

# DIGITAL OPPORTUNITIES

## eNEWSLETTER

**Content:** The smartphone is the most prevalent media tool for the new wave of students. Approximately 85% of Millennials age 18-24 own smartphones, using them to connect with family and friends (65%), get news (63%), listen to music (63%) and/or take pictures/videos (61%).

**Frequency:** Twice a week

**Subscribers: 9,300**

**Flexible ad formats:** When you submit your ad, choose which format you prefer.

### A. Banner:

A 300 x 250 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."

Includes:

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

## CHOOSE YOUR POSITION:

POSITION	1	2	3	4	5	6
INVESTMENT PER MONTH	\$1,800	\$1,750	\$1,725	\$1,700	\$1,675	\$1650

Dateline Logo - \$2,600 (includes 240x60 logo only)



A

B

Advertisement

**North America's Largest MSO Network is coming to Your Market**

CARSTAR is excited to partner with the highest quality independent collision repairs shops in your market. With industry leading KPIs and CARSTAR centers averaging 11.1 DRPs against an industry average of 3.5, we can add systems, scale and support to help you grow in an increasingly competitive environment.

[Read more...](#)