

DIGITAL OPPORTUNITIES

eNEWSLETTER

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

Frequency: 5x weekly distribution

Subscribers: 28,000

Standard ad positions:

For any standard ad position (#1-10) in the eNewsletter, choose between a banner or a text ad.

A. Banner:

A 300x250 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 tradeshow booth, etc. Labeled "Advertisement." Includes:

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

Other ad positions:

C. Featured Video:

Placed between ads #2 and #3 in the eNewsletter, your video placement will feature the video's title and a 600x338 still image of the video, clicking through to YouTube or wherever the video is hosted.

D. Dateline Logo:

Be the first ad in the newsletter! The Dateline is a 240x60 logo at the top of the newsletter.

STANDARD AD POSITIONS:

POSITION	1	2	3	4	5	6	7	8	9	10
INVESTMENT PER BLOCK:	\$1,825	\$1,525	\$1,425	\$1,125	\$1,125	\$1,125	\$1,125	\$1,125	\$1,125	\$1,125

OTHER AD POSITIONS:

Featured Video - \$750 per week

Dateline Logo - \$550 per block



July 16, 2018

Email not displaying correctly? [View it in your browser.](#)

A

B

Advertisement

North America's Largest MSO Network is coming to Your Market

CARSTAR is excited to partner with the highest quality independent collision repairs shops in your market. With industry leading KPIs and CARSTAR centers averaging 11.1 DRPs against an industry average of 3.5, we can add systems, scale and support to help you grow in an increasingly competitive environment.

[Read more...](#)

C

Featured Video

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

* A block is a half-month increment, from the 1st of the month through the 15th, and the 16th through the end of the month.

