

# THE SHOP

eNEWSLETTER

## High-Performance Advertising in THE SHOP's Daily eNewsletter

### TOWER AD

Primary advertising position

#### Package Pricing

1X.....	\$700
10X .....	\$630
20X .....	\$560
50X .....	\$490

Image Size: 300 x 600 pixels

Image Setting: 72 ppi/RGB

Image Formats: JPEG, PNG or GIF; non-animated/non-rotating formats only

### BILLBOARD AD OR FEATURED VIDEO

Perfect for building brand awareness, or pushing your latest product or training video to the market

#### Package Pricing

1X.....	\$550
10X .....	\$495
20X .....	\$440
50X .....	\$385

Image Size: 300 x 300 pixels

Image Setting: 72 ppi/RGB

Image Formats: JPEG, PNG or GIF; non-animated/non-rotating formats only

### TEXT/HEADLINE AD

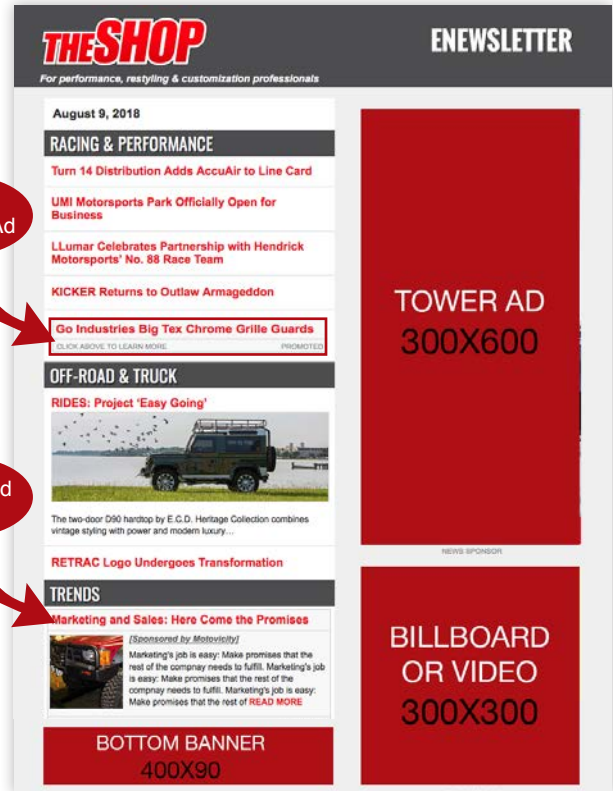
Push clicks to a promotional incentive, new product or other special program

#### Package Pricing

1X.....	\$350
10X .....	\$315
20X .....	\$280
50X .....	\$245

File Type: Plain text (no images)

Length: Max 85 characters, spaces included



### SPONSORED CONTENT/NATIVE ADVERTISING

Position your company as a thought leader in the automotive aftermarket..... \$995

Headline: 45 characters with spaces max

Description: 220 characters with spaces max

Copy for article: 500-word limit preferred, but not required

A photo or illustration to accompany the sponsored article is encouraged but not required

### BOTTOM BANNER

An economical way to build exposure throughout the year

#### Package Pricing

1X.....	\$450
10X .....	\$405
20X .....	\$360
50X .....	\$315

Image Size: 400 x 90 pixels

Image Setting: 72 ppi/RGB

Image Formats: JPEG, PNG or GIF; non-animated/non-rotating formats only