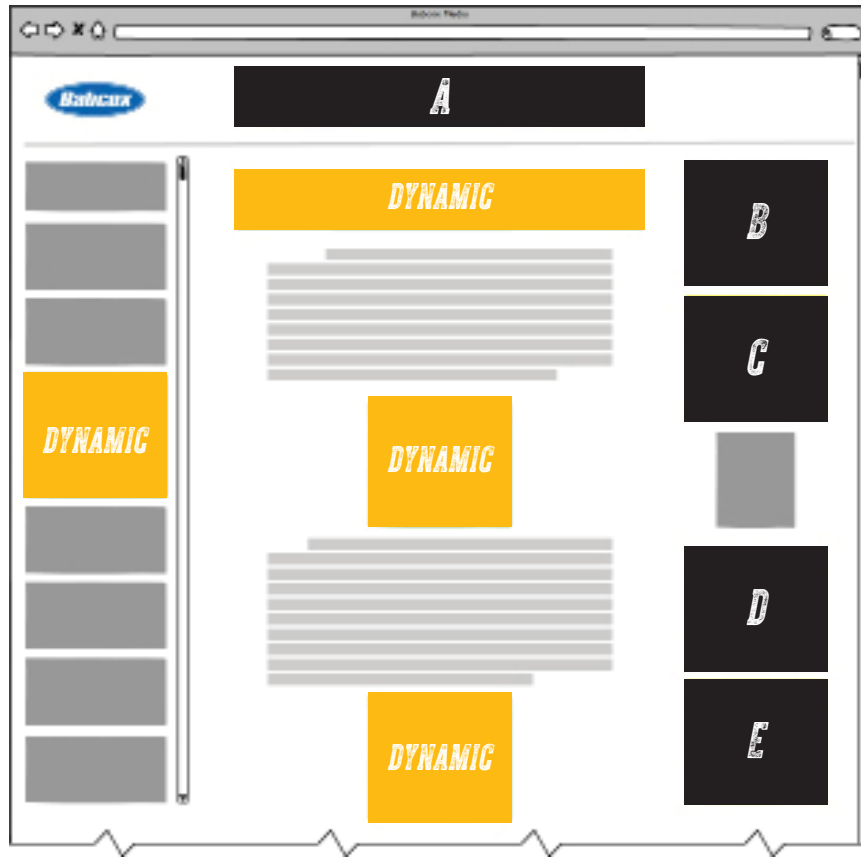


2017 WEBSITE ADVERTISING



TECHSHOPMAG.COM

TechShopMag.com was created to provide shop owners and technicians with an easy, online method of researching the latest in tools, equipment and shop supplies. New products are added each business day, keeping readers coming back regularly. Also on the site, you'll find the high-quality editorial that our readers have always received in print, in addition to the latest industry news and our continually updated Buyer's Guide.

Readers also have access to our Guess the Tool contest, digital editions of **TechShop** and the Top 5 Tools submission form.

TWO WAYS TO BUY

Choose how you want to advertise on the newly redesigned **TechShop** 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

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	\$1,500
Fixed position B	300x250 rectangle	\$1,500
Fixed position C	300x250 rectangle	\$1,500
Fixed position D	300x250 rectangle	\$1,500
Fixed position E	300x250 rectangle	\$1,500

Placement	Dimensions	CPM
Long ad	728x90 leaderboard on desktop, 320x50 on mobile	\$75
Square ad	300x250 rectangle on both desktop and mobile	\$75

* Minimum CPM buy: 10,000 impressions per month