTECTION, CHOOSE BLUE JAY OIL', and a sub-headline 'Drop-In Fit for Easy Installation' with a '3' in a red circle. The 'NEWS' section contains a '2' in a red circle. The 'BUSINESS' and 'COLUMNS' sections are also visible. At the bottom, there is a 'FIND YOU PART' button and the ACE logo.

DIGEST eNEWSLETTERS

Although these newsletters are smaller in size than some of their counterparts, **Babcox Media's** digest eNewsletters pack a lot of great industry content into a small space!

As an eNewsletter advertiser, you can capitalize on these eyeballs. Get your message in front of readers while they're proactively seeking information about their industry.

Unless otherwise specified, sponsorships for each eNewsletter on this page are sold by the month. These 4 sponsorship positions are available:

FLEX ADS (4 available per month)

The beauty of a Flex Ad is that you can make it do anything! Want to drive a strong brand message with bold graphics? Use a 300x250 rectangle ad in this space. Or if you want to generate a high click-through rate, we recommend a native ad format that looks like a story in the newsletter. **Choose one of these formats for your Flex Ad:**

- 1 **Rectangle:** 300x250 pixel image
- 2 **Native:** Includes a headline, body text, and a 300x150 image

**For audience size and pricing information, refer to the rate card for the appropriate Babcox Media brand.*

BABCOX'S DIGEST eNEWSLETTERS INCLUDE:

- BodyShop Business Week in Review
- Fleet Equipment Week in Review
- Professional Carwashing & Detailing Weekend Review
- Tire Review Weekly Wrap-Up

eNewsletter



News | Business | Features | Columns | Videos

<p>FEATURE</p> <div style="border: 1px solid #ccc; height: 100px; width: 100%; display: flex; align-items: center; justify-content: center; margin-bottom: 10px;">  </div> <hr style="border: 1px solid #ccc; margin-bottom: 5px;"/> <hr style="border: 1px solid #ccc; margin-bottom: 5px;"/> <hr style="border: 1px solid #ccc; margin-bottom: 5px;"/> <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 10px;"> <p>Drop-In Fit for Easy Installation</p>  <p style="font-size: small;">*Meets or exceeds OE specs</p> <p style="text-align: right; font-weight: bold; color: white; background-color: red; padding: 2px 5px;">CONTACT US TODAY!</p> <p style="text-align: right; font-weight: bold; color: white;">GLADIATOR RADIATORS</p> </div>	<p>ADVERTISEMENT</p> <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 10px;"> <p style="font-size: 2em; font-weight: bold; color: red; border-radius: 50%; width: 20px; height: 20px; display: flex; align-items: center; justify-content: center; margin: 0 auto;">2</p>  <p style="font-weight: bold; margin-top: 5px;">FOR THE LONGEST LASTING PROTECTION, CHOOSE BLUE JAY OIL</p> <p style="font-size: x-small;">Your customers want the best protection possible for their engine. With a proprietary formula that's second to none, Blue Jay Oil is the most preferred lubricant brand selected by automotive technicians. Visit the Blue Jay website for information about our latest rebate program.</p> </div> <p>NEWS</p> <hr style="border: 1px solid #ccc; margin-bottom: 5px;"/> <hr style="border: 1px solid #ccc; margin-bottom: 5px;"/> <hr style="border: 1px solid #ccc; margin-bottom: 5px;"/> <p>BUSINESS</p> <hr style="border: 1px solid #ccc; margin-bottom: 5px;"/> <hr style="border: 1px solid #ccc; margin-bottom: 5px;"/> <hr style="border: 1px solid #ccc; margin-bottom: 5px;"/> <p>COLUMNS</p> <hr style="border: 1px solid #ccc; margin-bottom: 5px;"/> <hr style="border: 1px solid #ccc; margin-bottom: 5px;"/> <hr style="border: 1px solid #ccc; margin-bottom: 5px;"/>
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For detailed ad specifications, visit <http://ads.babcox.com>

AMN DAILY eNEWSLETTER

Featuring the day's most critical news stories, the **AMN Daily** eNewsletter is delivered Monday through Friday to the inboxes of aftermarket distribution and supplier executives. Our news coverage centers on the important events taking place across all segments of the automotive aftermarket, covering a wide range of topics such as mergers and acquisitions, financial reporting, personnel and new product announcements, as well as legislation that impacts the industry.

Issues per week: 5
Number of subscribers: 9,500
Average open rate: 58%

1 **TITLE SPONSOR**
(1 available per week)

Want to make the biggest possible impact? The title sponsor enjoys prominent placement above the top story in the newsletter. This oversized 720x250 ad spans the entire width of the email, and it can be used for branding or direct response.

FLEX ADS *(10 available per week)*

The beauty of a Flex Ad is that you can make it do anything! Want to drive a strong brand message with bold graphics? Use a 300x250 rectangle ad in this space. Or if you want to generate a high click-through rate, we recommend a native ad format that looks like a story in the newsletter. **Choose one of these formats for your Flex Ad:**

- 2** **Rectangle:** 300x250 pixel image
- 3** **Native:** Includes a headline, body text, and a 300x150 image

4 **THOUGHT OF THE DAY**
(1 available per week)

At the bottom of each issue, AMN's Thought of the Day gives readers a quote or a reflection point for the day ahead. Place your brand's 300x250 ad to the right of this engaging element.

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



WEBSITE DISPLAY ADVERTISING

Brand safety and reputation are more important than ever. Ensuring your ads are running on a site with high-quality content is a must.

According to study by Integral Ad Science[^]:

- **Quality is important.** 81% of consumers consider it important that ads are placed next to high quality content.
- **Ads near reputable content get more engagement.** 51% of consumers are likely to engage with ads found within high quality content.
- **Low quality content is dangerous.** 31% of consumers would stop using brands with ads near low quality content.

Helpful and reputable content on a website is paramount. Babcox Media has a 100+ year history of publishing industry information that readers can trust.

To start your program, answer these two questions:

1. WHAT KIND OF PRESENCE DO YOU WANT?

- Dominant** – You are a leader in this industry, and your ads need to be seen
- Competitive** – For key players who want a regular presence
- Essential** – You're an aspiring company without the budget of the market leaders, but you want to build a reputation

2. WHICH AD SIZE DO YOU WANT?

- Rectangle (300x250 on desktop and mobile)** – The most popular ad size on the Internet, the Rectangle has a versatile shape. Served within articles and on the sidebar.
- Leaderboard (728x90 on desktop, 320x50 on mobile)** – Another very common size, the Leaderboard is a great choice for branding. Served in rotation within articles and on the sidebar.
- 4:1 Banner Ad** – This is a modern replacement for the old "Billboard" ads. This ad will dynamically resize to fit viewers' screen sizes. It appears as large as 1440x360 on the largest monitors, and scales down to fit smaller screens on laptops, tablets, and mobile phones.

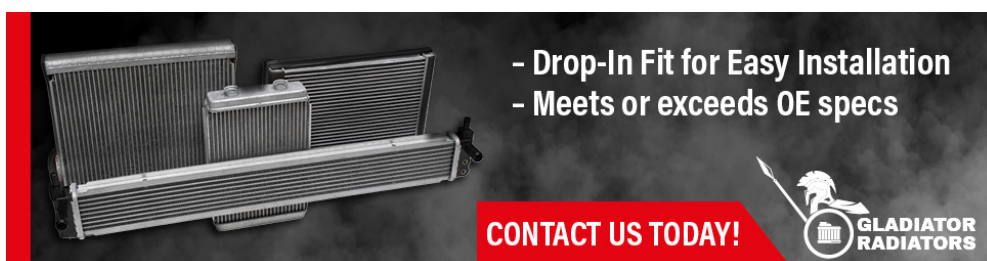
Rectangle 300x250



Leaderboard 728x90



4:1 Banner Ad



**For audience size and pricing information, refer to the rate card for the appropriate Babcox Media brand.*

Additional sizes/formats are available, including video banners and interactive social ads. Contact your Babcox Media sales representative for more information.

Custom quantities of website ads are also available

[^] "The Ripple Effect 2.0", a study of 1,042 Internet users in the United States by Integral Ad Science.

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

WEBSITE HIGH-IMPACT ADS

View a live demo of each ad at <http://ads.babcox.com/demos>

□ TOP SCROLLER

Dominate the top of the page! This ad unit makes a splash as soon as the page loads. It disappears as the user scrolls down and reappears as the user scrolls back to the top.



□ SNEAKER

This ad unit “sneaks” up from the bottom of the page, showcasing your advertising message. The ad sits on its own background, ensuring that it stands out on the page. As the user scrolls, the Sneaker remains in place until it’s closed by the user.



□ SLIDE IN

This smooth vertical ad gets people’s attention. As the user begins to scroll down the page, your ad slides into view from the side of the screen. A close button appears at the top.



- *All high-impact units are sold by the week.*
- *For pricing information and specific impression numbers, refer to the rate card for the appropriate Babcox Media brand.*
- *Unless otherwise noted, all ads appear once per user per two hours.*

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

SPONSORED CONTENT

Tell a story to our audience! Sponsored content allows you to write an article for a Babcox Media website. Educate readers by discussing industry trends or providing technical knowledge.

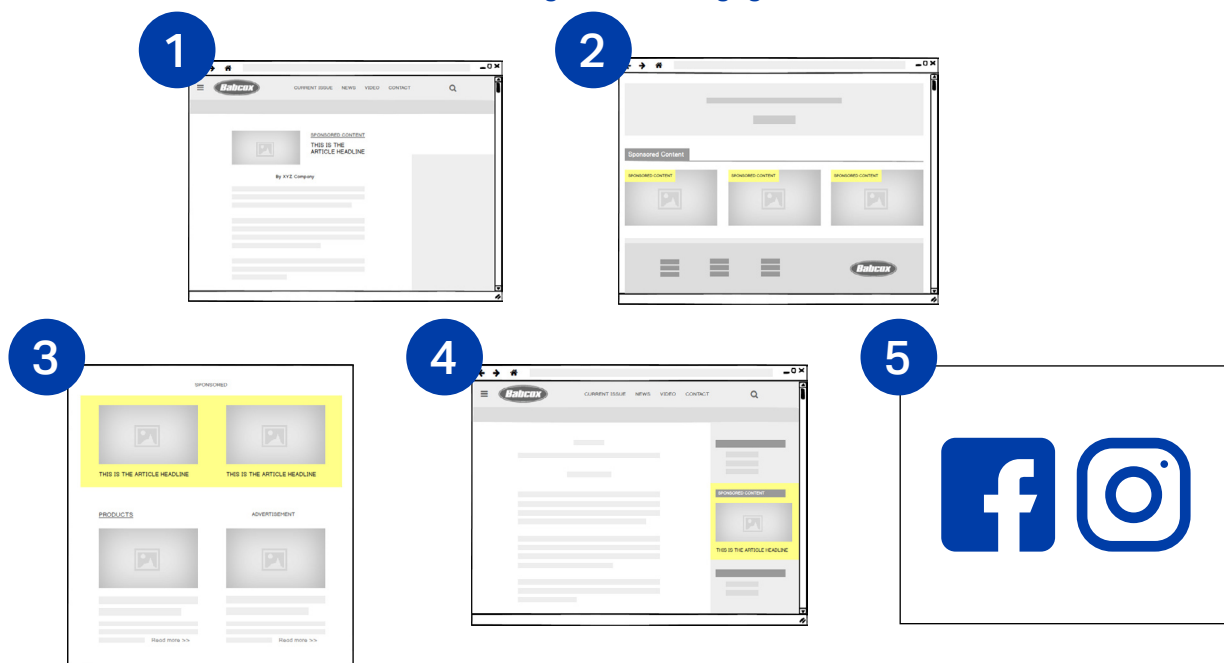
The most effective sponsored content articles are educational and thought leadership in nature. We encourage companies to avoid making their article into a sales pitch. Under no circumstances will we accept an article that mentions or disparages competitors.

YOUR SPONSORED CONTENT PROGRAM INCLUDES:

1. Posting of your article to a Babcox-owned website. It includes your company name and logo, and it remains on the site permanently. We encourage you to make the article between 400-1000 words in length.
2. A prominent position in rotation on the website's homepage.
3. A promotion of your article in 2 or more issues of the brand's eNewsletter.
4. Rotation in the Sponsored Content sidebar area on all website article pages for 30 days.
5. Promoted as a social ad on Facebook and/or Instagram to an engaged Babcox brand lookalike audience.

SPONSORED CONTENT IS AVAILABLE FOR THESE BRANDS

- AftermarketNews
- AutoSuccess
- BodyShop Business
- Brake & Front End
- Counterman
- Engine Builder
- Fleet Equipment
- ImportCar
- Motorcycle & Powersports News
- Professional Carwashing & Detailing
- Shop Owner
- TechShop
- The Buzz EV News
- Tire Review
- Tomorrow's Tech
- Transmission Digest
- Underhood Service



Watch a two-minute video that illustrates a sponsored content program:
www.babcox.com/services/sponsored-content

* Note: The Group Publisher of Content must approve all sponsored content articles prior to posting. All elements of the program will be labeled "sponsored."
 *Note: Need help writing a great article? Let Babcox's team of subject matter experts do it for you. Add \$400 to the program price.

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

VIDEO SPONSORSHIPS

Video is transforming the way business is conducted today in the B2B marketplace. Most buying decisions today are made before a prospect comes into contact with your sales team. Reach your target audience by sponsoring videos produced by Babcox Media's esteemed editorial team.

All sponsorships include:

- 25,000 monthly banner impressions promoting the videos, including the sponsor's logo
- Promotion on the brand's eNewsletter
- Posting to social media channels
- Monthly reporting of all campaign metrics

BRAND	VIDEO SERIES TITLE	NEWSLETTER DISTRIBUTION	# OF VIDEOS	INVESTMENT
AutoSuccess	<i>Dealer Insider</i>	14,000 subscribers	2	\$2,999/mo
Video interviews with the industry's top dealers or general managers on how they run a successful business.				
AutoSuccess	<i>Executive Spotlight</i>	14,000 subscribers	2	\$2,999/mo
AutoSuccess discusses trends and hot topics with automotive industry leaders.				
BodyShop Business	<i>Crunch Time</i>	18,500 subscribers	3	\$5,985/mo
This series discusses the latest tips and best practices, body shop basics, and more.				
Brake & Front End	<i>Tech Minute / Maintenance Minute</i>	11,000 subscribers	4	\$7,500/mo
Quick-hitting technical videos on undercar topics, typically 90 to 120 seconds in duration.				
Engine Builder	<i>Engine of the Week</i>	7,500 subscribers	4	\$7,000/mo
This multi-faceted, multi-platform content sponsorship concentrates on performance engines.				
Engine Builder	<i>Diesel of the Week</i>	6,000 subscribers	4	\$7,000/mo
Each week, we highlight a diesel shop and one of their greatest diesel engine creations.				
Engine Builder	<i>Intellectual Horsepower</i>	14,000 subscribers	2	\$4,000/mo
EB's racing and engine news and technical information program in a video podcast format.				
Engine Builder	<i>Mild vs. Wild</i>	14,000 subscribers	1	\$5,500/episode
We visit different shops and discover options for a dream engine build, with either a small budget or access to unlimited funds.				
Fleet Equipment	<i>On the Road</i>	15,500 subscribers	4	\$6,500/mo
Episodes that track the latest and greatest truck equipment trends and industry events.				
ImportCar	<i>Tech Minute / Maintenance Minute</i>	8,500 subscribers	4	\$7,500/mo
ImportCar editors supply technical content that import specialists crave, in a 90- to 120-second video.				

VIDEO SPONSORSHIPS

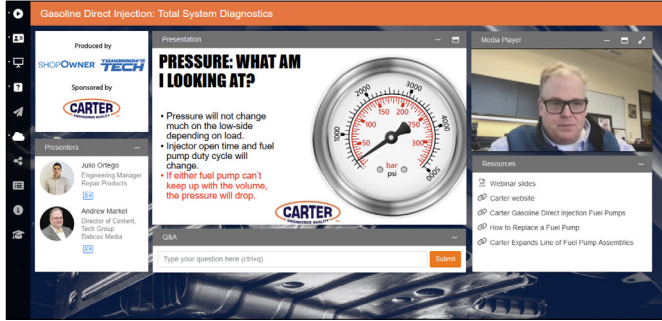
BRAND	VIDEO SERIES TITLE	NEWSLETTER DISTRIBUTION	# OF VIDEOS	INVESTMENT
Motorcycle & Powersports News	<i>Project X</i>	6,500 subscribers	10	\$25,000/series
MPN renovates a powersports vehicle in the hottest segments.				
Motorcycle & Powersports News	<i>Ride of the Week</i>	6,500 subscribers	4	\$4,000/mo
An inside look at the the powersports industry's coolest motorcycles, ATVs, UTVs, snowmobiles, and personal watercraft.				
Motorcycle & Powersports News	<i>On the Throttle</i>	6,500 subscribers	4	\$2,000/mo
Join the conversation with MPN and industry guests as we discuss the latest news, products, and trends.				
Motorcycle & Powersports News	<i>MPN Tech Tips</i>	6,500 subscribers	1-2	\$2,000/mo
Straight from industry experts and dealership technicians, we highlight tech tips that will benefit both professionals and enthusiasts.				
Motorcycle & Powersports News	<i>MPN Reviews</i>	6,500 subscribers	1-2	\$2,000/video
These videos showcase motorcycle and powersports products to help viewers decide about the right vehicles, apparel or parts to buy.				
Motorcycle & Powersports News	<i>Dealer Spotlight</i>	6,500 subscribers	2-4	\$3,000/mo
No two dealerships are alike. That's why MPN's Dealer Spotlight highlights various dealers and those crucial elements that make them successful and unique.				
Motorcycle & Powersports News	<i>MPN Power Player</i>	6,500 subscribers	2	\$1,000/mo
Viewers get to know more about the folks who run powersports businesses, dealerships, OEMs, and represent all corners of the industry.				
Professional Carwashing & Detailing	<i>PC&D Unscripted</i>	8,500 subscribers	4	\$2,999/mo
Sit down with PC&D editor Rich DiPaolo to discuss what is trending in the industry.				
TechShop	<i>Reveal</i>	19,500 subscribers	1	\$1,495/video
Each video, enhanced with 360-degree videography, highlights a product's features and benefits.				
TechShop	<i>Striking Point</i>	19,500 subscribers	2	\$3,900/mo
Each video highlights trends from the world of tools and equipment with a focus on technology.				
Tire Review	<i>Rolling with the Numbers</i>	10,500 subscribers	1	\$6,500/mo
This series shares market data based on research into the independent tire dealer market.				
Underhood Service	<i>Tech Minute / Maintenance Minute</i>	15,500 subscribers	4	\$7,500/mo
Technical info on A/C, engines, fuel, cooling, ignition, turbos, diesel injection, and more.				

WEBINARS

Prove the ROI of your marketing program! A webinar helps you:

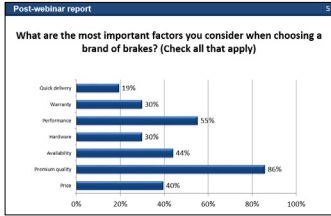
- **Position your company as a thought leader**
- **Generate leads (plus detailed user data)**
- **Deliver an impactful branding message**

It doesn't matter if you already have a topic and presenters in mind, or if you need help creating an idea from scratch. Our team of experts makes it easy!



Marketing: Each webinar includes a wide range of marketing, including dedicated email invitations, text promotion on websites, website display ads, eNewsletter ad promotion, and social posts.

Reporting: A full suite of post-event reports help you establish an ROI from your webinar. You receive full registrant and attendee lists, results of custom questions and other audience interactions, post-event survey results and an executive summary of the event highlights.



Ask your Babcox Media sales representative for more details – including estimated results and examples.

PODCASTS

In today's busy world, it's uncommon to get people's attention for a long period of time. But podcasts are a rare exception, because they allow you to tap into a loyal and engaged group of listeners. A podcast audience forms a relationship with the host – and with the brand that sponsors the show.

Babcox Media offers sponsorable podcasts across many of its brands. Podcasts include:

- | | |
|---|---|
| <input type="checkbox"/> <i>AMN Women at the Wheel</i> | <input type="checkbox"/> <i>Wash Talk: The Carwash Podcast</i> |
| <input type="checkbox"/> <i>Motorcycle & Powersports News Podcast</i> | <input type="checkbox"/> <i>AMN Drivetime</i> |
| <input type="checkbox"/> <i>Talking Shop with Shop Owner</i> | <input type="checkbox"/> <i>ShopOwner Solutions (S.O.S.)</i> |
| <input type="checkbox"/> <i>What's Treading with Tire Review</i> | <input type="checkbox"/> <i>Counterman's Behind the Counter</i> |
| <input type="checkbox"/> <i>Engine Builder Podcast</i> | <input type="checkbox"/> <i>AMN Connect</i> |
| <input type="checkbox"/> <i>Johnny G & Friends</i> | <input type="checkbox"/> <i>BodyShop Business Under the Radar</i> |
| <input type="checkbox"/> <i>BodyShop Business: The Podcast</i> | |



Each sponsorship includes a full suite of promotion, including:

- | | |
|---|--------------------------------------|
| • Sponsor attribution in each episode | • Website ads promoting the episodes |
| • Posting the episodes to the brand's website | • Social posts for each episode |
| • Promotion via eNewsletter | |

CUSTOM VIDEOS



Custom videos give you the opportunity to tell your story. Babcox Media can produce videos on your company's behalf, then distribute them to the market. Your custom video includes full editing, voiceover, and graphics; two ad placements in an eNewsletter; and posting to our website(s). Your company has the opportunity to provide final approval, and you receive ongoing rights to the video files.

Ask your Babcox Media sales representative for more details – including estimated results and examples.



DIGITAL ADVERTISING TEAM

Babcox Media is a leading media, content and intelligence provider in the transportation industry. The company's portfolio includes respected and influential brands within the auto care, tire, performance, commercial trucking, auto dealer, powersports and enthusiast markets and reaches professionals via multiple touch points and across all devices. With expertise in custom media, content, research, data and audience access solutions, **Babcox Media** is focused on connecting audiences with quality content and providing our clients with results-oriented campaigns. **Contact us today!**

Digital Ad Services

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