

## eNEWSLETTER

### TechShop now delivers Tool Connect twice a week!

**Frequency:** Delivered every Monday and Wednesday

**Subscribers:** 50,000+

### Flexible Ad Formats

When you submit your ad, choose from any of these four formats.

#### A. Featured Video:

- Original video file (provide click-thru URL); or link to video
- 60 character headline

#### B. Display Ad:

- 300x250 image that links to your website

#### C. 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

#### D. Sponsored content eNewsletter ad:

Only available as part of a sponsored content program. Must be thought leadership or educational in nature, and cannot mention your company, products or competitors. All sponsored content must be approved by the publisher. Links to the **TechShop** website where the full sponsored article is published. Labeled "Sponsored content."

### CHOOSE YOUR POSITION:

Position	Featured Video	2	3	4	5	6	7
Investment per month	\$700 Weekly	\$3,410	\$3,190	\$3,190	\$3,025	\$3,025	\$2,750

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

**A**

Introducing NEW Valvoline™ EasyGDI™ with Power Dispersal Technology™

**B**

**GEARWRENCH**  
**MORE IMPACT**  
**GET IN. GET OUT. GET DONE.**  
IMPACT SOCKET SETS  
UNIVERSAL IMPACT SOCKETS  
IMPACT EXTENSIONS [LEARN MORE](#)

**C**

- Advertisement -

**Beta Tools' Mobile Roller Cab Features Anti-Tilt System**

Beta Tools' extra-large mobile roller cab (C24SA-XL) features seven cab (C24SA-XL) features seven drawers with ball bearing slides and an anti-tilt system. This roller cab features a sturdy ABS worktop with four tool trays, a sturdy nylon front with an integrated label holder, features a sturdy ABS worktop with drawer bases protected by foamed rubber mats, a front centralized safety lock and an integrated side bottle holder.

[Read more...](#)

**D**

- Sponsored Content -

**8 Ways To Make More Money in Your Service Department**

We have been comparing technician efficiency rates in dealerships across the country to offer eight suggestions to improve profits in your Service departments. A few of these suggestions may be difficult and require change, but winning in business isn't easy.

[Read more](#)