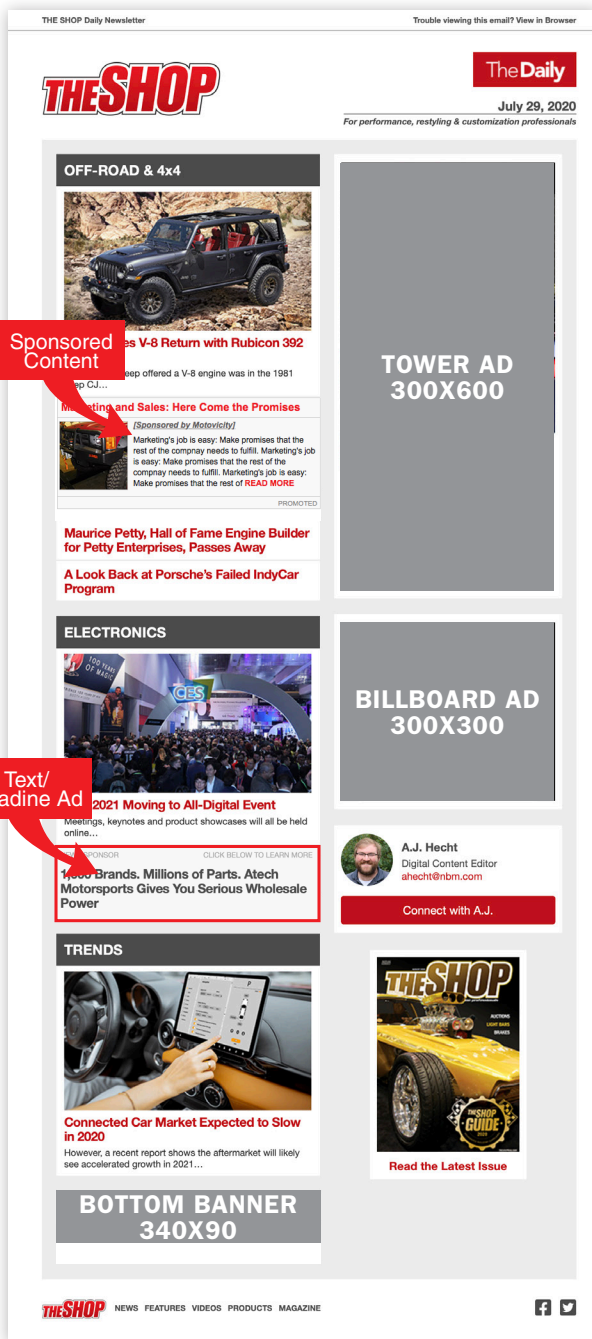


High-Performance Advertising in *THE SHOP's* Daily eNewsletter



TOWER AD

Primary advertising position

Package Pricing

| | |
|-----------|-------|
| 1X..... | \$800 |
| 10X | \$730 |
| 20X | \$660 |
| 50X | \$590 |

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