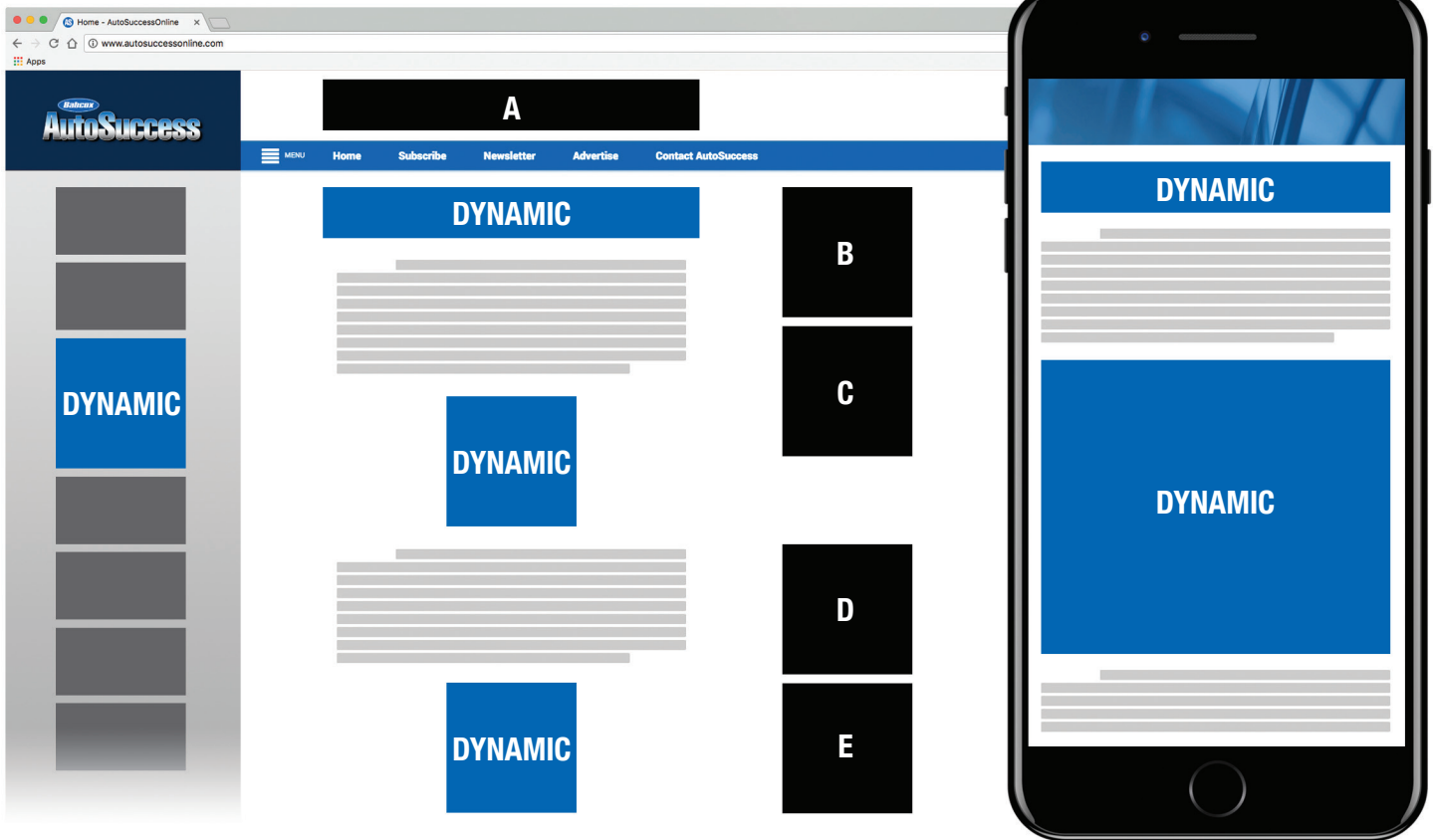


# DIGITAL ADVERTISING OPPORTUNITIES

## 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](http://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