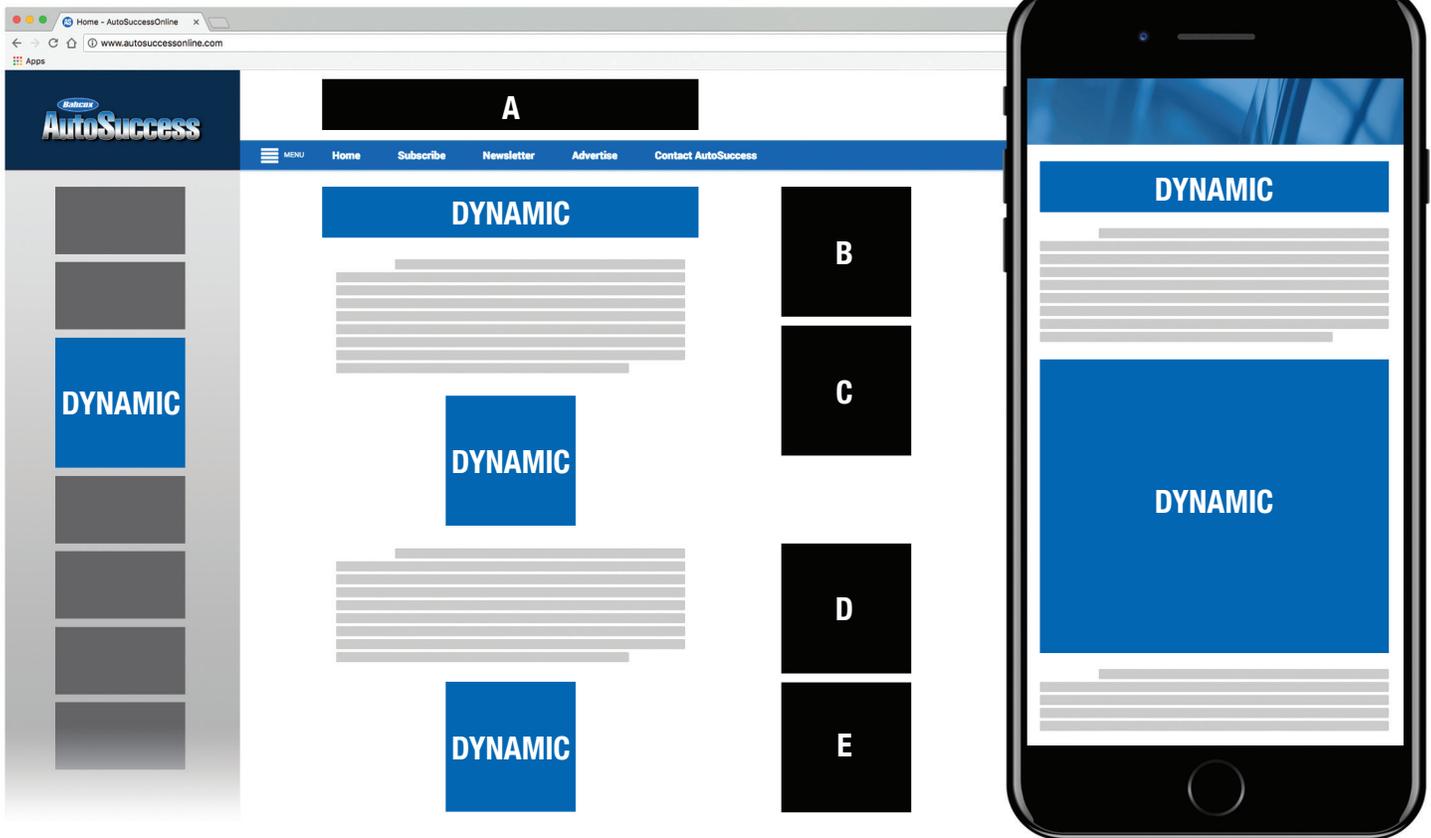


DIGITAL ADVERTISING OPPORTUNITIES

AUTOSUCCESSONLINE.COM — WEBSITE ADVERTISING: TWO WAYS TO BUY

Choose how you want to advertise on AutoSuccessonline.com. Select a fixed position for a flat monthly rate, or buy your ads on a cost per 1,000 impressions (CPM). For detailed ad specifications, visit ads.babcox.com.



FIXED ADS

Benefits:

- Your ad is seen in the same fixed position on the site throughout an entire month.
- Your ad rotates with one other advertiser in that position, giving you a 50% share of voice.
- Fixed ads are seen by our site's desktop users, ensuring your ad is seen on large screens.

DYNAMIC ADS

Benefits:

- Your ad is interspersed with the site's editorial content.
- Buy as much exposure as you want. Ads are sold by impressions per month, so you can customize how many times you want your ad to appear.
- Priced on an efficient CPM (cost per thousand impressions) basis.
- You receive exposure with both desktop and mobile users.

PLACEMENT	DIMENSIONS	RATE/MONTH
-----------	------------	------------

Fixed position A	728x90 leaderboard	\$945
Fixed position B	300x250 rectangle	\$840
Fixed position C	300x250 rectangle	\$840
Fixed position D	300x250 rectangle	\$840
Fixed position E	300x250 rectangle	\$840

PLACEMENT	DIMENSIONS	CPM
-----------	------------	-----

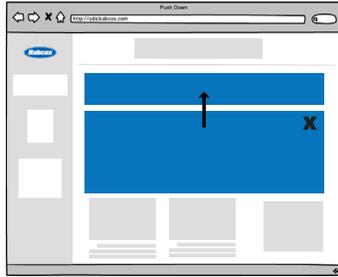
Long ad	728x90 leaderboard on desktop, 320x50 on mobile	\$63
Square ad	300x250 rectangle on both desktop and mobile	\$63

AUTOSUCCESSONLINE.COM — WEBSITE ADVERTISING: HIGH-IMPACT AD POSITIONS

The following are additional advertising opportunities aside from the normal digital options listed on the previous page. To view a live demo of each ad, visit ads.babcox.com/demos. For detailed ad specifications, visit ads.babcox.com.

PREMIUM PUSHDOWN

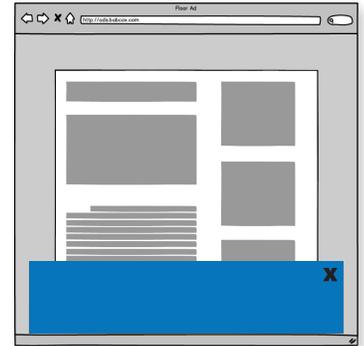
The pushdown is an expanding ad that provides impactful branding. It takes center stage on the site when it appears to users in an expanded state, pushing down the page content. After a few seconds it automatically retracts into a banner that remains at the top of the content, where it can be re-expanded by the user. †



\$1,500/month

FLOOR AD

The Floor Ad sits on top of the site's content at the bottom of the page, showcasing your advertising message. As the user scrolls, the floor ad stays in position and remains in place until it's closed by the user. †



\$1200/month

IN-STORY VIDEO

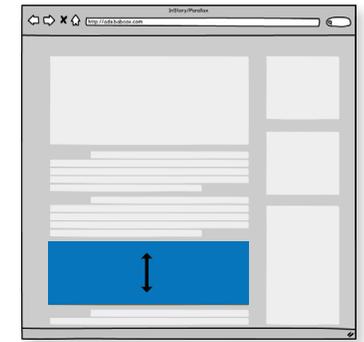
Your video is embedded between paragraphs of an article. The video plays only when a user scrolls to a certain point in the article, and the sound is enabled when the user places their cursor over the ad. †



\$1050/month

PARALLAX

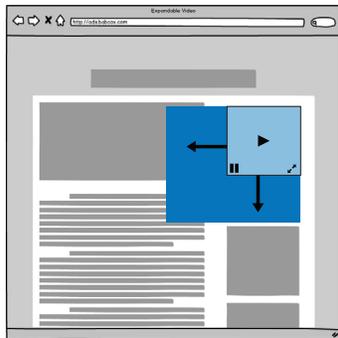
This ad unit appears to sit behind the page in a cut-out window, creating a unique effect as the user scrolls. You need to view the demo at ads.babcox.com/demos to fully appreciate the Parallax! †



\$1000/month

EXPANDABLE VIDEO

This unit is an upgrade to a fixed ad in positions B, C, D, or E. Your 15-second video auto-plays in your ad position when the page loads. When the user places their cursor over the video, the video expands and audio begins playing. Appears on desktop only. Sold monthly.

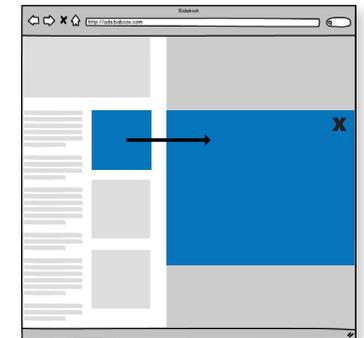


FIXED AD + 25%

† Appears once per user per day

SIDEKICK

This unit is an upgrade to a fixed ad in positions B, C, D, or E. At first the Sidekick looks like a standard 300x250 rectangle in the right sidebar. But when the user places their cursor over the rectangle, the creative pushes the page content to the left—revealing a large canvas for your message. Appears on desktop only. Sold monthly.



FIXED AD + 25%

AUTOSUCCESS eNEWSLETTER

CONTENT: The *AutoSuccess* eNewsletter is dedicated to providing practical ideas, strategies and information that dealer sales professionals and those charged with overall dealership responsibility can put into action to increase their success and profitability. This timely eNewsletter delivered every Tuesday is full of up-to-the minute information and dealership management tips, giving readers valuable content to help them perform their jobs more effectively.

FREQUENCY: Delivered every Tuesday

SUBSCRIBERS: 15,200

DEALER SERVICE eNEWSLETTER

CONTENT: The *AutoSuccess Dealer Service* eNewsletter is designed to address the needs of those who serve customers in the service, parts and F&I departments — those dealership team members who have the most contact with customers and play a vital role in the company’s bottom line. This weekly newsletter offers useful information, links to service-related blog posts and articles on our website and other valuable information you can put to use immediately to see results.

FREQUENCY: Delivered every Thursday

SUBSCRIBERS: 15,200

eNEWSLETTER ADVERTISING FORMATS & SIZES

DATELINE LOGO:

A 240x60 logo that links to your website. Appears at the top of the eNewsletter only.

BANNER:

A 300x250 image that links to your website. The banner is a great option for driving brand awareness.

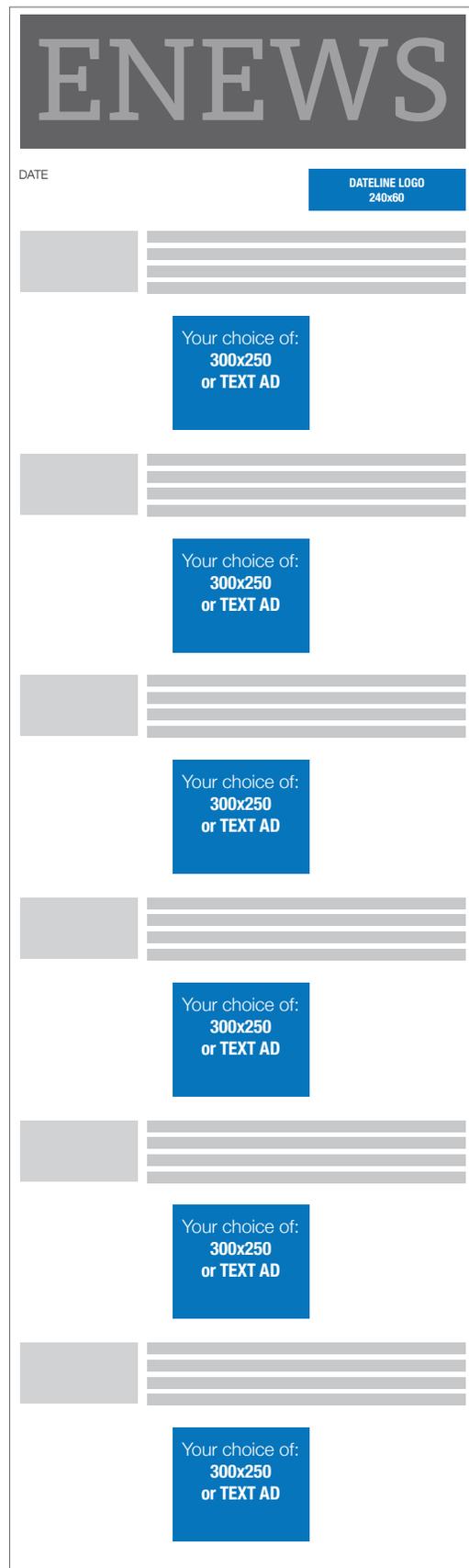
TEXT AD:

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.”

- 50 words of text
- 60-character headline
- 200x100 image
- Link to your website

PLACEMENT	DIMENSIONS	RATE/MONTH
Dateline Logo	240x60	\$525
Position 1	300x250 rectangle or text ad	\$2,242
Position 2	300x250 rectangle or text ad	\$1,817
Position 3	300x250 rectangle or text ad	\$1,575
Position 4	300x250 rectangle or text ad	\$1,575
Position 5	300x250 rectangle or text ad	\$1,575
Position 6	300x250 rectangle or text ad	\$1,334

For detailed ad specifications, visit ads.babco.com.



DIGITAL MAGAZINE ADVERTISING

Reach dealership professionals while they're engaged with **AutoSuccess** content! Your company can be the sole sponsor of **AutoSuccess's** digital magazine and archives.

- Emailed twice monthly to more than **15,200** 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 more than **15,200 AutoSuccess** 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 greeting 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, AutoSuccessonline.com, the **AutoSuccess** eNewsletter and social media (Twitter and Facebook). For detailed ad specifications, visit ads.babcox.com.

INVESTMENT PER MONTH: \$5,000



WEEKLY PODCASTS

In addition to our printed articles and blog posts, **AutoSuccess** offers the opportunity to connect with our audience via our weekly podcast. On our podcast, we interview you as an industry leader with a set of questions that are provided in advance, based on your expertise. The interview is done over the phone or via Skype (as you prefer), and generally takes between 15 to 30 minutes.

In addition to featuring the podcast on our Website and sending it to iTunes and various other podcast aggregators, we provide a direct link to your episode that you can use in your own marketing efforts.

Much like our articles, we do require that the interview not be self-promotional. We like to talk about topics and ideas that would be of interest to our listeners in the vehicle-selling industry, and not specific products or services; we will lose audience — both for your podcast and for future podcasts — if we're seen as an "infomercial." We *do* introduce our guest at the beginning and end of the show with his or her business, and include their website information at the end.

To listen to our past podcasts, visit autosuccessonline.com/podcasts.

FREQUENCY: Available every Friday

INVESTMENT: \$500 per podcast

WEBINARS

AutoSuccess webinars present relevant educational content to help automotive dealer professionals improve their businesses. Each webinar is an opportunity to position your company as a thought leader while generating leads.

As the sponsor of an **AutoSuccess** webinar, you'll have an opportunity to choose the format — either a presentation or a question-and-answer discussion. Audience members can ask questions throughout the webinar. Replays of the webinars are also available for those who registered but could not attend the live presentation.

AutoSuccess crafts the marketing materials and promotes the webinar to automotive professionals. The **AutoSuccess** team handles all of the webinar logistics.

You'll have a full suite of tools at your disposal during the webinar. Polls, handouts, surveys, videos, pre-event emails and live questions give you the opportunity to engage the audience. After the event concludes, you receive a full list of registrants and attendees, including contact information.

FREQUENCY: One to 2 per week.

INVESTMENT: \$3,995

