

DIGITAL OPPORTUNITIES

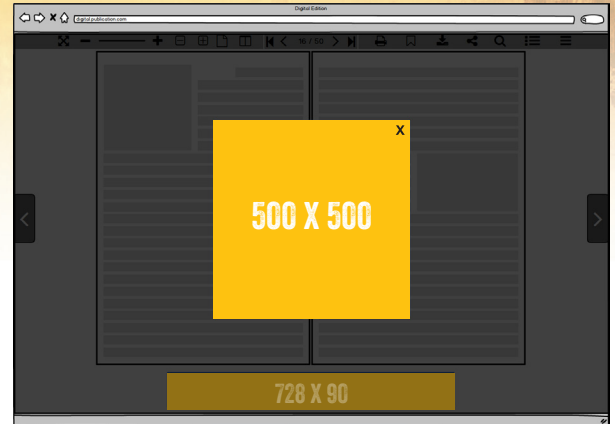
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DIGITAL EDITION SPONSORSHIP:

Reach automotive repair and collision shop owners and managers while they're engaged with **TechShop** content! Your company can be the sole sponsor of **TechShop's** digital magazine and archives.

- Emailed twice monthly to **47,500** 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!



DESKTOP

YOUR SPONSORSHIP INCLUDES:

1. Prominent positioning in two email blasts to 47,500+ TechShop 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 greets 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

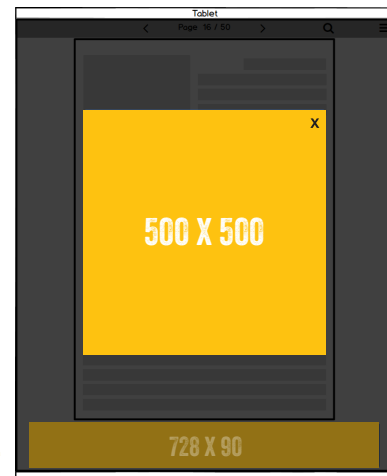
The digital edition is promoted to readers via email alerts, TechShopMag.com, Tool Connect – **TechShop's** eNewsletter – and social media (Twitter and Facebook).

Investment per month: \$5,000

Includes sponsorship of the current issue and all archived issues



MOBILE



TABLET

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