

Digital Engagement Redesigned

Position your message on Counterman.com



Redesigned in 2014, Counterman.com delivers a unique mix of analysis, industry leading commentary and informative features with product information for the automotive aftermarket distribution chain.

Digital Specs & Rates [2015]

Run of site positions:	1-6 Blocks	7 or more
#1, 2 Leaderboard 728x90 pixels	\$2,090	\$1,940
#3 Medium rectangle 300x250 pixels	\$1,650	\$1,525
#4 Half page 300x600 pixels	\$1,880	\$1,750
#5,6 Medium rectangle 300x250 pixels	\$1,325	\$1,400
#7 Buttons 125x125 pixels	\$300	\$300

File Formats Accepted: GIF, Animated GIF, JPG, SWF,

Rich Media, 3rd Party Ad tags

Max File Size: 80k

URL: Please include URL for clickthru link

(Note: Do not embed URL into Flash ads.)

Online Advertising: All online advertising campaigns and related ad placement reservations (websites, e-newsletters and other products with Internet-based advertising placements) are subject to a 45-day cancellation policy. Any online reserved-for ad placement that is not formally cancelled in writing with 45 or more calendar days notice prior to the start of the online placement requires a full 100% cancellation fee.



Content Marketing

Sponsored Content

Feature valuable information about your product in the form of a written article or blog. Your content can be featured in the Counterman Newsletter, as well as on the Counterman.com website.

Digital Content Creation

Drive traffic and engagement to your website with repurposed editorial content from Counterman magazine. We'll help you create a social media campaign, backed by Counterman's social accounts, to help build your audience.

Transitional

A 15-second takeover of the entire page. The user is then redirected to website. Display limited to 1x per day per site visitor. Video or display ads accepted.

Specs

Dimensions: 500x500 pixels
 File formats: JPG, GIF, Animated GIF; SWF; 3rd-Party Tags; click URL
 Price: \$1,800 per week

Video Specs

Aspect Ratio: 16:9 (768 x 432) or 4:3 (640 x 480)
 File Formats: FLV, MOV, mp4; click URL
 File Size: Up to 1.2 MB
 Max Length: 15 seconds

Wallpaper

Skin the background of our website with your brand's messaging. Note: Due to responsive design of website, this unit will not display on mobile screens. Run of site.

Specs

Dimensions: 1920 x 1080 pixels
 File formats accepted: JPG, PNG, BMP, GIF; click URL. 100KB
 Price: \$3,500 per block

Page-Peel

The top right corner of website page peels back to reveal ad message. Logo or partial ad creative is displayed when unit is not expanded. Run of site.

Specs

Provide 2 ad creatives
 Dimensions:
 Main Ad: 640 x 480 pixels
 Collapsed Ad: 170 x 127 pixels
 File formats accepted: JPG, GIF; PNG; click URL
 Price: \$3,000 per block

Homepage Featured Video

Your supplied videos, with bonus ad banner, are featured on our homepage for one month. Rotate up to 4 videos at a time.

Price: \$2,500 per month

Specs

Provide YouTube link or original video file (16:9 aspect ratio)



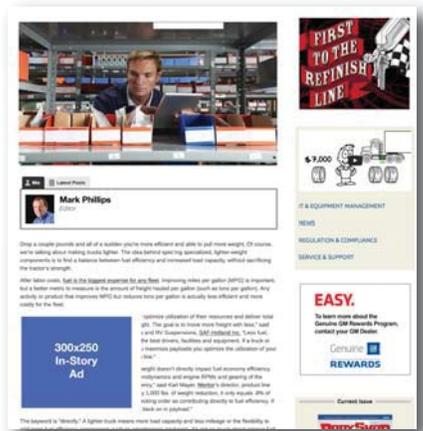
Sidebars

Ad creatives that lock to the sides of the main page content. Run of site.

Dimensions: 160 x 600 pixels

(left and right creative needed)

File formats accepted: JPG, GIF; click URL
 Price: \$2,800 per block



In-Story Ads

Exclusive sponsorship of all articles within our website, which account for roughly 75% of total monthly pageviews. Ad is placed on left-hand side of page, within body of article, separate from run-of-site ads.

Specs

Dimensions: 300 x 250 pixels
 File formats accepted: JPG, GIF, Animated GIF, SWF, 3rd Party Tags; Click URL
 Price: \$3,000 per block