

## eNEWSLETTER

**Content:** The hottest headlines, breaking stories, trends and viral news from the collision repair industry in the States and around the world.

**Frequency:** 3x Weekly Distribution

**Subscribers:** 28,963

**Flexible ad formats:** When you submit your ad, choose from any of these three formats.

### A. Banner:

A 605x80 image that links to your website, the banner is a great option for driving brand awareness.

### B. 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 trade show booth, etc. Labeled "Advertisement." Includes:

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


### C. Sponsored content eNewsletter ad:

Only available as part of a sponsored content program. Must be thought leadership or educational in nature, and cannot mention your company, products, or competitors. All sponsored content must be approved by the publisher. Links to the BodyShop Business website where the full sponsored article is published. Labeled "Sponsored content."



Advertisement

**PDR estimation made easy! Insurance approved! Handy Check-in!**



Write and share PDR estimates quickly and easily. Estimate your current inventory and do better vehicle check-in. Easy dent count system for hail claims. Easy guide for estimating door dings and minor dents. App creates shareable PDF documents you can attach to any internal file. Increase sales on your current inventory of vehicles.

[Read more...](#)



- Sponsored Content -

**How To Get Customers To Want You**



Everyone wants to feel wanted. That includes you and your service team at work! Customers are obviously your lifeblood, and you want them to want you so you get more business. The biggest way for you to stand out is to jump start your customer experience. 60% of customers will try a new place if they don't like your service. Don't let that happen!

[Read more](#)

## CHOOSE YOUR POSITION:

Position	1	2	3	4	5	6	7	8	9
Investment per block	\$1,650	\$1,375	\$1,250	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000

Dateline Logo - \$500 (includes 240x60 logo only)

**For detailed ad specifications, visit <http://ads.babcox.com>**