

TIRE REVIEW's Digital Edition and App deliver additional impressions and touch points to enhance your marketing message. Sponsorship of TIRE REVIEW's digital issue expands marketing opportunities via print, online and social media channels, providing readers with an engaging interactive experience that only TIRE REVIEW can deliver.



## The TIRE REVIEW digital edition and App has the following features:

- Each magazine issue will be available on digital devices – including tablets, computers and smartphones – at least 10 days prior to the print issue hitting the streets
- The App will include news feeds from various TIRE REVIEW channels and will be updated as vital news occurs
- Each issue can be read and experienced anywhere, anytime
- With the Digital Edition and App versions, all ads become interactive, and advertisers can change creative for the digital issue
- Archive containing the back issues from 2013
- Complete search capabilities
- *And much more!*

# This exclusive monthly sponsorship is available for only \$5,000 per month.

## SPONSORSHIP PACKAGE INCLUDES:

### Monthly Email to TIRE REVIEW Subscribers providing access to the Digital Edition and App issue

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#### 1. Logo in header

File formats accepted: jpg, tif (Babcox will resize logo to proper dimensions)

#### 2. Skyscraper Ad

File formats accepted: jpg, gif, animated gif; click URL

Dimensions: 160x600 pixels

### Web Edition of TIRE REVIEW

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#### 1. Front Cover Blow-in Ad

Ad creative overlays front cover. Web edition only.

Maximum dimensions: 500x300 pixels

File formats accepted: jpg, gif, animated gif and/or multimedia file; click URL

#### 2. Table of Contents Logo

File formats accepted: jpg, tif (Babcox will resize logo to proper dimensions)

### App

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#### 1. App Launch Image

"Sponsored By" callout with logo displays when App version launches. Provide logo.

File formats accepted: jpg, tif (Babcox will resize logo to proper dimensions)

#### 2. iPad/Kindle Fire App Banners

Provide two banner sizes to accommodate screen orientations

Dimensions: 728x90 pixels and 960x90 pixels

File format accepted: png; click URL

#### 3. iPhone/Android App Banners

Dimensions: 320x50 pixels

File format accepted: png; click URL

### Promotion via TIRE REVIEW's Online Properties

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#### 1. TireReview.com

Digital edition and sponsor logo featured in homepage slideshow

#### 2. Tire Review World Tire Report Newsletter

Article promoting Digital Edition and App featured daily for two weeks.

#### 3. Social Media

Sponsorship mention when the Digital Edition is ready for viewing

### Print

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#### 1. Logo and Sponsored-By message in the full-page house ad in TIRE REVIEW

2. In Digital Edition and App version, replace your print ad in TIRE REVIEW with an interactive ad (Babcox will work with your team to include your video, audio, PowerPoint, PDF or other media).

**Sponsorship: \$5,000 per issue**

