



DIGITAL OPPORTUNITIES

DIGITAL EDITION SPONSORSHIP

Reach automotive repair and collision shop owners and managers while they're engaged with **TechShop** content! Your company can be the sole sponsor of **TechShop's** digital magazine and archives.

- EMAILED TWICE MONTHLY TO **51,600** SUBSCRIBERS
- READABLE ON COMPUTERS, TABLETS AND SMARTPHONES

This exclusive sponsorship is sold on a monthly basis. When you are the sponsor of the digital edition, your ads appear both on the current month's issue plus all past issues too!

YOUR SPONSORSHIP INCLUDES:

1. PROMINENT POSITIONING IN TWO EMAIL BLASTS TO 51,600+ TECHSHOP SUBSCRIBERS

- Each eBlast encourages subscribers to view the digital edition
- Your company's logo is placed in the header at the top of the message
- You also receive a 250x250 display ad running within the message

2. BANNER ADS APPEARING ON EACH DIGITAL EDITION PAGE

- A 728x90 leaderboard appears at the bottom of all desktop and tablet pages
- A 320x50 mobile leaderboard renders on smartphones

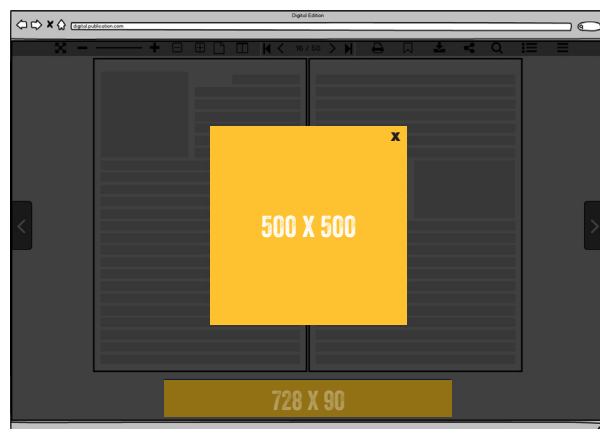
3. AN INTERSTITIAL GREETES EACH USER AT THE BEGINNING OF THEIR SESSION

- This large ad takes over the page, ensuring your ad message is front and center when a user begins reading the digital edition's content
- Appears on desktop, tablet and mobile versions

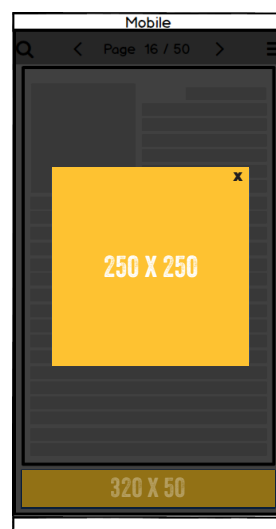
The digital edition is promoted to readers via email alerts, TechShopMag.com, Tool Connect – TechShop's eNewsletter – and social media (Twitter and Facebook).

INVESTMENT PER MONTH: **\$5,000**

Includes sponsorship of the current issue and all archived issues



DESKTOP



MOBILE



TABLET

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