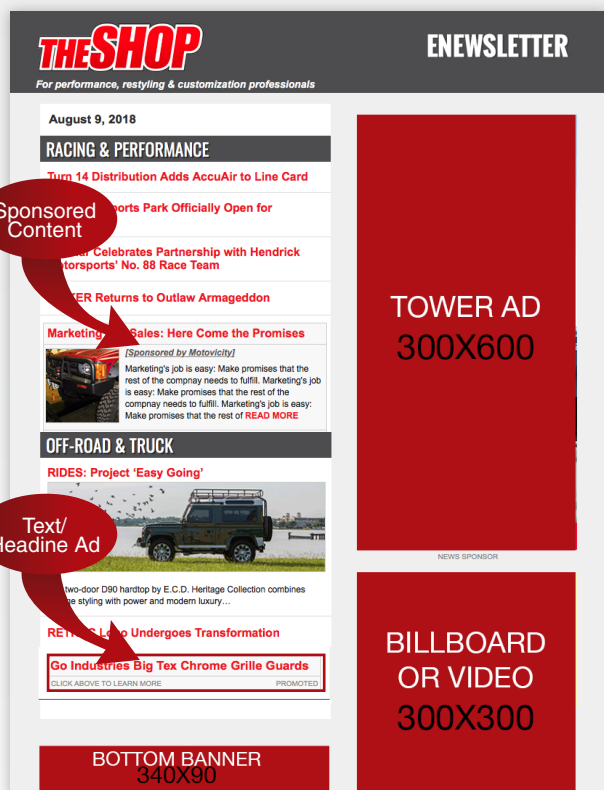


# THE SHOP

## 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: 340 x 90 pixels, 50kb max

Image Setting: 72 ppi/RGB

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