

## 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](http://ads.babcox.com).

