

# 2021 DIGITAL RATES

Website Ads	IMPRESSIONS PER MONTH	RECTANGLES & LEADERBOARDS Net rate per month	BILLBOARDS Net rate per month	High Impact Ads	
					Net rate per week
Dominant presence	100,000	\$4,900	\$6,125	Top Scroller	\$2,040
Competitive presence	60,000	\$2,950	\$3,700	Sneaker	\$1,360
Essential presence	30,000	\$1,500	\$1,875	Top Scroller w/Video	\$2,040
				Slide In	\$1,133
				Sticky Note	\$1,020

eNewsletter	TITLE SPONSOR	FEATURED VIDEO/PARTNER	FLEX A	FLEX B	FLEX C	FLEX D	FLEX E
Underhood Service eNewsletter	\$1,675	\$1,375	\$1,150	\$1,150	\$900	\$900	\$900
Frequency: 2 issues per week      All rates above are per week							

<b>Sponsored Content Program</b>	Contact your Babcox Media sales representative for more information	<b>\$3,100</b>
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**Advertising Terms and Conditions:**

**INVOICES, CREDIT, & CONDITIONS**

Our invoices are NET 30 Days on approved credit for all services, payable in US Dollars. Extension of credit is subject to approval of our Credit Department. Payments received will be credited to the oldest outstanding balance.

**SEQUENTIAL LIABILITY**

Publisher holds advertiser and/or its advertising agency jointly and severally liable for payment due to Publisher. This applies even when a sequential liability clause is included in a submitted contract or insertion order. In the case of any Agency listed on the insertion order, Babcox Media, Inc. will hold Agency and Advertiser jointly and severally liable for payments. Should sums not been cleared to the Agency, Agency agrees to make every reasonable effort to collect and clear payment from the Advertiser on a timely basis. Upon Babcox Media's request, Agency will make available written confirmation of the relationship between Agency and Advertiser. Such confirmation will include, for example, Advertiser's acknowledgment that Agency is its agent and is authorized to act on its behalf in connection with the Insertion Order and confirm these Advertiser Terms and Conditions.

**PUBLISHER'S LIABILITY**

Advertisers and their agencies assume liability for advertisement and agree to indemnify the Publisher from any loss or claim based upon the subject matter (including text, images, and illustrations), representations, trademark or copyright of submitted advertisements. Publisher's liability for any error will not exceed the cost of the space occupied by the error. Publisher cannot be held liable for circumstances beyond its control affecting production or delivery.

→ FOR ADVERTISING INFORMATION AND RESOURCES CLICK ON THE "ADVERTISE" DROPDOWN ON THE UNDERHOOD SERVICE BRAND PAGE AT [Babcox.com/brand/underhood-service/](http://Babcox.com/brand/underhood-service/)

→ DIGITAL ADVERTISING SPECIFICATIONS

