

DEALER

Supplement to **AutoSuccess** 

# SERVICE

PARTS, TOOLS, EQUIPMENT & TIRES

## AUTOSUCCESS 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 will offer 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:** Weekly

**SUBSCRIBERS:** more than 9,400

## 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/WEEK
Dateline Logo	240x60	\$500
Position 1	300x250 rectangle or text ad	\$2,135
Position 2	300x250 rectangle or text ad	\$1,730
Position 3	300x250 rectangle or text ad	\$1,500
Position 4	300x250 rectangle or text ad	\$1,500
Position 5	300x250 rectangle or text ad	\$1,500
Position 6	300x250 rectangle or text ad	\$1,270

For detailed ad specifications, visit [ads.babcox.com](http://ads.babcox.com).