








# VIDEO SPONSORSHIPS

Video is transforming the way business is conducted today in the B2B marketplace. Most buying decisions today are made before a prospect comes into contact with your sales team. Reach your target audience by sponsoring videos produced by Babcox Media's esteemed editorial team.

Brand	Video Series Title	eNewsletter Distribution	
<input type="checkbox"/> AftermarketNews	Aftermarket Rules of Engagement	8,000 subscribers	
Industry veteran Scott Shriber discusses distribution topics with AMN's executive audience. <b>Investment: \$3,995/month to sponsor 2 videos</b>			
<input type="checkbox"/> BodyShop Business	Crunch Time	25,000 subscribers	
This series discusses the latest tips and best practices, body shop basics, and more. <b>Investment: \$5,000/month to sponsor 4 videos</b>			
<input type="checkbox"/> BodyShop Business	Consumer Rights Awareness	25,000 subscribers	
Educates collision shops on the legal rights of their customers: insurance, OE parts, & more. <b>Investment: \$5,000/month to sponsor 4 videos</b>			
<input type="checkbox"/> Brake & Front End	Tech Minute / Maintenance Minute	14,000 subscribers	
Quick-hitting technical videos on undercar topics, typically 90 to 120 seconds in duration. <b>Investment: \$7,500/month to sponsor 4 videos</b>			
<input type="checkbox"/> Counterman	Talking Parts	15,000 subscribers	
Counterman editor Josh Cable covers technical, aftermarket sales, and industry content. <b>Investment: \$8,000/month to sponsor 4 videos</b>			
<input type="checkbox"/> ImportCar	Tech Minute / Maintenance Minute	14,000 subscribers	
We supply technical content that import specialists crave, in a 90- to 120-second video. <b>Investment: \$8,000/month to sponsor 4 videos</b>			
<input type="checkbox"/> Tomorrow's Tech	ASE Test Prep	4,000 subscribers	
Tips for aspiring techs on how to ace ASE exam topics, presented by editor Carley Millhone. <b>Investment: \$5,000/month to sponsor 4 videos</b>			
<input type="checkbox"/> Underhood Service	Tech Minute / Maintenance Minute	19,000 subscribers	
Technical info on A/C, engines, fuel, cooling, ignition, turbos, diesel injection, and more. <b>Investment: \$7,500/month to sponsor 4 videos</b>			

**All sponsorships include:**

- 25,000 monthly banner impressions promoting the videos, including the sponsor's logo
- Posting to social media channels
- Promotion on the brand's eNewsletter
- Monthly reporting of all campaign metrics