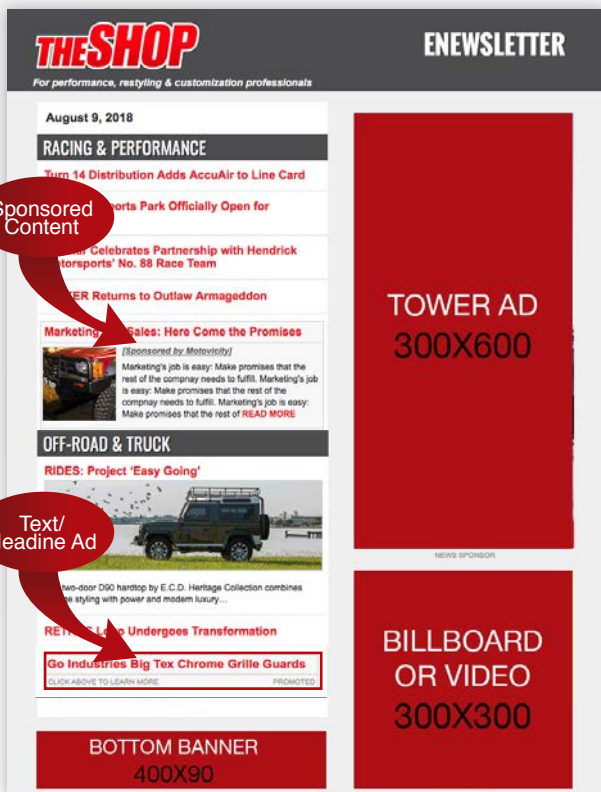


THE SHOP

eNEWSLETTER

High-Performance Advertising in THE SHOP's Daily eNewsletter



TOWER AD

Primary advertising position

Package Pricing

1X.....	\$750
10X	\$680
20X	\$610
50X	\$540

Image Size: 300 x 600 pixels, 100kb max

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.....	\$575
10X	\$520
20X	\$465
50X	\$410

Image Size: 300 x 300 pixels, 100kb max

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.....	\$375
10X	\$340
20X	\$305
50X	\$270

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..... \$1,195

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.....	\$475
10X	\$430
20X	\$385
50X	\$340

Image Size: 400 x 90 pixels, 100kb max

Image Setting: 72 ppi/RGB

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