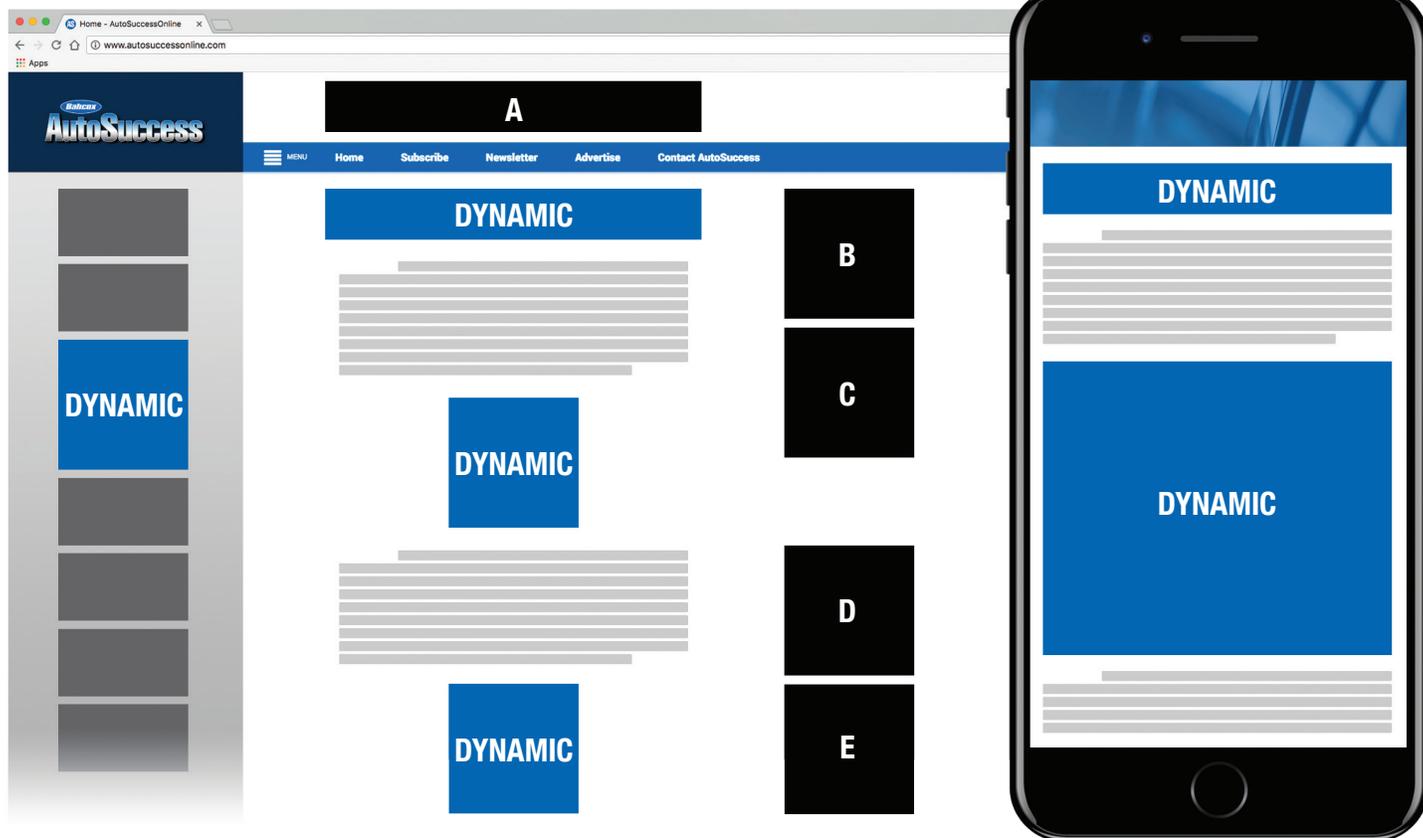


DIGITAL ADVERTISING OPPORTUNITIES

AUTOSUCCESSONLINE.COM — WEBSITE ADVERTISING: TWO WAYS TO BUY

Choose how you want to advertise on AutoSuccessonline.com. Select a fixed position for a flat monthly rate, or buy your ads on a cost per 1,000 impressions (CPM). For detailed ad specifications, visit ads.babcox.com.



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.

DYNAMIC ADS

Benefits:

- Your ad is interspersed with the site's editorial content.
- Buy as much exposure as you want. Ads are 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	RATE/MONTH
Fixed position A	728x90 leaderboard	\$900
Fixed position B	300x250 rectangle	\$800
Fixed position C	300x250 rectangle	\$800
Fixed position D	300x250 rectangle	\$800
Fixed position E	300x250 rectangle	\$800

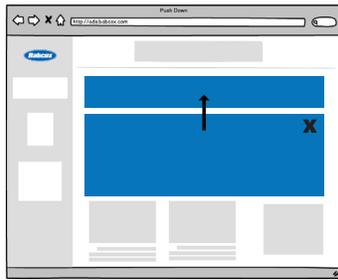
PLACEMENT	DIMENSIONS	CPM
Long ad	728x90 leaderboard on desktop, 320x50 on mobile	\$60
Square ad	300x250 rectangle on both desktop and mobile	\$60

AUTOSUCCESSONLINE.COM — WEBSITE ADVERTISING: HIGH-IMPACT AD POSITIONS

The following are additional advertising opportunities aside from the normal digital options listed on the previous page. To view a live demo of each ad, visit ads.babcox.com/demos. For detailed ad specifications, visit ads.babcox.com.

PREMIUM PUSHDOWN

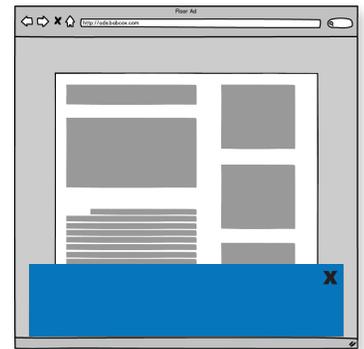
The pushdown is an expanding ad that provides impactful branding. It takes center stage on the site when it appears to users in an expanded state, pushing down the page content. After a few seconds it automatically retracts into a banner that remains at the top of the content, where it can be re-expanded by the user. †



\$1,600/Wk

FLOOR AD

The Floor Ad sits on top of the site's content at the bottom of the page, showcasing your advertising message. As the user scrolls, the floor ad stays in position and remains in place until it's closed by the user. †



\$1275/Wk

IN-STORY VIDEO

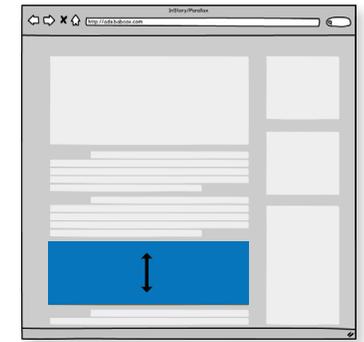
Your video is embedded between paragraphs of an article. The video plays only when a user scrolls to a certain point in the article, and the sound is enabled when the user places their cursor over the ad. †



\$1125/Wk

PARALLAX

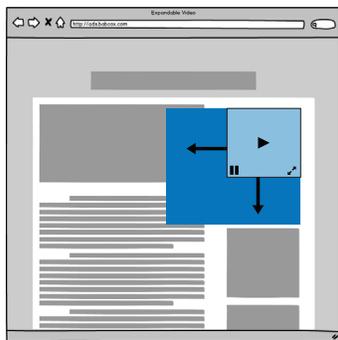
This ad unit appears to sit behind the page in a cut-out window, creating a unique effect as the user scrolls. You need to view the demo at ads.babcox.com/demos to fully appreciate the Parallax! †



\$1050/Wk

EXPANDABLE VIDEO

This unit is an upgrade to a fixed ad in positions B, C, D, or E. Your 15-second video auto-plays in your ad position when the page loads. When the user places their cursor over the video, the video expands and audio begins playing. Appears on desktop only. Sold monthly.

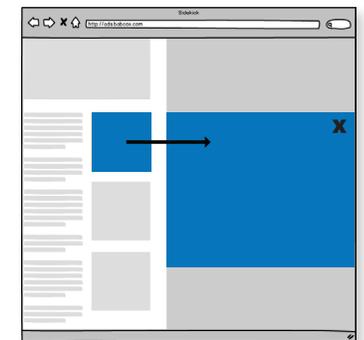


FIXED AD + 25%

† Appears once per user per day

SIDEKICK

This unit is an upgrade to a fixed ad in positions B, C, D, or E. At first the Sidekick looks like a standard 300x250 rectangle in the right sidebar. But when the user places their cursor over the rectangle, the creative pushes the page content to the left—revealing a large canvas for your message. Appears on desktop only. Sold monthly.



FIXED AD + 25%

AUTOSUCCESS eNEWSLETTER

CONTENT: The *AutoSuccess* eNewsletter is dedicated to providing practical ideas, strategies and information that dealer sales professionals and those charged with overall dealership responsibility can put into action to increase their success and profitability. This timely eNewsletter delivered every Tuesday is full of up-to-the minute information and dealership management tips, giving readers valuable content to help them perform their jobs more effectively.

FREQUENCY: Delivered every Tuesday

SUBSCRIBERS: 12,900

eNEWSLETTER ADVERTISING FORMATS & SIZES

DATELINE LOGO:

A 240x60 logo that links to your Website. Appears at the top of the eNewsletter only.

BANNER:

A 300x250 image that links to your Website. The banner is a great option for driving brand awareness.

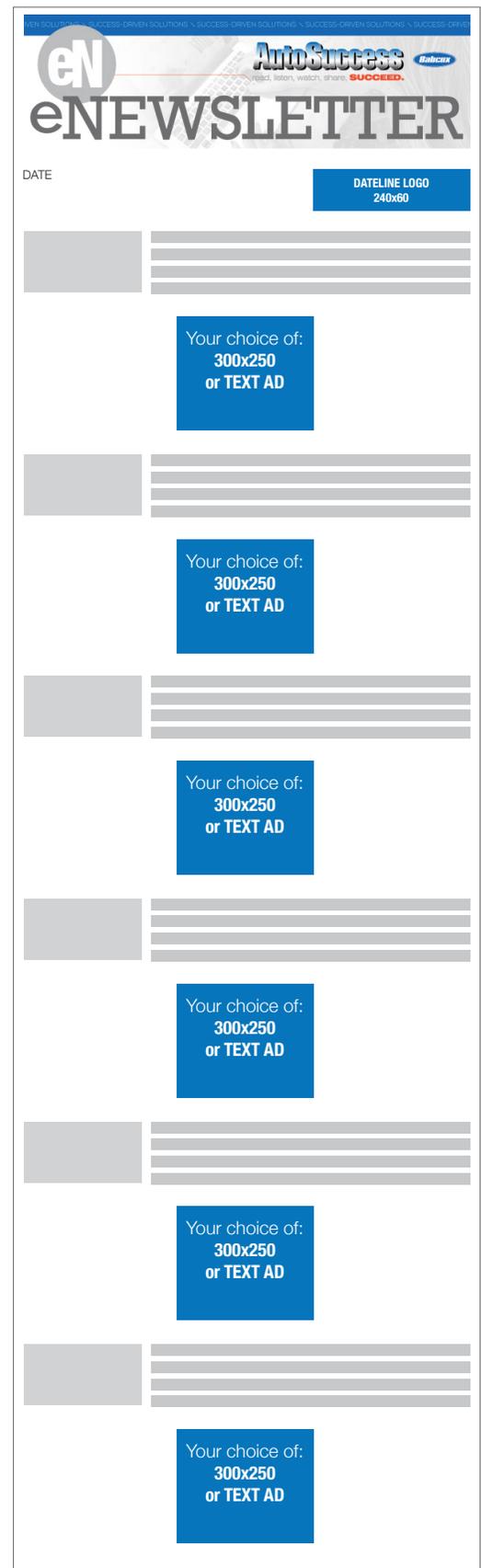
TEXT AD:

A native placement that looks similar to the eNewsletter’s editorial content. Show off your newest product, talk about your brand, promote your tradeshow booth, etc. Labeled “Advertisement.”

- 50 words of text
- 60-character headline
- 200x100 image
- Link to your Website

PLACEMENT	DIMENSIONS	RATE/WEEK
Dateline Logo	240x60	\$500
Position 1	300x250 rectangle or text ad	\$2,135
Position 2	300x250 rectangle or text ad	\$1,730
Position 3	300x250 rectangle or text ad	\$1,500
Position 4	300x250 rectangle or text ad	\$1,500
Position 5	300x250 rectangle or text ad	\$1,500
Position 6	300x250 rectangle or text ad	\$1,270

For detailed ad specifications, visit ads.babcox.com.



DIGITAL MAGAZINE ADVERTISING

Reach dealership professionals while they're engaged with **AutoSuccess** content! Your company can be the sole sponsor of **AutoSuccess's** digital magazine and archives.

- Emailed twice monthly to more than **12,500** subscribers
- Readable on computers, tablets and smartphones

This exclusive sponsorship is sold on a monthly basis. When you are the sponsor of the digital edition, your ads appear both on the current month's issue plus all past issues too!

YOUR SPONSORSHIP INCLUDES

1. Prominent positioning in two email blasts to more than **12,500 AutoSuccess** subscribers.

- Each eBlast encourages subscribers to view the digital edition
- Your company's logo is placed in the header at the top of the message
- You also receive a 250x250 display ad running within the message

2. Banner ads appearing on each digital edition page.

- A 728x90 leaderboard appears at the bottom of all desktop and tablet pages
- A 320x50 mobile leaderboard renders on smartphones

3. An interstitial greeting each user at the beginning of their session.

- This large ad takes over the page, ensuring your ad message is front and center when a user begins reading the digital edition's content
- Appears on desktop, tablet and mobile versions

The digital edition is promoted to readers via email alerts, autosuccessonline.com, the **AutoSuccess** eNewsletter and social media (Twitter and Facebook). For detailed ad specifications, visit ads.babcox.com.

INVESTMENT PER MONTH: \$5,000

