

# THE SHOP

WEBSITE

The screenshot displays the website's layout with several key advertising areas highlighted in red boxes:

- MARQUEE AD 728X90:** Located at the top, featuring a large image of a green sports car and a headline: "All-Electric Race Car for Sport and Endurance Racing".
- TOP BANNER 728X90:** A horizontal strip containing multiple news items, such as "PHOTO GALLERY: 2017 Motor State Challenge" and "Ford Debuts the Fastest Mustang Ever".
- TOWER 300X600:** A large vertical red box on the right side of the main content area.
- BILLBOARD 300X250:** A smaller vertical red box positioned below the Tower ad.

The website also includes a navigation menu, a search bar, and a footer with contact information and social media links.

## Advertise your products on the leading website for industry news!

Aftermarket professionals turn to **theshopmag.com** to find the information that powers their success. With an average of more than 1 million page views per year\*, advertising on **theshopmag.com** ensures your brand is front and center in the automotive aftermarket.

### Run-of-Site advertising options:

#### Tower

- Prominent page exposure, commanding attention
- 300 pixels wide x 600 pixels high, 300 x 250 for mobile
- Flash, animated or non-rotating ad formats accepted

**Price: \$1,050/month**

#### Marquee

- Premium top-of-page exposure that sticks with the viewer as they scroll down
- 728 pixels wide x 90 pixels high, 320 x 50 for mobile, 468 x 60 for tablet
- Flash, animated or non-rotating ad formats accepted

**Price: \$1,050/month**

#### Top Banner

- Front-and-center advertising on every page
- 728 pixels wide x 90 pixels high, 320 x 50 for mobile, 468 x 60 for tablet
- Flash, animated or non-rotating ad formats accepted

**Price: \$895/month**

#### Billboard

- Hot spot on the site
- 300 pixels wide x 250 pixels high, 234 x 60 for mobile
- Flash, animated or non-rotating ad formats accepted

**Price: \$795/month**

\*Google Analytics, July 1, 2017 through July 1, 2018; actual page views were 1,224,361