

NEWSLETTER

Content:

Your ad will appear in the edition you choose throughout the entire month.

Frequency:

- **Essentials Update (Mondays):** Innovative new product information to help retailers stock their shelves.
- **MPN eNews (Wednesdays):** The week's top headlines and trends, covering the aftermarket, OEMs, legislation, and more.

Subscribers: 13,200

Flexible ad formats: When you submit your ad, choose from any of these three formats.

A. Banner:

A 605x80 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."

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

C. Sponsored content eNewsletter ad:

Only available as part of a sponsored content program. Must be thought leadership or educational in nature, and cannot mention your company, products, or competitors. All sponsored content must be approved by the publisher. Links to the <Magazine> website where the full sponsored article is published. Labeled "Sponsored content."



CHOOSE YOUR POSITION:

Position	1	2	3	4	5	6	7	8	9
Investment per month	\$2,135	\$1,730	\$1,500	\$1,500	\$1,500	\$1,270	\$1,270	\$1,040	\$1,040

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