

Capture the exclusive attention of our audience as the sponsor of this eNewsletter EXTRA, delivered the second Saturday of each month. This eNewsletter EXTRA features the popular monthly economic report of the industry's Key Performance Indicators (KPI).

**Price: \$1,595**

#### 100% SHARE OF VOICE

As the exclusive sponsor of this report, you get four distinct banner ads throughout the message.

#### QUALITY CONTENT

THE SHOP's monthly economic report takes an in-depth dive into the economic factors impacting the automotive aftermarket, from consumer confidence and vehicle sales to economic activity in the manufacturing sector, imports and exports and much more.

#### STAND-ALONE TIMING

The eNewsletter EXTRA is sent no more than once a month on a Saturday, away from the distractions of the busy work week.

#### Specifications

Image Size: 728x90  
Image Setting: 72 ppi/RGB  
Image Formats: JPEG, PNG or GIF



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The screenshot displays the layout of the eNewsletter EXTRA. At the top, it features the 'THE SHOP' logo and 'eNews EXTRA' branding. The main content area includes a 'Key Performance Indicators Report MAY 2021' sponsored by Holley, with a speedometer graphic. Below this is a 'Holley ENGINE SWAPS MADE EASY!' banner for HEMI GEN III, COYOTE, and LS1 GEN 4 LT. The 'The Brief' section contains two articles: 'Economists are optimistic that Americans will be eager to act upon pent-up demand as they get past the worst of the pandemic...' and 'State of Business: Automotive Industry' discussing semiconductor shortages. An 'ORANGE TECHNOLOGY' banner is also present. The 'Recent Vehicle Recalls' and 'State of the Economy' sections follow. Another 'Holley NEW! LS3 LOW RAM INTAKES!' banner is shown. The 'Consumer Trends' section discusses consumer confidence. At the bottom, there's a 'PULSAR FOR L5P DURAMAX' banner and a footer with 'THE SHOP' logo and social media icons.