

# DIGITAL OPPORTUNITIES

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

## eNewsletter

Engine Builder magazine's weekly eNewsletter provides free access to the latest news, hottest products and top technical information in the engine building industry, delivered directly to your inbox.

Frequency: **Weekly (Friday)**

Subscribers: **15,700**



Flexible ad formats: When you submit your ad, choose which format you prefer.

### A. Banner:

A 300x250 image that links to your website, the banner is a great option for driving brand awareness.

### B. 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."

Includes:

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

## CHOOSE YOUR POSITION:

POSITION	1	2	3	4	5
PER MONTH	\$2,000	\$1,800	\$1,600	\$1,400	\$1,200

Dateline Logo - \$1,500 (includes 240x60 logo only)

## Engine of the Week eNewsletter

**Content:** Engine Builder magazine's Engine of the Week eNewsletter provides an inside look at the many different engines this country's shops and engine builders are currently working on, the processes and products they're using and the type of performance they're producing.

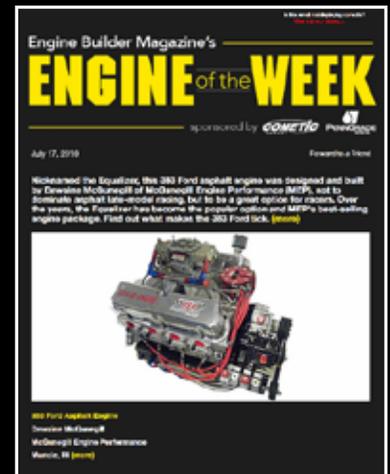
Frequency: **Weekly (Tuesday)**

Subscribers: **13,872**

Sponsorship: Monthly \$4,500  
Yearly \$45,000

Each Tuesday, the newsletter will go to our readers who will see a new engine each week that covers different disciplines such as performance, vintage, small engine, marine, diesel, agricultural, etc.

While we can choose a new engine and engine builder each week to highlight, this is also a chance for you to sponsor the eNewsletter and suggest that we highlight a specific shop that is a customer of yours doing a great job and is deserving of some credit. We will offer a weekly, monthly or yearly sponsorship.



# SPONSORED CONTENT \$1,800 (per article)

Tell a story to Engine Builder's audience! Sponsored content allows you to write an article for the Engine Builder website. Educate readers by discussing industry trends or providing technical knowledge.

### YOUR SPONSORED CONTENT PROGRAM INCLUDES:

1. Posting of your 250-500 word article to the Engine Builder website. It includes your company name and logo, and remains on the site permanently.
2. A prominent position in rotation on the Engine Builder homepage for 30 days.
3. Promotion of your article in 2 issues of the Engine Builder eNewsletter.
4. Listing in the *Suggested Articles* feed along the left side of the Engine Builder website for 30 days.
5. Cross-promotion on social media (Twitter and Facebook) from the Engine Builder account.

Watch a two minute video that illustrates a sponsored content program  
[www.babcox.com/services/sponsored-content](http://www.babcox.com/services/sponsored-content)

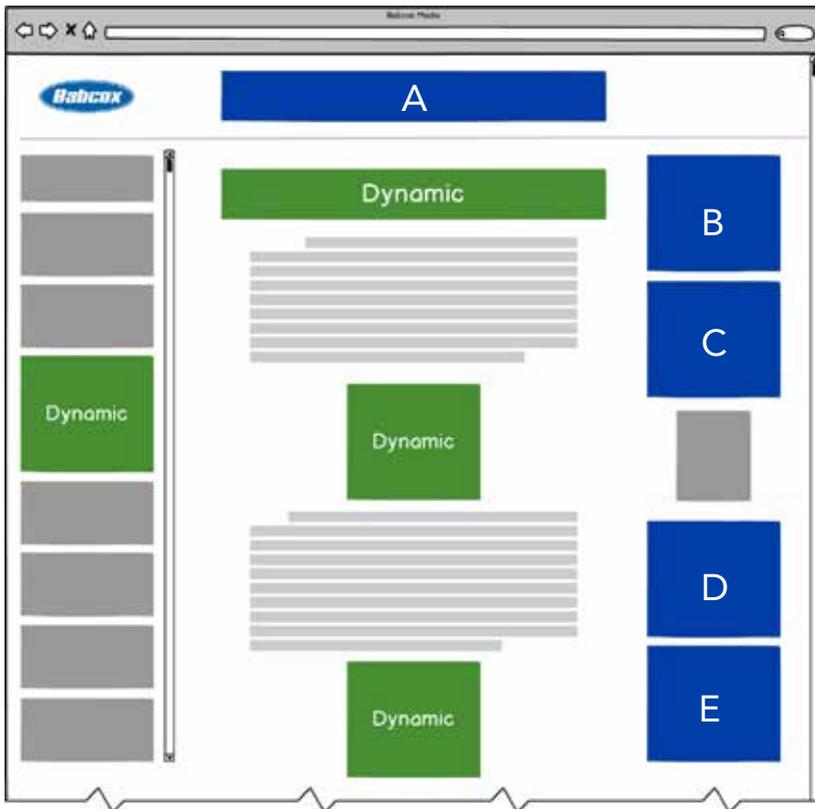


\* Note: The content of your article cannot be a sales pitch for your company or its products, or mention competitors. The publisher must approve all sponsored content articles prior to posting. All elements of the program will be labeled "sponsored content."

\* 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.

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## 2019 WEBSITE ADVERTISING

### ENGINEBUILDERMAG.COM

With an average of more than 138,951 visitors to Enginebuildermag.com each month, marketers can be assured their message is delivered to an audience of professionals engaged with their products, tools and services.

Our extensive archive of articles and product features is complemented by industry news and information each day. Our site traffic grows every month, as EngineBuilderMag.com now averages more than 322,867 pageviews from readers.

### TWO WAYS TO BUY

Choose how you want to advertise on the Engine Builder website. Select a fixed position for a flat monthly rate, or buy your ads on a cost per 1,000 impressions (CPM).

## 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.

Placement	Dimensions	Rate/month
Fixed position A	728x90 leaderboard	\$1,500
Fixed position B	300x250 rectangle	\$1,400
Fixed position C	300x250 rectangle	\$1,300
Fixed position D	300x250 rectangle	\$1,200
Fixed position E	300x250 rectangle	\$1,000

## DYNAMIC ADS

### Benefits:

- Your ad is interspersed with the site's editorial content.
- Buy as much exposure as you want. 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	CPM
Long ad	728x90 leaderboard on desktop, 320x50 on mobile	\$20
Square ad	300x250 rectangle on both desktop and mobile	\$20

\* Minimum CPM buy: 10,000 impressions per month

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## ENGINEBUILDERMAG.COM – HIGH IMPACT AD POSITIONS

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

### 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, when it can be re-expanded by the user. †



**\$1,250/Week**

### 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. †



**\$1,000/Week**

### 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. †



**\$1,000/Week**

### 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 <http://ads.babcox.com/demos> to fully appreciate the Parallax! †



**\$1,000/Week**

### 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.



**Cost of fixed ad + 25%**

### 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.



**Cost of fixed ad + 25%**

† Appears once per user per day

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## DIGITAL EDITION SPONSORSHIP

Reach tire dealers while they're engaged with Engine Builder content! Your company can be the sole sponsor of Engine Builder's digital magazine and archives.

- Emailed twice monthly to 19,885 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 on that issue, both in the current month as well as when the issue is archived.

### YOUR SPONSORSHIP INCLUDES:

#### 1. Prominent positioning in two email blasts to 19,885 + Engine Builder subscribers.

- Each eBlast encourages subscribers to view the digital edition.
- Your company's logo is placed prominently above the fold.
- 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, Enginebuildermag.com, the eNewsletter, and social media (Twitter and Facebook).

#### Investment per month: \$2,500

Includes sponsorship of the current issue and all archived issues.

### DESKTOP



### MOBILE



### TABLET



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The *Engine Builder Video Portal* is designed to be an extension of the editorial content found in our monthly publication as well as a complement to other *Engine Builder* properties. Engine Builder staff and other industry experts will be featured in a series of videos designed to reach and connect business owners and shop personnel on a personal, professional and profitable level.

Our goals are to inform, entertain and educate users. Various content types will serve as a resource library for builders to help them utilize new shop techniques, discover new markets and generally improve their business. Engine builders may choose to share videos on their own websites to inform and educate their customers

## ADVERTISERS RECEIVE

- "Sponsored By" message at the beginning and end of each video
- Logo visible on screen for the duration of the video
- "Sponsored By" reference on website newsletter and social media placements
- Opportunity to select the topic or guide the content (opportunity varies by video; please contact your sales representative for more information)
- Access to original video content
- Inclusion in all promotional materials

## DISTRIBUTION

- Videos are distributed via one of several FREE weekly e-newsletters produced by Engine Builder and in a separate standalone email push.  
**Added Bonus:** Videos are available for distribution on other Babcox Media websites and newsletters.
- Videos will be showcased at EngineBuilderMag.com, on the Engine Builder YouTube channel and at AutoCareVideo.com
- Videos will be included in regular social media posts on Facebook, Twitter, YouTube, LinkedIn and Instagram.

## WHO'S WHO AND WHAT'S WHAT

We showcase the personality of this industry. Sometimes humorous, sometimes controversial, always entertaining and informative.

**Professional Confessional** – We love 'em, but customers can sure make you scratch your head! Doug Kaufman, Engine Builder editor, relates funny, inspiring or downright confusing stories of customer interactions. Readers and viewers will be asked to submit their best ideas via email.  
Frequency: Every other week. (26x year) **\$2,000**

## TECH TRACK

Education doesn't have to be dry and lifeless – and there's always something to learn from others' experiences.

**Building Blocks** – Based on the popular "Engine of the Week" newsletter feature, Greg Jones will highlight the four previous engines, encourage viewers to visit the EngineBuilderMag.com website for more in depth information and ask for submissions of viewers' own engine projects. Viewers will have the opportunity to vote on their favorite engine, with results being incorporated into an end of the year "Engine of the Year" presentation.

Frequency: Weekly  
Sponsorship: Monthly **\$2,500**

**Shop Solutions** – Building on the success of our monthly Shop Solutions column in print, Engine Builder will solicit and present brief business and technical tips from readers. Viewers/readers can send in their videos to be included (specifications provided on demand) or have a tip presented by Engine Builder editor Doug Kaufman.

Frequency: Weekly  
Sponsorship: Monthly **\$2,500**

## BUSINESS INSIGHT

Knowing how to build engines is one thing – knowing how to build a business? That may be more difficult.

**Trade Show Videos** - Our team can capture your team in action at SEMA, AAPEX, PRI or any other trade show you attend. We can help you to create a booth teaser, executive interview or 3-5 minute product or brand video that can be shared with Engine Builder's engaged digital audience as well as posted to your own video channel. Create a virtual "trade show" for readers who can't travel due to budget or other constraints. Various packages available to meet your needs.

Frequency: On Demand **\$1,595**

