

OVERVIEW



Kylie Hirko,Associate Publisher

Exclusively Tools & Equipment, the Right Place to Be

rofessional *Tool & Equipment News' (PTEN)* mission is to deliver the latest tool and equipment innovations that increase efficiency for technicians on the job. Your mission is to increase tool and equipment sales by effectively advertising and providing a positive ROI.

The first key to effective advertising is identifying your audience and the second is to deliver an effective message. *PTEN* provides an exclusive tool and equipment product environment delivered to shop owners and technicians with purchasing capabilities for your products.

PTEN + Your Advertising message = Positive ROI for your advertising.

Strategically partnered with our sister publication *Professional Distributor (PD)*, the exclusive media serving the tool and

equipment distribution channel, *PTEN* and *PD* deliver a powerful push/pull marketing strategy for you.

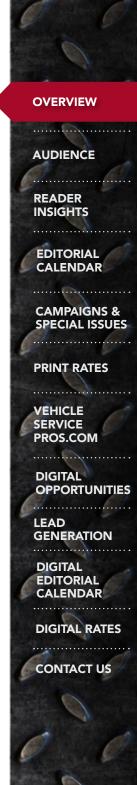
We look forward to working with you on your 2015 marketing plans and delivering your new products to the aftermarket!

Lylot









DRIVEN BY TECHNOLOGY AND INNOVATION,

PTEN delivers new tool information, trends and technologies to auto repair shop owners and technicians. Your integrated marketing program reaches key purchasing decision makers of tools and equipment, at vehicle repair facilities across the country.

Audience	Print	Digital	Lead Gen	Results
Print Digital E-mail Online Social	Editorial Calendar Print Ad Rates & Specs Special Issues Advertorials AdQ Study Product Showcase issue Innovation Awards Spec Guides Great Prize Giveaway AAPEX issue Magazine Options Inserts/ride-alongs Cover treatments Reprints	Responsive Design Banner Ads, Native Ads Online Product Guide E-mail E-mail Blasts E-newsletter Sponsorships E-Product Showcase Video Network Sponsorship Digital Ad Rates & Specs	Online Product Guide CUSTOM: E-newsletter, Magazine, App E-mail E-Product Showcase Social Media (TRACKtion Leads) Survey Distribution Webinars Whitepapers	Engagement Report E-mail Open & Click Rates Web ad impressions & click rate Lead Report: Print, Digital, Online Contact

Content Marketing & Native Advertising

Content marketing and native advertising are among today's hottest business tactics, responding to readers who tune out traditional advertising, but increasingly consume genuine, customer-focused information. Our creative content marketing opportunities position your valuable information so it enhances the editorial content in which it appears.

Develop the relationship

Content marketing & native advertising



Build brand, drive sales
Display advertising



You need both! Let's create a plan. OVERVIEW

.....

AUDIENCE

READER INSIGHTS

EDITORIAL CALENDAR

CAMPAIGNS & SPECIAL ISSUES

......

PRINT RATES

VEHICLE SERVICE PROS.COM

DIGITAL OPPORTUNITIES

.....

LEAD GENERATION

DIGITAL EDITORIAL CALENDAR

DIGITAL RATES

AUDIENCE

TEN targets independent repair shops as well as other repair facilities to help them understand what tools and equipment in the shop will help increase productivity.

Approximately 350,000 industry professionals look to *PTEN* before any other magazine to learn about the latest tools and equipment in the automotive aftermarket.**

PTEN provides a strong editorial environment that engages our readers and gains maximum exposure for your advertising message.

▶ **250,000**** PTEN Pass along readers

▶ 80,259[^] VehicleServicePros.com monthly unique visitors

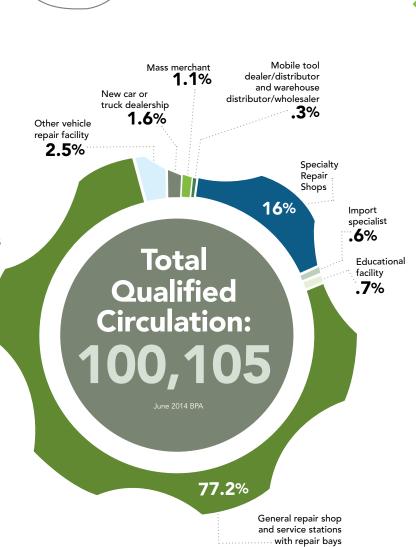
▶ **31,021*** PTEN Daily eNewsletter subscribers

▶ **42,521*** PTEN Digital edition subscribers

^Google Analytics, unique monthly visitors- April - June 2014.

*Publisher's Own Data

**2014 PTEN Readership Survey.



**2014 PTEN Readership Survey: On average, the PTEN subscriber is passing the magazine to 2.5 persons in the shop. June 2014 BPA: PTEN serves 100,105 subscribers at vehicle repair facilities across the U.S.

OVERVIEW

AUDIENCE

READER INSIGHTS

EDITORIAL CALENDAR

CAMPAIGNS & SPECIAL ISSUES

PRINT RATES

VEHICLE SERVICE PROS.COM

DIGITAL OPPORTUNITIES

......

LEAD GENERATION

DIGITAL EDITORIAL CALENDAR

DIGITAL RATES

READER INSIGHTS

"I love this magazine! It helps to keep me up to date on the latest tools to keep me successful in this constantly changing field. I enjoy the tips found inside also. I have used several tips and purchased several tools I've seen within the pages of this magazine. Keep up the great work!!!"

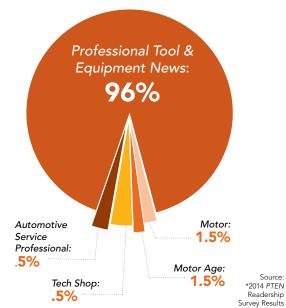
- Owner, President, VP, General Repair Shop.







PTEN is the magazine of choice when searching for the latest tools & equipment



ource: VEHICLE

SERVICE PROS.COM

PRINT RATES

OVERVIEW

AUDIENCE

READER

INSIGHTS

EDITORIAL CALENDAR

......

CAMPAIGNS & SPECIAL ISSUES

DIGITAL OPPORTUNITIES

......

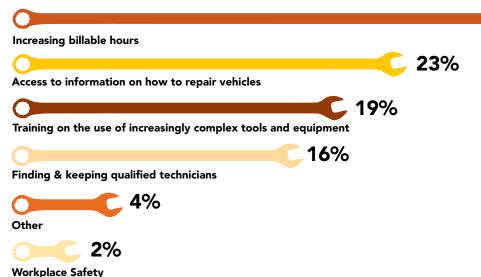
LEAD GENERATION

DIGITAL EDITORIAL CALENDAR

DIGITAL RATES

CONTACT US

PTEN subscribers' most critical issues.



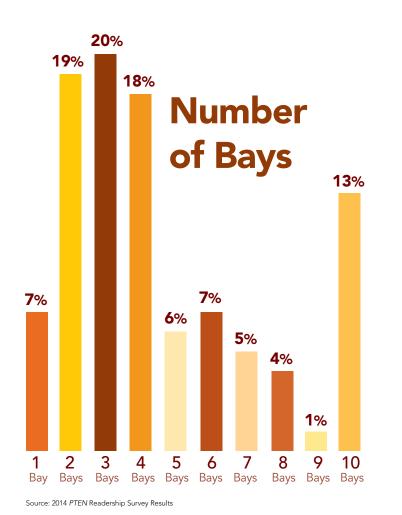
"My favorite for new tools and tech info. Well written and produced."

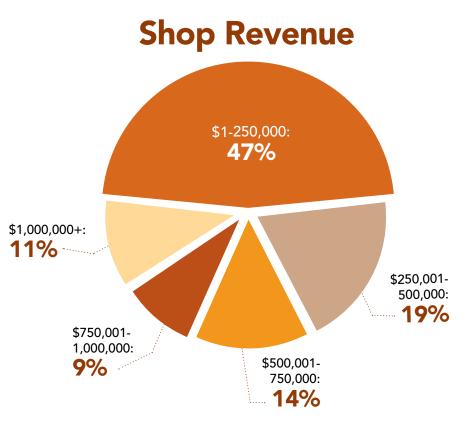
- Owner, President, VP, General Repair Shop

36%

READER INSIGHTS

of PTEN readers agree that having the right tools and equipment help to increase billable hours





OVERVIEW AUDIENCE **READER INSIGHTS EDITORIAL CALENDAR** **CAMPAIGNS & SPECIAL ISSUES PRINT RATES** VEHICLE SERVICE DIGITAL **OPPORTUNITIES** LEAD GENERATION DIGITAL **EDITORIAL** CALENDAR **DIGITAL RATES CONTACT US**

PRINT EDITORIAL CALENDAR

	FEBRUARY	MARCH	APRIL	MAY	JUNE
Consideration	Advertorial		To be The Advanced by	Ad-Q Study	Discussion Code
Special Feature	Advertorial		Tech Tips Advertorial	Innovation Award Nominees	Diagnostic Spec Guide
Tool Briefing	Bad/intermittent short circuits	Brake issues in hybrid vehicles	A/C electronics	Suspension issues	Coolant system issues
Category Spotlight	Battery Service and Electrical Systems	A/C Repair	Lifts, Jacks and Stands	Diagnostic Test Equipment	Power Tools and Air Tools
Bonus Distribution		VISION	Automechanika Chicago, ETI		
Editorial Deadline	1/02/2015	2/02/2015	3/05/2015	4/03/2015	5/04/2015
Ad Close	1/09/2015	2/09/2015	3/12/2015	4/10/2015	5/11/2015
Materials Deadline	1/14/2015	2/12/2015	3/17/2015	4/15/2015	5/14/2015
Planned Mail Date	2/12/2015	3/13/2015	4/14/2015	5/13/2015	6/12/2015

	JULY	AUGUST	SEPTEMBER	OCTOBER	DECEMBER
		Advertorial	Fourth Annual Great Prize	Individual PEOPLE'S	Top 100; AAPEX Editor's Picks
Special Feature		Innovation Award Winners Announced	Giveaway	CHOICE 2015 People's Choice	Power Tools Spec Guide
Tool Briefing		TPMS issues	Transmission in-car diagnostics	Misfire diagnosis and engine issues	Fuel injection issues
Category Spotlight	PRODUCT SHOWCASE ISSUE	Hand Tools and Specialty Tools	Tire, Wheel Service	Shop Equipment and Tool Storage	Medium Duty Vehicle Repairs and Service
Bonus Distribution				AAPEX and SEMA	MACS 2016
Editorial Deadline	6/03/2015	7/06/2015	8/05/2015	9/02/2015	11/03/2015
Ad Close	6/10/2015	7/13/2015	8/12/2015	9/10/2015	11/10/2015
Materials Deadline	6/15/2015	7/16/2015	8/17/2015	9/15/2015	11/13/2015
Planned Mail Date	7/14/2015	8/13/2015	9/15/2015	10/14/2015	12/15/2015

IN EVERY ISSUE

Tool Briefing

The feature-length article focuses on what tools to use for specific repairs and vehicle diagnosis. The theme of each month's article focuses on the question of "what with" instead of "how to."

To Participate In Tool Briefing: Send a high-resolution image in JPG format, along with a written explanation of how the product helps the technician accomplish the task to editor@vehicleservicepros.com

Top 10 Tools

We ask shop owners and technicians to share the top tools used in their shops, and provide insight as to why they have selected these specific tools and equipment.

Tool Reviews

Tool reviews provide real-world feedback from PTEN's experienced panel of technicians.

To Participate In Tool Reviews:

1233 Janesville Ave., Fort Atkinson, WI 53538 **ATTN: PTEN Tool Review**

Big Time Boxes

This reader favorite features the tool storage setups submitted by technicians around the country. We showcase not only the biggest storage solutions, but also unique ways that techs store their tools. This feature provides readers ideas on how to organize their tools, to optimize productivity.



CAMPAIGNS & SPECIAL ISSUES

Advertorial

Take advantage of PTEN's "Advertorial Issues" in the February, April and August issues. Advertorial gives you the opportunity to provide detailed content about a new product, tech tips or even company history, all strategically positioned next to your advertisement.

AD-Q Study

Free research to help you better understand how the readers of PTEN view and respond to your advertising. The AD-Q Study is only available to advertisers in the May issue of PTEN.

98% * of all respondents reported having taken one or more of these actions during the past year as a result of advertisements and/or articles in *PTEN*.



















July Product Showcase Issue

The entire issue is dedicated to products organized by tool & equipment categories. Guarantee a product feature in your category of choice and include your company contact information with a cover position and an enhanced listing.



OVERVIEW AUDIENCE

READER **INSIGHTS**

EDITORIAL CALENDAR

CAMPAIGNS & SPECIAL ISSUES

.....

PRINT RATES

VEHICLE SERVICE

DIGITAL **OPPORTUNITIES**

......

LEAD GENERATION

DIGITAL **EDITORIAL CALENDAR**

DIGITAL RATES

^{*} The following information is from the Harvey AD-Q Study of the 2014 May issue of PTEN

CAMPAIGNS & SPECIAL ISSUES

Innovation Awards

PTEN is the only publication to feature prestigious "Innovation Awards." With a panel of technicians to judge the latest tools and equipment innovations, these awards are chosen by the aftermarket and truly awarded to deserving companies for their innovation, ease of use and creative design.

Submit your tool innovations by **March 27, 2015** to be considered for our "Annual Innovation Awards" program in 2015.

<u></u>

Download Entry Form

Great Prize Giveaway

Engage with your customers through the industry's most exciting contest. Offer a prize and promote it in September *PTEN*. Through our VehicleServicePros website you will drive additional sales leads, branding for your company, and the entire contest will engage customers with your brand.







Industry Tools = Sales For You! Get premium visibility as a sponsor of our print and online spec guides. As vehicles and tools become more complex, we help auto repair shop owners and technicians to find exactly which tools they need to save time and money on the job.

SPONSORSHIP PACKAGES:

SCAN TOOL SPEC GUIDE/POWER TOOL SPEC GUIDE

Print

- Full page ad or Full page spread ad within the spec guide
- Logo on the cover of the spec guide

Digital

- Custom e-blast to 25,443 PTEN subscribers.
- E-newsletter promotion
- Spec guide archived on VehicleServicePros.com





OVERVIEW

AUDIENCE

READER INSIGHTS

EDITORIAL CALENDAR

CAMPAIGNS & SPECIAL ISSUES

.....

PRINT RATES

VEHICLE SERVICE PROS.COM

DIGITAL OPPORTUNITIES

......

LEAD GENERATION

DIGITAL EDITORIAL CALENDAR

DIGITAL RATES

PRINT ADVERTISING PRICING

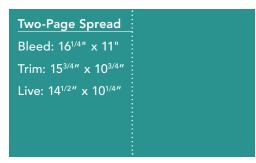
	1X	6x	10x	12x	18x
Spread	\$36,044	\$31,559	\$27,081	\$22,449	\$19,356
Full Page	21,202	18,566	15,934	13,208	11,389
2/3	16,598	14,988	12,469	10,338	8,917
1/2	13,760	12,309	10,241	8,567	7,389
1/3	8,710	7,784	6,545	5,427	4,679
1/4	7,002	6,191	5,265	4,366	3,766
1/6	2,180				

Send ad materials to Wes Gray

Media Production Representative 800-547-7377, ext 1337 Fax 920-563-1699 Wes.Gray@Cygnus.com

Gross Pricing

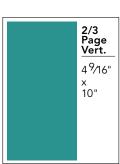
PRINT SPECIFICATIONS



Full Page

Bleed: 8^{1/8}" x 11" Trim: 7^{7/8} " x 10^{3/4}"

Live: 7^{1/2}" x 10^{1/4}"



1/2 Page Island

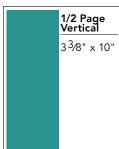
49/16" x 7 ³/8"

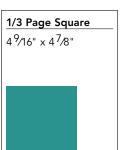
Print Specifications

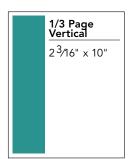
Print Ready PDF is the preferred file format.

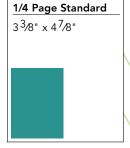
If file is over 10MB, please upload to Wes Gray at our FTP site: http://ge.tt











OVERVIEW

AUDIENCE

.....

READER INSIGHTS

EDITORIAL CALENDAR

CAMPAIGNS & SPECIAL ISSUES

.....

PRINT RATES

.......

VEHICLE SERVICE PROS.COM

DIGITAL OPPORTUNITIES

LEAD GENERATION

DIGITAL EDITORIAL CALENDAR

DIGITAL RATES

VEHICLESERVICEPROS.COM

TEN and its official website, VehicleServicePros.com, provide powerful capabilities to help tool and equipment manufacturers connect with buyers in the automotive aftermarket.

RESPONSIVE DESIGN

Content and ads automatically adjust to each user's device — no special apps needed.

DYNAMIC PAGE LOADS

Related content is continually delivered as the user scrolls.

TARGETED, IN-VIEW ADVERTISING

Schedule your advertising to reach a specific audience based on our content-specific channels.

Pay only when users see your ad. Your ad is integrated with editorial content, not relegated to the left or right column.

ONLINE DISPLAY ADS & NATIVE ADS

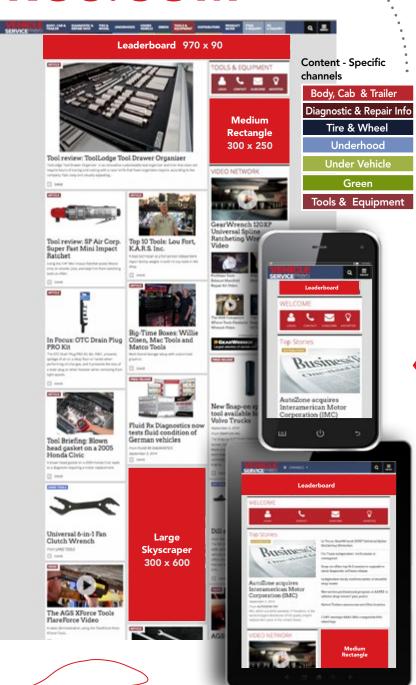
Display ads grab attention with their high-visibility and branding, while native ads are designed to integrate in the editorial space as "sponsored" content.

AUDIENCE METRICS

MONTHLY UNIQUE VISITORS: 80,259

MONTHLY PAGE VIEWS: 359,747

MONTHLY AD IMPRESSIONS: 1,255,237



OVERVIEW

AUDIENCE

READER

INSIGHTS

EDITORIAL

CALENDAR

CAMPAIGNS &

SPECIAL ISSUES

PRINT RATES

VEHICLE

SERVICE

DIGITAL

LEAD

DIGITAL

EDITORIAL CALENDAR

DIGITAL RATES

CONTACT US

OPPORTUNITIES

......

GENERATION

PROS.COM

Source: *Google Analytics, monthly average April-June 2014 ^OpenX, July 2014

VEHICLESERVICEPROS.COM

DIGITAL OPPORTUNITIES

ake charge of your marketing campaign by utilizing our digital products for lead generation, product promotion and brand awareness.

Banner Advertising

To achieve increased responsiveness and efficiency, target your advertising to one (or more) of seven channels at VehicleServicePros.com. For maximum visibility across the entire site, run-of-site advertising is available.

Leaderboard - 970x90 (+ responsive sizing) ROS: \$90 cpm Channel: \$108 cpm

Large Skyscraper - 300x600 ROS: \$80 cpm Channel: \$96 cpm Medium Rectangle - 300x250

ROS: \$98 cpm Channel: \$117 cpm

Wallpaper and Welcome Ads

Prominent wallpaper and welcome ads generate superior click-through rates and unrivaled visibility and impact.

Click here for digital rates and specifications.

Wallpaper - 1,658x1,058 Welcome Ads - 550x480

ROS: **\$120 cpm** Channel: **\$142 cpm** ROS: \$120 cpm Channel: \$142 cpm

Online Product Guide

The online product guide is the single most popular section at VehicleServicePros.com. 65%* of readers research tools & equipment in the online product guide. Now, an all-new redesign makes it an even better place for buyers to find your products. The online product guide sponsorships put your brand on top and deliver sales leads directly to your inbox.



Learn more about the new Complete Product Promotion Package

Category Sponsorships starting at: \$1,075 per month

Video - \$595 Featured Listing - \$995

*Source: 2014 PTEN Readership Survey Results









AUDIENCE

READER **INSIGHTS**

EDITORIAL CALENDAR

CAMPAIGNS & SPECIAL ISSUES

PRINT RATES

VEHICLE SERVICE PROS.COM

DIGITAL OPPORTUNITIES

.....

.....

.....

LEAD GENERATION

DIGITAL **EDITORIAL** CALENDAR

DIGITAL RATES

DIGITAL OPPORTUNITIES

PTEN Daily eNewsletter Banner Advertising

Send your advertising message to automotive repair shop owners, technicians and industry professionals in the industry's "must-read" daily eNewsletter. Increase your brand awareness and help drive traffic to your website.

New: Responsive design improves readability and ad effectiveness on mobile devices!

eNewsletter Banner Advertising

Position 1: Banner 600x100 - Starting at \$1,530/month

Position 2: Medium Rectangle 300x250 - Starting at \$1,405/month

Position 3: Banner 600x100 - Starting at \$780/month

Position 4: Medium Rectangle 300x250 - Starting at \$760/month

Position 5: Medium Rectangle 300x250 - Starting at \$740/month

31,021* PTEN Daily eNewsletter subscribers

21.7%: Open rate

Publishers Own Data, based off of 10 mailings

Customized Email Campaigns

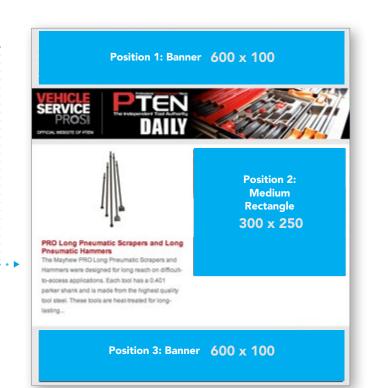
Drive leads, introduce new products, create improved awareness and drive buyers directly to your website with email messages sent to our highly qualified list.

Customized emails are sponsored exclusively by YOU.

eBlasts

Full List: Starting at \$170 cpm Partial List: Starting at \$320 cpm

25,443 PTEN e-mail subscribers





OVERVIEW AUDIENCE READER **INSIGHTS EDITORIAL** CALENDAR **CAMPAIGNS & SPECIAL ISSUES PRINT RATES**

VEHICLE SERVICE

DIGITAL **OPPORTUNITIES**

.....

.......

LEAD GENERATION

DIGITAL **EDITORIAL** CALENDAR

DIGITAL RATES

DIGITAL OPPORTUNITIES

Tool Chest Advertising Opportunities

VehicleServicePros.com developed Tool Chest, the first iPad app that delivers interactive information on tools and equipment for vehicle service. By making the product information interactive (videos, slideshows, scrolling text) you can get more information into the hands of the end user.

Customized apps are also available.

Tool Chest App

Product Feature Page: \$2,500

Sponsorship: \$5,500

48% of PTEN subscribers have purchased an iPad, Kindle or similar tablet device.

Source: 2013 PTEN Readership Survey





71,335 Tool Chest Pageviews1,029 Total Tool Chest Downloads

Watch a demo of Tool Chest.

OVERVIEW AUDIENCE READER **INSIGHTS EDITORIAL** CALENDAR **CAMPAIGNS & SPECIAL ISSUES PRINT RATES** VEHICLE SERVICE **DIGITAL OPPORTUNITIES** LEAD GENERATION DIGITAL **EDITORIAL** CALENDAR **DIGITAL RATES CONTACT US**

DIGITAL OPPORTUNITIES

Sponsorship of the Video Network module, which appears prominently on the home page and all channel pages at VehicleServicePros.com, is the perfect way to capitalize on the proven engagement of video. Your 300x50 ad is seen whenever visitors browse the Video Network module.

\$1,050 per month

Launch new products, share solutions to critical issues within the industry, offer your own product training with a direct communication path to talk to your prospects. Webcasts are great for sales lead generation and interacting with your LIVE audience.

\$12,000 per webcast

Video Sponsorship

The Sponsored Video is a week-long campaign that promotes your video to our audience by featuring it in the *PTEN Daily* eNewsletter and in the top position of the Video Network on the home page of VehicleServicePros.com and elsewhere on the site.

\$595 per week

Custom Video

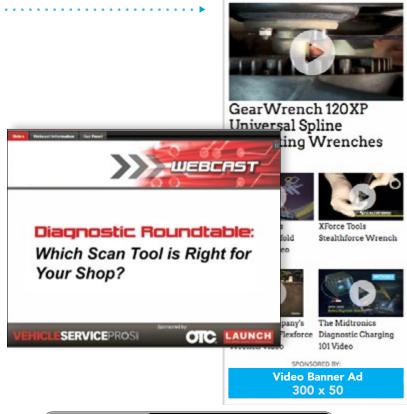
All you need is an idea or objective you need to meet. From there, the *PTEN* team can be your full-service video production house. From conception to completion we've got the resources to produce a high-quality product — and at a competitive price.

Priced per shoot

Toolbox Topics

PTEN's Toolbox Topics is a bi-monthly broadcast on the latest automotive industry news, interviews with key industry suppliers, and new tool and equipment introductions (including demonstrations). A 3-5 minute video production that is broadcast on Vehicle Service Pros. com and promoted to our dedicated subscriber base.

Sponsorship packages are available.



VIDEO NETWORK



OVERVIEW AUDIENCE READER **INSIGHTS EDITORIAL** CALENDAR **CAMPAIGNS & SPECIAL ISSUES PRINT RATES VEHICLE** SERVICE PROS.COM **DIGITAL OPPORTUNITIES**

LEAD GENERATION

DIGITAL EDITORIAL CALENDAR

DIGITAL RATES

LEAD GENERATION

TRACKtion Leads

Harness both social media and direct-response marketing to drive leads with the exclusive TRACKtion Leads program. TRACKtion Leads leverages a product giveaway, enabling you to generate leads from your target market. In addition to utilizing direct response through an included email blast, TRACKtion Leads extends your pool of prospects with a unique social-media component.

Includes:

- √ eBlast
- √ Social-media outreach
- ✓ Leads including contact information
- √ Real-time reporting
- ✓ Turn-key functionality
- ✓ Optional web and print advertising







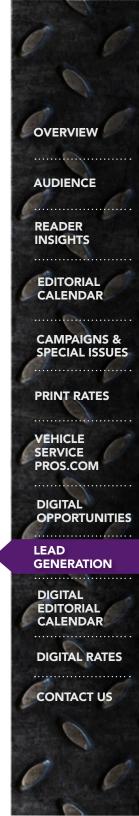




Base Fee: \$1,975 + Each Lead: \$20

Lead fee applies to first 400 leads only.
All leads exceeding 400 are free of charge.





DIGITAL EDITORIAL CALENDAR

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
Ask the Expert	Diagnostic Test Equipment	, Scan Tools and Electrical S	Systems	Hand Tools, Specialty Tools,	Power Tools, Air Tools	
Tech Tips	Body Shop	Battery Service and Electrical Systems	A/C Repair	Lifts, Jacks and Stands	Scan Tools and Inspection Scopes	Power Tools and Air Tools

	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Ask the Expert	Safety Information, Govern	ment Regulations, Preventa	tive Maintenance	Tire, Wheel Service; Compres	sors, Lifts, Jacks and Stands	
Tech Tips	Powertrain, Oil and Lube	Hand Tools and Specialty Tools	Tire, Wheel Service and Maintenance	Shop Equipment	Tool Storage	Medium Duty and Heavy Duty Vehicle Repairs and Service

EXCLUSIVE DIGITAL CONTENT

Ask the Expert This section features an expert to answer readersubmitted questions. Companies have the opportunity to provide their expertise (see schedule above) on different topics. The expert supplies four (4) dummy questions pertaining to the topic that they've come across with the development and usage of their products. These Expert Q&As will be featured on the website, as well as the enewsletters

The Tech Tips section of our website. VehicleServicePros.com. features a different category of tool each month. Each week of that month, a different tool company provides our readers with tips about using their specific brand of tools. For instance, if you make scan tools, your tip might tell the reader how to do something using your tool, maybe something few people know about or something that other scan tools don't do. Or your tip could describe how to minimize wear, save time, avoid skinned knuckles, or how to

Tech Tips

Daily News

The PTEN Daily e-newsletter is the industry's "mustread" news and information source. And visitors to our website.

VehicleServicePros.com, can read about the latest, most pertinent industry news and trends every business day.

Blogs

Get the industry perspective from editors and guest bloggers on this weekly

updated section of the website.

OVERVIEW AUDIENCE READER **INSIGHTS EDITORIAL CALENDAR CAMPAIGNS & SPECIAL ISSUES PRINT RATES** VEHICLE

SERVICE

DIGITAL **OPPORTUNITIES**

LEAD **GENERATION**

DIGITAL **EDITORIAL CALENDAR**

DIGITAL RATES

CONTACT US

To participate in any of this contant, email: editor@VehicleServicePros.com

take care of the tool.

DIGITAL RATES

Website Advertising Channels: Body, Cab & Trailer • Diagnostic & Repair Info • Tire & Wheel • Underhood • Under Vehicle • Green • Tools & Equipment	Channel	ROS
Billboard 970x250	\$130	\$110
Leaderboard 970x90 + responsive resizing	\$108	\$90
Medium Rectangle 300x250	\$117	\$98
Large Skyscraper 300x600	\$96	\$80
Page Peel 500x500 + 75x75	\$130	\$110
Wallpaper 1,658x1,058	\$142	\$120
Welcome Ad 550x480	\$142	\$120
Roadblock - available and priced by prod	uct category	

*Note: Expandable options available on Leaderboard, Medium Rectangle and Large

Online Product Gui	ide (Per Mon	th, 3-month	min.)
	3 Months	6 Months	12 Months
Complete Product Promotion Package			\$1,275 /month
Category Exclusive	\$1,450 /month	\$1,275 /month	\$1,075 /month
Featured Listing			\$995
Video			\$595

Lead Generation	Per Program
Case Studies and White Papers	
Base Fee	\$950
+ Each Lead (fee applies to first 100 leads only)	\$65
TRACKtion Leads	
Base Fee	\$1,975
+ Each Lead	\$20

Note: Lead fee applies to first 400 leads only. All leads exceeding 400 are free of charge

DIGITAL SPECIFICATIONS

We accept ads in GIF, JPEG and Rich Media formats. Other formats must be tested and approved on a case-by-case basis.

Email products: Animation and flash are not recommended.



For file size specifications and digital standards, click here.

Daily eNewsletter	1 Month	3 Months	6 Months	12 Months	24 Months
Position 1: Banner 600x100	\$2,765	\$2,190	\$2,050	\$1,840	\$1,530
Position 2: Medium Banner 300x250	\$2,510	\$2,010	\$1,890	\$1,685	\$1,405
Position 3: Banner 600x100	\$1,660	\$1,120	\$1,035	\$935	\$780
Position 4: Medium Banner 300x250	\$1,615	\$1,085	\$1,005	\$905	\$760
Position 5: Medium Banner 300x250	\$1,575	\$1,065	\$985	\$890	\$740
Newsletter to Website 300x600 Retargeting Add-on	\$250				

eProduct Showcase	1x
Eblast featuring 6 products sent to <i>PTEN</i> and Professional Distributor audience	\$1,695

eMail Blasts	1x	3x	6x
Full List CPM	\$215	\$190	\$170
Partial List CPM	\$405	\$340	\$320

Webcast	
Includes promotional print ad, eblast, banner ads and registrant leads	\$12,000

Video	1 Week	1 Month	
Toolbox Topics sponsorships (Per Month, 3-month min.)		\$3,500	
Sponsor Video (Per Week, includes Video Network and Daily eNewsletter)	\$595		
Video Module Sponsorship (per month)	\$1,050		
Customized Video	Available an	d priced per shoot	

Tablet Apps				
Custom App		Available and	priced per app	
Tool Chest App	Product Feature	\$2,500		
	Sponsorship	\$5,500		

Digital Edition	1x	6x	12x	
Front Cover (Advertiser)	\$845	\$725	\$640	
Front Cover (Non Advertiser)	\$1,490	\$1,360	\$1,275	Net rates

Send digital materials to Rhonda Dennis, Digital Ad Material Coordinator 800-547-7377, ext 2112 Fax: 920-563-1699 Rhonda.Dennis@Cygnus.com **OVERVIEW AUDIENCE** READER **INSIGHTS EDITORIAL CALENDAR** **CAMPAIGNS & SPECIAL ISSUES PRINT RATES** VEHICLE **SERVICE** PROS.COM DIGITAL LEAD DIGITAL

OPPORTUNITIES

GENERATION

EDITORIAL CALENDAR

DIGITAL RATES

CONTACT US



Larry Greenberger - Publisher 920.563.1640 Larry.Greenberger@Cygnus.com



Kylie Hirko - Associate Publisher 262.473.9497 Kylie.Hirko@Cygnus.com



Lester Craft - Director of Digital Business Development 262.473.9236 Lester.Craft@Cygnus.com

Contact us today to find out more about all of the print and digital marketing opportunities that PTEN has to offer.

800-547-7377

MULTIMEDIA REPRESENTATIVES



Cortni Jones - East Coast 920.568.8391 Cortni.Jones@Cygnus.com



Diane Braden - Midwest 920.568.8364 Diane.Braden@Cygnus.com



Megan Russell - Classifieds 920.568.8396 Megan.Russell@Cygnus.com

EDITORIAL



Erica Schulz-Schueller - Editor 920.563.1630 Erica.SchulzSchueller@Cygnus.com



Mike Schmidt - Managing Editor 920.568.1394 Mike.Schmidt@Cygnus.com



Mattie Gorman - Assistant Editor 920.563.1636 Mattie.Gorman@Cygnus.com



Josh Smith - Assistant Editor 920.563.1602 Josh.Smith@Cygnus.com



f in 💆 🙀



ADVERTISING MATERIALS

Wes Gray - Media Production Representative 920.568.8337 Fax - 920.563.1699

Wes.Gray@Cygnus.com

Print Materials

Print Ready PDF is the preferred file format. Send materials to: Wes.Gray@Cygnus.com.



If file is over 10MB, please upload to Wes Gray at our FTP site: http://ge.tt

Rhonda Dennis - Digital Ad Material Coordinator 800.547.7377, ext 2112 Fax - 920.563.1699 Rhonda.Dennis@Cygnus.com

Digital Materials

Interactive Ads: We accept ads in GIF, JPEG and Rich Media formats. Other formats must be tested and approved on a case-by-case basis.



