

Digital

Position your message on EngineBuilderMag.com



The Engine Builder Website provides regularly updated news, products & technical information along with in-depth, often-expanded editorial content that parallels the monthly magazine.

Technical bulletins, parts and equipment, market research, business management, special supplement, financial information, tech forums, videos, blogs and photo galleries are all searchable by keywords making it easy for engine builders to find the information they need from current and past issues of both the e-newsletter and magazine.

Digital Specs & Rates [2015]

Sizes:	Monthly	6x	12x
# 1 Leaderboard 728x90	\$2,000	\$1,500	\$1,200
# 2 Leaderboard 728x90	\$2,000	\$1,500	\$1,200
# 3 Medium Rectangle #1 300x250	\$1,700	\$1,200	\$1,000
# 4 Half Page 300x600	\$1,800	\$1,300	\$1,100
# 5 Medium Rectangle #2 300x250	\$1,500	\$1,100	\$1,000
# 6 Medium Rectangle #3 300x250	\$1,500	\$1,100	\$1,000
# 7-10 Button 125x125	\$500	\$400	\$300

*All positions are exclusive and run of site.

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.

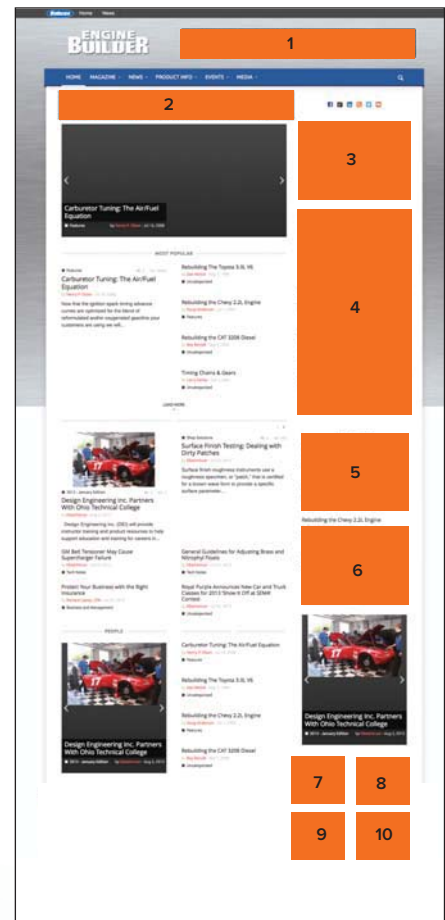
File Formats Accepted: GIF, Animated GIF, JPG, SWF,

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.)



Sponsored Content

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

Digital Content Creation

Drive traffic and engagement to your website with repurposed editorial content from Engine Builder magazine. We'll help you create a social media campaign, backed by Engine Builder'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: \$1,475 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: GIF, JPG, BMP, PNG; click URL
 Price: \$3,500 per month

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 month



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)

Content Marketing

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 month

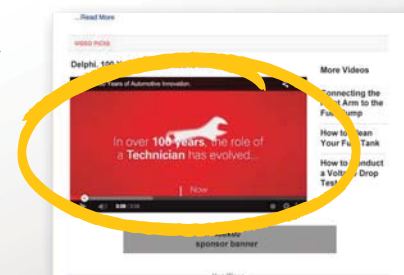
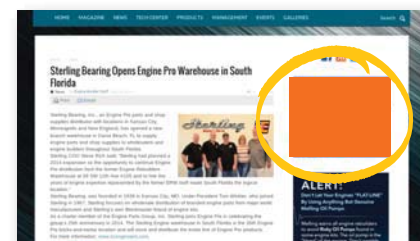


In-Story Ads

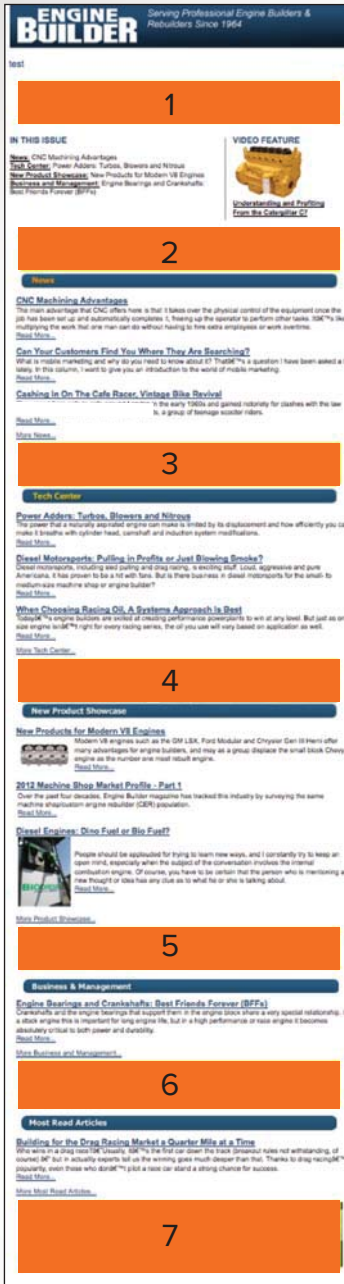
Exclusive sponsorship of all articles within our website, which account for roughly 75% of total monthly pageviews. Ad is placed on left-hand side of page, within body of article, separate from run-of-site ads.

Specs

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



Digital



The weekly **Engine Builder eNewsletter** provides readers with some of the most up-to-date product information from leading component, equipment, parts and service manufacturers and providers.

Limited, exclusive positions are available on **Engine Builder's eNewsletter** that gets delivered to more than 13,000 engine builders and rebuilders each week.

The latest information, news, commentary and new products are delivered weekly via email to subscribers — hotlinks to suppliers give them easy access to your sales force.

Stats

13,060

Weekly Distribution

19,400

Monthly Opens

30%

Open Rate

For More Information About Advertising Info/ Ad Specs:
<http://www.babcox.com/site/advertising-info/online-ad-specs/>

Newsletter Space Rates [2015]

	1-6 months	7 or more
Banner #1	\$2,000	\$1,750
Banner #2	\$1,775	\$1,725
Banner #3	\$1,750	\$1,700
Banner #4	\$1,725	\$1,675
Banner #5	\$1,700	\$1,650
Banner #6	\$1,675	\$1,625
Banner #7	\$1,650	\$1,600
Sponsored content	\$1,800	

Sizes: Banner #1-7: 605 x 80 pixels

File formats accepted: GIF, Animated GIF, JPG; click URL

Max File Size: 80k

Sponsored Content: Required materials: headline, body copy (120 words max), click URL, product image or logo (72 dpi). Copy can change as often as needed.

Contact your Engine Builder Sales Representative to place your order or call 330-670-1234.