

SPONSORED CONTENT

Tell a story to our audience! Sponsored content allows you to write an article for a Babcox Media website. Educate readers by discussing industry trends or providing technical knowledge.

The most effective sponsored content articles are educational and thought leadership in nature. We encourage companies to avoid making their article into a sales pitch. Under no circumstances will we accept an article that mentions or disparages competitors.

YOUR SPONSORED CONTENT PROGRAM INCLUDES:

1. Posting of your article to a Babcox-owned website. It includes your company name and logo, and it remains on the site permanently. We encourage you to make the article between 400-1000 words in length.
2. A prominent position in rotation on the website's homepage for 30 days.
3. A promotion of your article in 2 or more issues of the brand's eNewsletter.
4. Listing in the *Suggested Articles* feed on the website for 30 days.
5. Cross-promotion on social media (Twitter and Facebook) from the brand's social accounts.

SPONSORED CONTENT IS AVAILABLE FOR THESE BRANDS

- AftermarketNews
- BodyShop Business
- Brake & Front End
- Counterman
- Engine Builder
- Fleet Equipment
- Fleet Service Technology
- ImportCar
- Motorcycle & Powersports News
- Servicio Automotriz
- Shop Owner
- TechShop
- Tire Review
- Tomorrow's Tech
- Transmission Digest
- Underhood Service



* Note: The Group Publisher of Content must approve all sponsored content articles prior to posting. All elements of the program will be labeled "sponsored."

*Note: Need help writing a great article? Let Babcox's team of subject matter experts do it for you. Add \$400 to the program price.

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