

# THE SHOP

WEBSITE

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

Aftermarket professionals turn to **theshopmag.com** to find the information that powers their success. With an average of more than 45,000 page views per month\*, advertising on **theshopmag.com** ensures your brand is front and center in the automotive aftermarket.

### TOWER

- Prominent page exposure, commanding attention
  - 300 pixels wide x 600 pixels high, 300 x 250 for mobile, 300 x 250 for tablet
  - Flash, animated or non-rotating ad formats accepted
- Price: \$1,100/month**

### MARQUEE

- Premium top-of-page exposure
  - 728 pixels wide x 90 pixels high, 300 x 100 for mobile, 465 x 90 for tablet
  - Flash, animated or non-rotating ad formats accepted
- Price: \$995/month**

### TOP BANNER

- Front-and-center advertising on every page
  - 728 pixels wide x 90 pixels high, 300 x 100 for mobile, 465 x 90 for tablet
  - Flash, animated or non-rotating ad formats accepted
- Price: \$895/month**

### BILLBOARD

- Hot spot on the site that rotates between the three positions
  - 300 pixels wide x 250 pixels high, 300 x 100 for mobile, 465 x 90 for tablet
  - Flash, animated or non-rotating ad formats accepted
- Price: \$795/month**

The screenshot displays the website's layout with several key features:

- Header:** "THE SHOP" logo, "Marquee 728x90" ad space, and a "SUBSCRIBE" button.
- Navigation:** "NEWS", "FEATURES", "PRODUCTS", "PODCASTS", "VIDEOS", "SPOTLIGHTS", "MAGAZINE".
- Main Content:** A large featured article titled "Mustang to Offer High-Performance Package" with an orange Mustang image.
- Right Sidebar:** "RECOGNIZED SUPPLIER GUIDE" badge and a "Tower 300x600" ad space.
- Latest Articles:** A grid of article thumbnails including "Teaching an Old Bronco New Tricks", "GMC Sierra with Carbon Fiber Bed", "Angry Bear Approved for NHRA Stock and Super Stock Competition", "Bobcat Sales Holds Fast to Fourth Year", and "GM Leaks New Corvette for Charity".
- Billboard Ad:** A "Billboard 300x250" ad space featuring a silver sports car.
- Editors Picks:** A list of recommended articles such as "GM Leaks New Corvette for Charity", "Blacking Speed Shop Traps Footprint", and "Angry Bear Approved for NHRA Stock and Super Stock Competition".
- Footer:** "THE SHOP Newsletter" sign-up form with a "SUBSCRIBE" button.

\*Google Analytics, July 1, 2019 through July 1, 2020. Total page views were 579,117