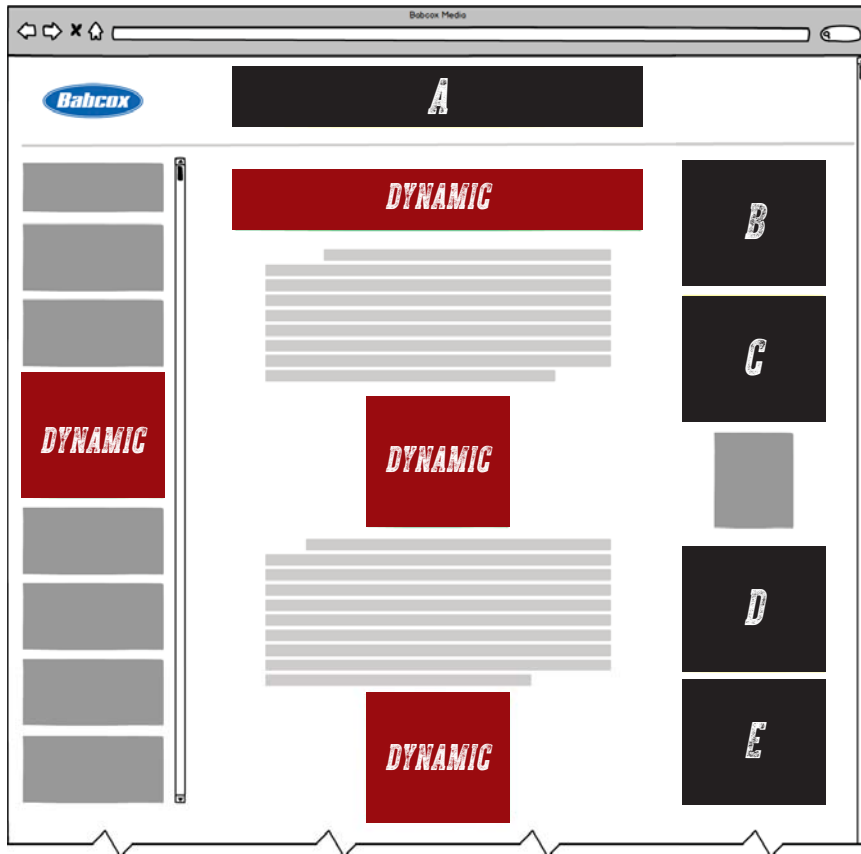


2017 WEBSITE ADVERTISING



MotorcyclePowersportsNews.com's website offers visitors more content than ever before, including exclusive online features, a daily news feed, a daily jobs feed, new product announcements as they're launched, a library of searchable business content and columns to help dealers find the information they need in a timely manner, plus the **MPN Online Buyer's Guide** — a searchable directory of products and services that's unmatched in the industry.

PAGE VIEWS PER MONTH: 30,000

TWO WAYS TO BUY

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

FIXED ADS	DYNAMIC ADS
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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.

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	Rate/month
Fixed position A	728x90 leaderboard	\$900
Fixed position B	300x250 rectangle	\$800
Fixed position C	300x250 rectangle	\$800
Fixed position D	300x250 rectangle	\$800
Fixed position E	300x250 rectangle	\$800

Placement	Dimensions	CPM
Long ad	728x90 leaderboard on desktop, 320x50 on mobile	\$60
Square ad	300x250 rectangle on both desktop and mobile	\$60

* Minimum CPM buy: 10,000 impressions per month

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