



# Sponsored Content

Tell a story to Tire Review's audience! Sponsored content allows you to write an article for the Tire Review website. Educate readers by discussing industry trends or providing technical knowledge.

## YOUR SPONSORED CONTENT PROGRAM INCLUDES:

1. Posting of your 250-500 word article to the Tire Review website. It includes your company name and logo, and it remains on the site permanently.
2. A prominent position in rotation on the Tire Review homepage for 30 days.
3. Promotion of your article in 2 issues of the Tire Review eNewsletter.
4. Listing in the *Suggested Articles* feed along the left side of the Tire Review website for 30 days.
5. Cross-promotion on social media (Twitter and Facebook) from the Tire Review account.



Watch a two minute video that illustrates a sponsored content program  
[www.babcox.com/services/sponsored-content](http://www.babcox.com/services/sponsored-content)

**Investment: \$2,500**

\* Note: The content of your article cannot be a sales pitch for your company or its products, or mention competitors. The publisher must approve all sponsored content articles prior to posting. All elements of the program will be labeled "sponsored content."

\*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>**