

AMN On...

aftermarketNews

aftermarketNews (AMN) is taking the microscope to the most buzzed-about issues – and events – in the industry with the new "AMN On..." newsletter! This special afternoon edition on AMN, sent over four days, will feature special content focused around a new topic each month:

The screenshot shows the newsletter header with the Babcox logo and "AMN On... aftermarketNews" branding. Below the header, it lists the location as AAPEX Las Vegas, November 2015. The main content includes several articles with "Read more" links: "AMN On... Location - AAPEX, Nov.4", "University of the Aftermarket To Award Twenty-five Industry Professionals AAP, MAAP Certificates", "Aisin To Celebrate Aftermarket Success At AAPEX", "Arnott Air Suspension Products Marks 25 Years Of Innovation And Growth At AAPEX 2014 In Las Vegas", and "ATP Automotive To Introduce New Packaging For AT-205 Re-Seal At AAPEX". There are also two Raybestos banners for "ELEMENT 3" brake pads, one highlighting "100 New Part Numbers" and the other "100 New Part Numbers" with "The Innovation Continues".

February: AMN On The Connected Car

April: AMN On Vehicle Safety Innovations

May: AMN On Location at Autopromotec

June: AMN On Legislation

July: AMN On Motorsports

August: AMN On E-Tailing and E-Co

September: AMN On The Global Aftermarket

October: AMN On Wall Street

November: AMN On Location at AAPEX

December: AMN Year In Review

Exclusive Monthly Sponsorship Opportunity: \$4,000 - Includes:

- 2 banners and dateline logo in newsletter
- Placement of one "advertorial"/product spotlight
- Sponsor branding/banners on theme week articles hosted on AMN website.

Ad Specs:
Newsletter banners
Dimensions: 605x80 px
File Format: JPG, GIF; click URL

Website banners
Dimensions: 300x250 px
File Format: JPG, GIF, SWF,
3rd Party Tags; click URL

Logo: Provide logo file in any size/format; Babcox Media will resize

Frequency
MONDAY-THURSDAY

8,500
Subscribers

Open Rate
40%

For more information contact Scott Shriber or your sales representative at 330.670.1234

