



▶ **PRINT:** Highest Buying-Power Audience!

▶ **E-BLASTS:** Minimum 15% open rate – GUARANTEED!

▶ **E-NEWSLETTERS & E-ALERTS:** The highest open rates in the industry!

▶ **ONLINE:** 90,000 unique visitors EVERY MONTH!

# TABLE OF CONTENTS

---

03

## **ABRN MAGAZINE**

Description of magazine content, circulation and readership.

04

## **AUDIENCE PROFILE**

A snapshot of *ABRN's* Collision Repair audience, including title distribution, types of repair locations and impact of *ABRN* content on their businesses.

05

## **ABRN SPECIAL ISSUES**

Detailed schedule, themes and advertising opportunities for *ABRN's* special issues.

06

## **EDITORIAL CALENDAR**

07

## **PRINT AD RATES & SPECS**

08

## **EMAIL PRODUCTS — COLLISION REPAIR**

Details of *ABRN's* email products for the Collision Repair audience.

10

## **ABRN MULTI-SHOP OPERATOR**

Our unique content program hyper-targeted at multi-shop operators.

12

## **SEARCHAUTOPARTS.COM ONLINE**

A detailed, metrics-based breakdown of *ABRN's* online presence.

13

## **ONLINE DISPLAY ADVERTISING**

Rates and specifications for *ABRN* and *SearchAutoParts.com* online display campaigns.

14

## **SITE TAKEOVER, RICH MEDIA & CATEGORY SPONSORSHIP**

Unique, singular advertising opportunities.

15

## **WEBINAR SERIES**

Overview, schedule and rates for the *ABRN* webinar series, including custom options.

16

## **CUSTOM CONTENT MARKETING**

A description of *ABRN's* custom content opportunities.

17

## **SOCIAL MEDIA & AUTO PRO NETWORK**

Details of *ABRN's* social media reach and the Auto Pro Network.

18

## **ABRN CUSTOM RESEARCH**

An explanation of *ABRN's* custom market research opportunities for advertisers.

19

## **ADVANCED MATERIALS REPAIR SUPPLEMENT**

A description of *ABRN's* supplemental issue focused on aluminum & advanced materials repair technology.

# THE VOICE OF THE COLLISION REPAIR INDUSTRY



Krista McNamara  
Content Channel Director, ABRN

ABRN has been the leading provider of collision repair industry news and information for half a century.

Our award-winning editorial team and superstar contributors speak to the industry through relevant regional and national coverage, editorials on key issues and in-depth news & analysis features. We bring our readers the accurate and timely information they need to grow and improve their businesses.

With a newly-redesigned look and quality circulation to more than **45,000** collision repair shops, top editorial and innovative product presentations make ABRN an invaluable business tool for shop owners and their technicians. Our targeted content makes sure we bring the right content to the right people – the people YOU need to reach!

ABRN reaches the highest-level decision makers in the business, and has a pass-along rate of **2.3 technicians**. With top editorial content and multiple content platforms with high reader engagement, ABRN truly is “The Voice of the Collision Repair Industry!”



# 45,257

## TOTAL QUALIFIED CIRCULATION



# AUDIENCE PROFILE

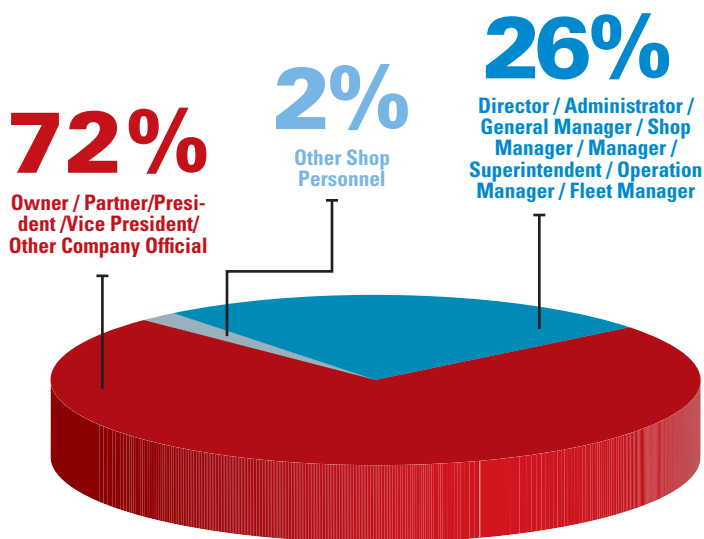
## // THE VOICE OF THE COLLISION REPAIR INDUSTRY

Our content – both print and digital – is highly specialized and segmented, reaching and informing a rich audience of shop owners, executives, managers and other collision repair professionals. Through our broad and sustained reader research efforts, we know *ABRN* is an effective and indispensable tool for the collision repair industry **because 73% of our readers have made changes to their business as a result of reading *ABRN*!**

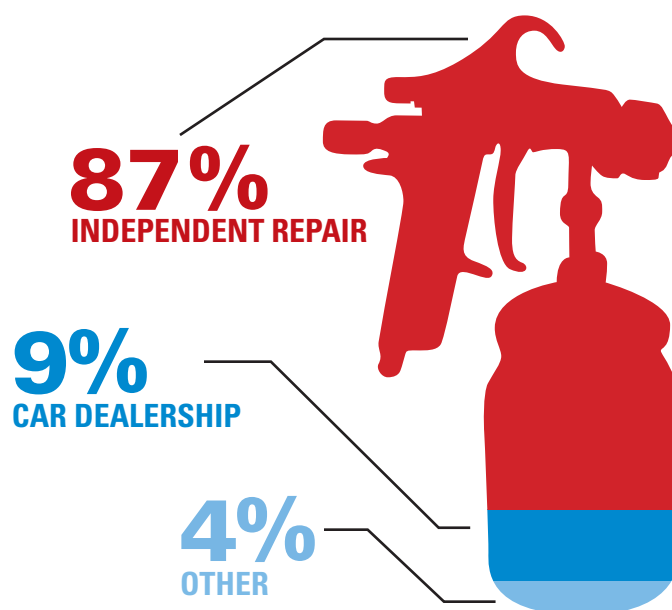
## THE *ABRN* COLLISION REPAIR AUDIENCE

<b>46%</b> report annual sales revenue of over \$1 Million	<b>64%</b> of shops perform mechanical repair
<b>60%</b> employ 4 or more paint & body techs	<b>28%</b> are Multi-Shop Operators
<b>90%</b> in automotive business more than 10 yrs	<b>91%</b> use the Internet daily for business purposes
<b>73%</b> have made changes to their business as a result of reading <i>ABRN</i>	

## ABRN AUDIENCE BREAKDOWN



## SHOP CATEGORIES



ALL AUDIENCE RESEARCH STATISTICS SOURCED FROM ALLIANCE FOR AUDITED MEDIA (ABC) AND INTERNAL RESEARCH STUDIES.  
ALL SITE METRICS AUDITED THROUGH OMNITURE & LYRIS.

## HOT TOPICS (MARCH)

Advertisers get a chance to highlight their newest products, services, programs or business initiatives that will benefit shop owners and/or technicians.



## MULTI-SHOP OPERATOR SUPPLEMENT (APRIL, JULY & OCTOBER)

Targeted print supplement with content geared specifically to the Multi-Shop Operator market segment, (see p.10 for details).

## COMPANY PROFILES (MAY – SEE SPECS ON PAGE 7)

All ½ page or larger advertisers in this issue receive a ½ page profile to highlight your technology or one of your products – absolutely free. (Company profiles due on ad close date.)



## PAINT & REFINISHING (JUNE - SPECIAL SECTION)

This exciting section of the magazine will focus on trends, new technologies, business suggestions, and a *products section devoted to our paint & refinish advertisers.*

## COMMITMENT TO TRAINING ISSUE (JULY)

Knowing that technical and training content is the #1 “Most Useful” subject as selected by our audience, our Commitment to Training issue brings our readers the training content they need in an expansive and comprehensive format. Full page advertisers receive a FREE additional page to highlight training offered to shop owners and technicians. (Additional page materials due on ad close date.)



## TOOL & EQUIPMENT BUYER'S GUIDE (DECEMBER)

Providing the reader with a wide array of tools and shop equipment geared specifically to their needs, the Tool & Equipment Buyer's Guide is targeted to the shop owners and managers responsible for purchasing decisions. It is segmented by product category and delivered to more than 74,000 collision repair shops, both digitally and in print. (Additional materials due on ad close date.)

## COLLISION PRODUCTS GUIDE (MONTHLY) \$750 EACH

A monthly section in the pages of ABRN, the Collision Products Guide (CPG) is a reference guide of new parts, products, tools & equipment available to the aftermarket.



	SPACE CLOSE	MATERIALS DUE	MANAGEMENT	TECHNICAL TRAINING	SUPPLEMENTS	ADVERTISING PROGRAMS
JANUARY	11/30/16	12/12/16	2017 Business & Legislative Outlook	Working With Mixed Materials		Advanced Materials Repair Program
FEBRUARY	01/04/17	01/17/17	Vendor Training Programs For Shops	Airbag Repairs		
MARCH	02/02/17	02/14/17	Simple SOPs	Dealer Service, Test Drives and Scanning		Hot Topics Program
APRIL	03/06/17	03/16/17	Properly Scheduling Repairs	New Sealer Uses, Tips and Best Practices	Multi-Shop Operators	
MAY	04/03/17	04/13/17	Getting the Most Out of OEM Training	OEM Repair Programs & Equipment		Company Profiles Issue
JUNE	05/04/17	05/16/17	Inventory Management	Custom Paint Possibilities		Paint & Refinishing
JULY	06/05/17	06/15/17	Managing Staff Conflict	Collision Avoidance and Park Assist	Multi-Shop Operators	Commitment To Training / Bonus Distribution
AUGUST	07/03/17	07/14/17	10 Resources That Make Your Day Better	Full-Size Pickup Repair Challenges		
SEPTEMBER	08/03/17	08/16/17	Collision Industry Roundtable	MIG Brazing	Aluminum & Advanced Materials	
OCTOBER	09/01/17	09/14/17	Shop Flow	Make Paint KPIs Work For You	Multi-Shop Operators	SEMA Show Package
NOVEMBER	10/05/17	10/17/17	Getting Action From State Insurance Commissioner	Welding Wear & Safety		
DECEMBER	11/01/17	11/13/17	Production Management	Steering System Repairs		Tool & Equipment Buyer's Guide

## AD RATES

### 2016 PRINT ADVERTISING RATES

#### 4-COLOR RATES

Size	1x	3x	6x	9x	12x	18x
Full Page	\$ 9,766	\$ 9,532	\$ 9,180	\$ 8,829	\$ 8,477	\$ 7,774
2/3 Page	\$ 7,934	\$ 7,744	\$ 7,458	\$ 7,173	\$ 6,887	\$ 6,316
1/2 Page	\$ 7,295	\$ 7,120	\$ 6,858	\$ 6,595	\$ 6,332	\$ 5,807
1/3 Page	\$ 5,105	\$ 4,983	\$ 4,799	\$ 4,615	\$ 4,431	\$ 4,064
1/4 Page	\$ 4,109	\$ 4,011	\$ 3,863	\$ 3,715	\$ 3,567	\$ 3,271
1/6 Page	\$ 3,037	\$ 2,964	\$ 2,854	\$ 2,745	\$ 2,636	\$ 2,417

#### CLASSIFIED ADVERTISING

Size	1x	6x	12x
1/16 Pg	\$150	\$125	\$100
1/8 Pg	\$275	\$250	\$200
1/4 Pg	\$475	\$450	\$375
1/2 Pg	\$895	\$825	\$750

#### NOTE:

Classified ad specifications differ from print specs. Ask your classified ad representative for details

## ABRN "COMPANY PROFILES" ISSUE SPECS

- ▶ Limit 275 words of text, including all headlines, subheads, body copy and contact info.
- ▶ MS Word (.doc or .docx) or plain text files. Label file clearly with company and/or product name
- ▶ Company logo, and up to two additional images (logos, photos, etc.)
- ▶ Logos/images in digital format (TIF, JPG, or EPS); 300 dpi @ 4" wide
- ▶ Line art should be at least 600 dpi @ 3" wide
- ▶ Logos/images in vector EPS format must have all type converted to outlines
- ▶ Camera ready logos, slides or prints can be accepted on request
- ▶ **Materials deadline: 4/13/17**

## COLLISION PRODUCTS GUIDE SPECS

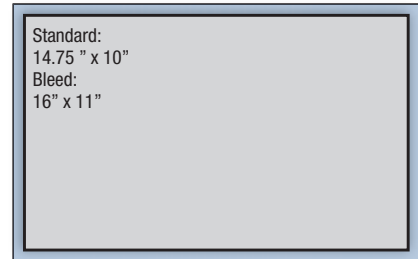
- ▶ **Product image** (300 dpi)
- ▶ **Text copy:** max 60 words
- ▶ **Materials due on issue closing date**

## 2017 AD PROGRAMS

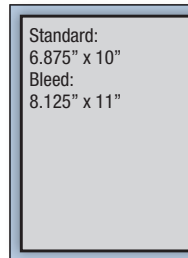
<b>JANUARY</b>	Advanced Repair Materials Issue
<b>MARCH</b>	Hot Topics Program
<b>MAY</b>	Company Profiles issue
<b>JUNE</b>	Paint & Refinishing
<b>JULY</b>	Commitment To Training Issue
<b>OCTOBER</b>	SEMA Show Package
<b>DECEMBER</b>	Tool & Equipment Buyers' Guide

## AD SPECS

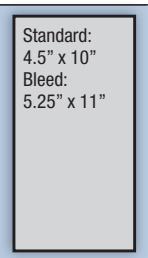
### SPREAD



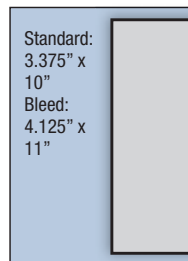
### FULL PAGE



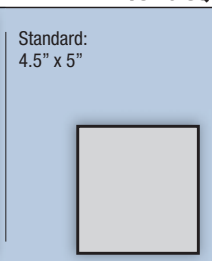
### 2/3 PAGE



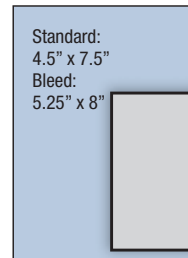
### 1/2 PG VERT.



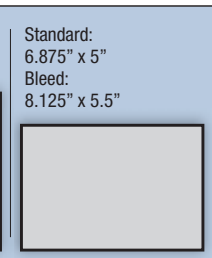
### 1/3 PG SQ.



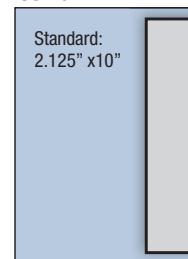
### 1/2 PG ISLAND



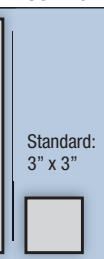
### 1/2 PG HOR.



### 1/3 PG VERT.



### 1/6 PAGE



### 1/4 PAGE



#### NOTE:

Publication trim size is 7.875" x 10.75." Offset web printing, saddle stitched. Allow 1/8" trim on all four sides for full bleed ads. Allow 3/8" safety on all four sides to clear trim. Gutter bleed spread 14.75" x 10." Bleed and For insert specs, contact your sales rep. Keep all "live copy" matter to within 7.125" x 10." Supply material to the size and specifications listed.



# E-MAIL PRODUCTS – COLLISION REPAIR

## // E-NEWSLETTER ▼

## // AUTO MARKET WEEKLY ▼

## // E-ALERTS ▼

## // E-NEWSLETTER

TUESDAYS & FRIDAYS

- ▶ \$600
- ▶ 36% OPEN RATE \*\*
- ▶ 25,348 ENGAGED AUDIENCE\*
- ▶ IN-DEPTH COVERAGE OF INDUSTRY ISSUES

## // AUTO MARKET WEEKLY

FRIDAYS

- ▶ \$750
- ▶ 38% OPEN RATE\*\*
- ▶ 90,933 ENGAGED AUDIENCE\*
- ▶ RECAPS EACH WEEK'S MOST IMPORTANT NEWS

## // E-ALERTS

AVAILABLE DAILY

- ▶ \$775
- ▶ 30% OPEN RATE\*\*
- ▶ 25,466 ENGAGED AUDIENCE\*
- ▶ EXCLUSIVE AD PLACEMENT

### E-NEWSLETTER / E-ALERT / AUTOMARKET WEEKLY ADVERTISING SPECS

Dimension	Ad Name	Max File Size
300x250	Big Box	50kb
468x60	Banner	50kb
728x90	Leaderboard	50kb

**File Types Accepted:** JPG, GIF, animated GIF, standard HTML 3rd party ad tag

**NOTE:** Please contact your Web Production Manager if you have questions about GIF animation support in MS Outlook.

\* includes members of the audience that have either physically opted in for email communications or have opened email communications in the last 90 days. \*\* each open rate is per emailing

# GUARANTEED OPENS **15%** min.



## // BREAKING NEWS E-BLASTS

**ABRN Breaking News E-Blasts** are totally unique from any of our other email products. Typically, advertisers sponsor our content – but in the Breaking News E-Blasts, our advertisers are the content! We provide the vehicle and you provide the message!

The **Breaking News E-Blasts** can be sent to any of our audience segments

- ▶ **\$200 - \$250 CPM**
- ▶ **HYPER-TARGETING**
- ▶ **LEAD GENERATION**

### SPECIFICATIONS

- Subject line copy
- Body copy: 60-150 words\*
- Jpg: 300x250 to 400x600\*
- Live click URL(s)\*

\*Alternatively you may provide an HTML that fits the image/text ratio.

## // TRADESHOW NEWS

Our **Trade Show News** bulletins are a focused, customizable, scalable and cost-effective way to get your message in front of exactly the right audience to build anticipation for your trade show presence at Automechanika Chicago, NACE, AAPEX and/or SEMA.

- ▶ **\$200 - \$250 CPM**
- ▶ **YOU CHOOSE THE SUBJECT LINE**
- ▶ **YOU DESIGN YOUR MESSAGE**
- ▶ **YOU CHOOSE THE AUDIENCE**



## COLLISION REPAIR AUDIENCE SPECIAL PRICING (CPM)

**77,154**

1k – 10k Contacts:	<b>\$250</b>
10k – 20k Contacts:	<b>\$225</b>
20k + Contacts:	<b>\$200</b>

### SPECIFICATIONS

- Subject line copy
- Body copy: 60-150 words\*
- Jpg: 300x250 to 400x600\*
- Live click URL(s)\*

\*Alternatively you may provide an HTML that fits the image/text ratio.

HIGHEST BUYING  
POWER AUDIENCE

**7,170** | **2,339**  
OWN 2-10 LOCATIONS | OWN 11+ LOCATIONS!

## // REACHING THE MULTI-SHOP OPERATOR

Multi-Shop Operators are the fastest growing segment in the collision repair market, representing about 20% of market share!

With a unique industry perspective, Multi-Shop Operators have significantly different informational needs, and the *ABRN* Multi-Shop Operator Supplement directly addresses and engages this group.

### MULTI-SHOP OPERATOR AD RATES:

<b>1X</b>	\$3,500
<b>3X</b>	\$2,500

**ABRN**  
AUTO BODY REPAIR NETWORK

**MULTI-SHOP OPERATOR**

UBM | JULY 2016  
SUPPLEMENT // ABRN.COM

**TIME SAVERS**  
Create a comprehensive cost-effective plan for true efficiency

**OPTING OUT OF GROWTH**  
3 WORST EXCUSES FOR NOT JOINING A 20 GROUP

**FUNDING GROWTH**  
MSOs share their insights into getting the financing needed to expand their businesses.

**LEADING YOUR TEAM THROUGH AN ACQUISITION**  
The human capital portion of an acquisition is vital to its future advancement and prosperity.

**33**  
NEW IDENTITY, NEW PROGRESS: HOW TWO MSOS THRIVED UPON MERGING

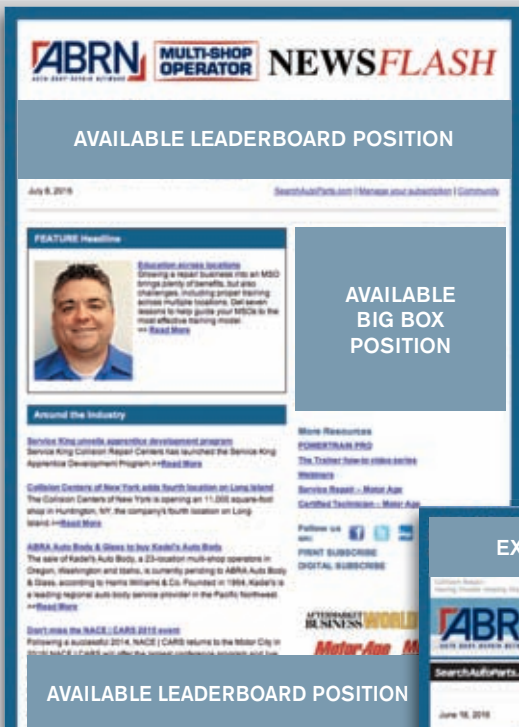
HERE ARE THE HYPER-TARGETED  
CONTENT PRODUCTS THAT REACH THE  
MULTI-SHOP OPERATORS, GIVING OUR  
ADVERTISERS UNPARALLELED ACCESS  
TO THESE VALUABLE LOCATIONS:

**ABRN Multi-Shop Operator  
Magazine Supplement**

**Special Multi-Shop Operator  
"Flash" e-Newsletter**

**Multi-Shop Operator-Focused  
Webinars**

**Multi-Shop Operator Content  
Category on *SearchAutoParts.com***



## // MULTI-SHOP OPERATOR "FLASH" E-NEWSLETTER

WEDNESDAYS

- ▶ \$400
- ▶ 7,850 OPT-IN AUDIENCE
- ▶ 28% OPEN RATE
- ▶ HYPER-TARGETED TO MULTI-SHOP OPERATORS



## // MULTI-SHOP OPERATOR E-ALERTS

AVAILABLE DAILY

- ▶ \$550
- ▶ 7,850 OPT-IN AUDIENCE
- ▶ 14% OPEN RATE
- ▶ EXCLUSIVE AD PLACEMENT

## // MULTI-SHOP OPERATOR CONTENT ON SearchAutoParts.com

SearchAutoParts.com has created a special content section dedicated to the informational needs of the Collision Repair Multi-Shop Operator. By providing Multi-Shop Operator industry news, insights to the competitive landscape and information on improving and expanding their businesses, SearchAutoParts.com has become the go-to informational resource for the multi-shop operator.



# THE #1 INTERNET SITE FOR THE AUTOMOTIVE AFTERMARKET!



**MORE RELEVANT  
CONTENT MEANS,  
A MORE ENGAGED  
AUDIENCE!**

ABRN's online portal is **SearchAutoParts.com**, the Internet's largest and most complete information hub for service repair, collision repair and aftermarket parts distribution.

Through the **ABRN** channel of **SearchAutoParts.com**, readers get online access to a vast array of digital products and resources geared specifically to the Collision Repair audience.

As increasingly more readers are adopting online content and incorporating it into their business reading, our audience research numbers tell the story:

- ▶ **90,000 UNIQUE MONTHLY VISITORS**
- ▶ **275,000+ MONTHLY PAGE VIEWS**
- ▶ **235% BETTER CLICK-THROUGH RATES THAN B2B INDUSTRY SITE BENCHMARKS**

With **95% of our audience** finding **SearchAutoParts.com** useful to their business, it's evident more readers are incorporating online content into their daily reading.

Our **0.40% Click-Thru Rate** is further proof that **SearchAutoParts.com** offers the most relevant information of any site in the automotive industry.

**94%** of readers use the Internet daily for business purposes

**82%** read technology information

**75%** read technical tips and tutorials

**78%** read product information

**92%** find **SearchAutoParts.com** useful to their business

**95%** have influence over purchase decisions

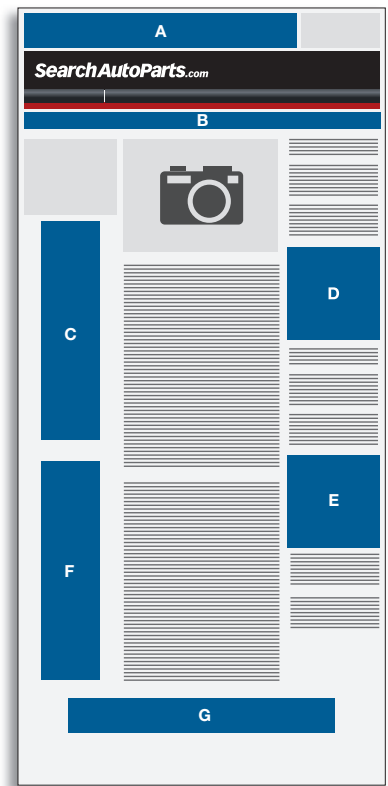
## // ONLINE ADVERTISING

# CPM-BASED ADVERTISING PUTS YOU IN CONTROL OF YOUR MARKETING INVESTMENT!

- ▶ RUN OF SITE FOR BROADER REACH
- ▶ RUN OF CHANNEL FOR A MORE TARGETED ENVIRONMENT
- ▶ THE MOST COST-EFFECTIVE WAY FOR YOUR MESSAGE TO REACH YOUR TARGET SEGMENT

2016 CPM WEB RATES	50K	100K	150K	200K
A. Top Leaderboard (728x90)	\$73	\$68	\$53	\$52
B. Rich Media (1024px width)	\$70	\$66	\$51	\$49
C. 1st Skyscraper (160x600)	\$66	\$61	\$47	\$45
D. 1st Big Box (300x250)	\$66	\$61	\$47	\$45
E. 2nd Big Box (300x250)	\$63	\$59	\$45	\$43
F. 2nd Skyscraper (160x600)	\$63	\$59	\$45	\$43
G. Bottom Leaderboard (728x90)	\$63	\$59	\$45	\$43

**RUN OF CHANNEL PRICING: 20% PREMIUM**



## // AUDIENCE EXTENSION REMARKETING PROGRAM

**Audience Extension** gives our advertisers the ability to communicate with people who have previously visited key content pages, providing a powerful new way to present and reinforce your marketing message to our highly-specialized audience.

### BENEFITS OF AUDIENCE EXTENSION:

- ▶ KEEPING YOUR BRAND TOP-OF-MIND WITH OUR HIGHLY-QUALIFIED AUDIENCE
- ▶ YIELDING NEW CHANNELS OF COMMUNICATIONS TO YOUR TARGET AUDIENCE
- ▶ INCREASING AUDIENCE ADOPTION OF YOUR PRODUCTS AND DRIVING SALES

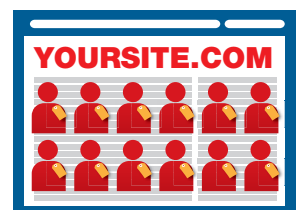
2016 REMARKETING CPM RATES	50K	100K	150K	200K
Leaderboard (728x90)	\$73	\$68	\$53	\$52
Skyscraper (160x600)	\$70	\$66	\$51	\$49
Big Box (300x250)	\$66	\$61	\$47	\$45



**1 TAG VISITOR**



**2 SERVE AUDIENCE**



**3 BRAND & CONVERT**

# SITE TAKEOVER, RICH MEDIA & CATEGORY SPONSORSHIP

## // SITE TAKEOVER & RICH MEDIA

- ▶ Available for 20% premium over standard ROS rates
- ▶ Draw more attention to your message!
- ▶ Add Flash, video or audio to your ad
- ▶ Get **ALL** available ad impressions for a specific period of time



## // CATEGORY SPONSORSHIP

- ▶ \$2,000 annually
- ▶ Sponsor each segmented category with your brand message
- ▶ Your ad appears at the top of each search category and article page

**AVAILABLE  
ABRN CATEGORIES:**

### TECHNICIANS

Technical Stories, Paint Shop, Metal Shop, Training, Safety & Environment

### SHOP OWNER

Shop Management, Shop Profiles

### MULTI-SHOP OPERATOR NEWS

Multi-Shop Operators

### COLLISION INDUSTRY NEWS

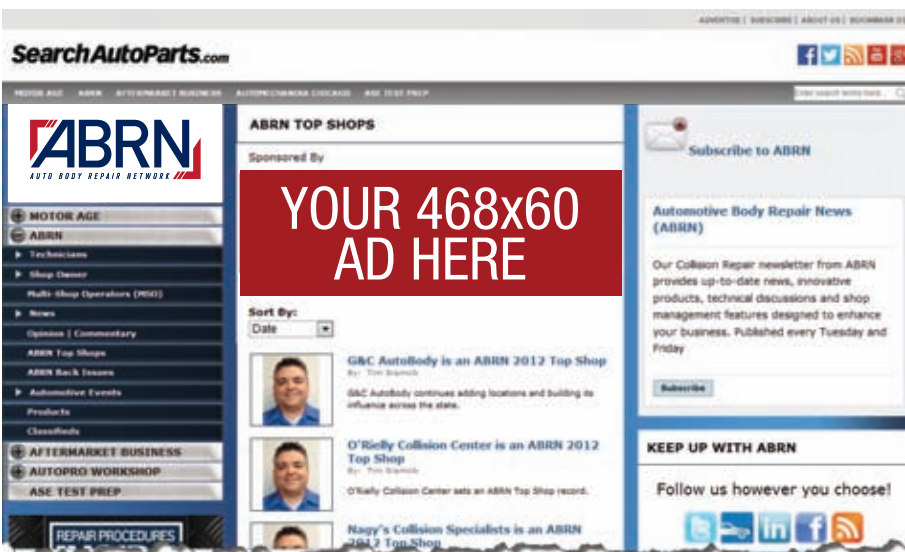
### INSURANCE NEWS

### LEGISLATIVE NEWS

### OEM NEWS

### OPINION / COMMENTARY

### ABRN SHOP PROFILES



## // ABRN WEBINARS

ABRN's pioneering webinar series has become a hugely popular feature of *SearchAutoParts.com*. These webinars offer deep-dives into a variety of topics that help our readers refine their repair techniques and improve businesses. Free to attend, these monthly webinars attract an audience of potential customers who are intimately involved in the processes of evaluation and purchasing.

- ▶ **AVERAGE MORE THAN 750 REGISTRANTS**
- ▶ **REGISTRANT LIST IS PROVIDED TO THE SPONSORS**

### SAMPLE TOPICS

Ensuring DRP compliance

Welding techniques for today's shops

Aluminum intensive vehicle repair

Why general sectioning guidelines no longer apply

Overcoming common estimating errors

# GUARANTEED MINIMUM 400 REGISTRANTS

### PRICING FOR WEBINAR SERIES

<b>ONE WEBINAR</b>	\$4,500
<b>THREE WEBINAR SERIES</b>	\$12,000
<b>SIX WEBINAR SERIES</b>	\$20,000

\*NOTE: due to their specific and niche natures, we cannot guarantee 400 registrants for custom webinars



## // ABRN CUSTOM WEBINARS

- ▶ **STARTING AT \$14,000**
- ▶ **OFFERS A PLATFORM TO PRESENT EXCLUSIVE, STAND-ALONE CONTENT**
- ▶ **HIGHLY-SEGMENTED AUDIENCE**
- ▶ **REGISTRATION LIST PROVIDED**

Typically these custom content webinars fall into one of two categories:



- ▶ **PRODUCT WEBINARS** are platforms for an advertiser to introduce or promote individual products, such as software, equipment, franchise opportunities or tools. These webinars are ideal for product demonstrations and explanations of benefits.
- ▶ **CONTENT WEBINARS** are typically technically-driven informative sessions where an advertiser can explain and/or demonstrate a process or technique that would be helpful to the audience. This is a perfect moment to show how the advertiser's products or services can make any specific job easier or more efficient.

Due to the highly-specialized nature of these custom webinars, we cannot guarantee our standard 400 registrant minimum. However, the hyper-targeted nature of these events delivers valuable warm leads for your sales team, where the typical registrant of these custom webinars is worth a considerable amount as a converted customer.

# CUSTOM CONTENT MARKETING



## // CUSTOM CONTENT PACKAGES STARTING AT \$15,000

ABRN continues to create new opportunities and open new channels for our advertising partners.

A fusion of advertising and editorial, our **Custom Content** opportunities create and develop content around a specific issue that the advertiser's product or service addresses. This process instantly relates the advertiser's salient features to the audience's needs.

### THE CUSTOM CONTENT EDITORIAL OPTIONS INCLUDE:

- A FEATURE PRINT ARTICLE IN *ABRN* MAGAZINE AND DIGITAL EDITION
- A FULL-PAGE AD IN *ABRN*, PLACED AGAINST THE CUSTOM ARTICLE IN THE SAME ISSUE
- CUSTOM WEBINAR
- BLOG POSTS AND DISCUSSION IN AUTO PRO NETWORK
- SOCIAL MEDIA MENTIONS
- DISPLAY ADS AGAINST CUSTOM CONTENT IN E-MAIL PRODUCTS
- CUSTOM RESEARCH

## // MULTI-CHANNEL DISTRIBUTION

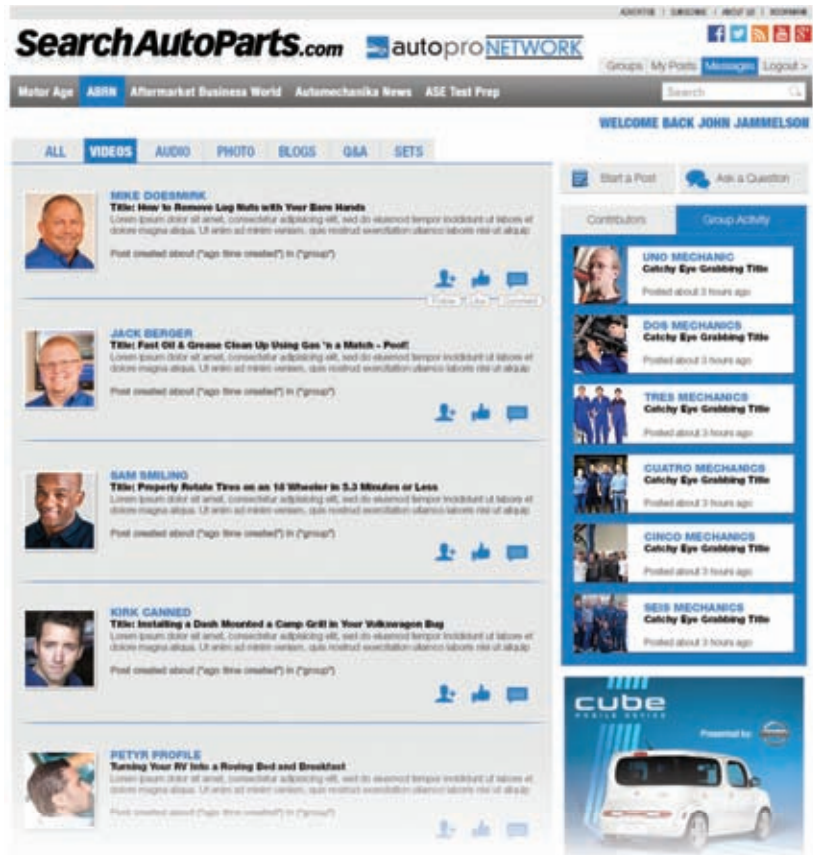
Multi-channel distribution of your customized content is the key to making it resonate throughout every corner of our automotive audience. Reinforcement through multiple media avenues will keep your message top-of-mind in the collision repair community.

### OUR ADVERTISERS HAVE THE OPPORTUNITY TO FEATURE THEIR CONTENT IN MULTIPLE DISTRIBUTION CHANNELS:

- ▶ *ABRN* Magazine & Digital Edition
- ▶ Custom Webinar Productions
- ▶ *ABRN* eNewsletters
  - Collision Repair
- ▶ *ABRN* eAlerts
- ▶ Auto Pro Network Blogs
- ▶ *ABRN*'s wide-reaching social network outlets, including:
  - Facebook
  - Twitter
  - Google+
  - YouTube
  - LinkedIn

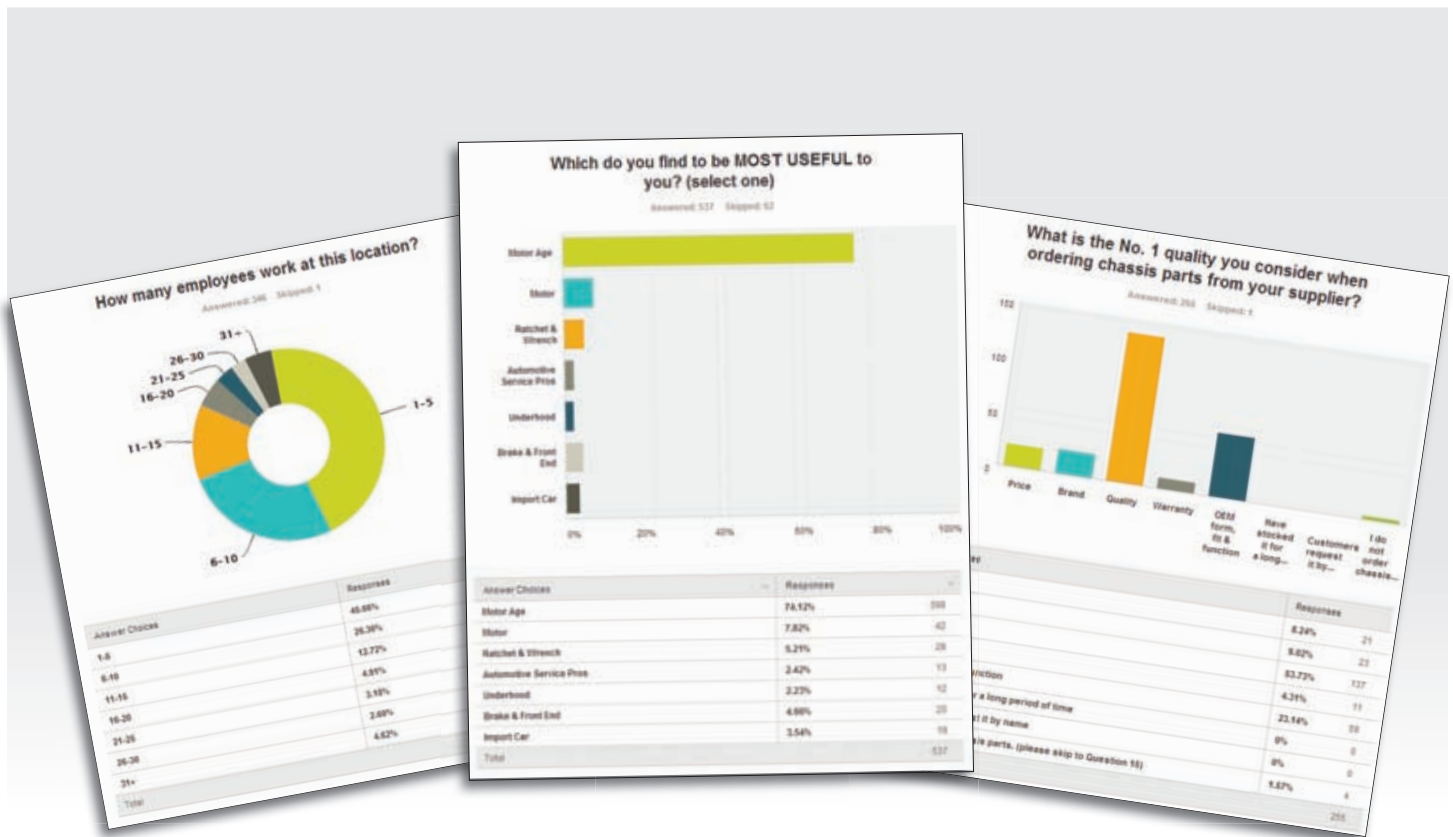
## // AUTO PRO NETWORK

ABRN's **Auto Pro Network** is a unique hybrid social/business network for automotive professionals to interact, ask and answer questions and engage in conversation about the news and issues that affect their lives and businesses. With thousands of members, the Auto Pro Network is a top traffic generator, bringing in about a quarter of the overall traffic on *SearchAutoParts.com*, with a dedicated and engaged membership keen on sharing content. It's like Facebook for automotive professionals!



## // SOCIAL MEDIA (VALUED AT \$75 CPM)

ABRN's social media channels offer our advertisers a unique, direct line to the service repair and technician audiences. With our vast reach, your company can participate in – and generate – the conversation with the influencers and decision-makers that you need to reach! Create discussion, gauge their views on various subjects, ask questions and answer some of theirs.



## // CUSTOM MARKET RESEARCH

The ABRN Custom Research program allows advertisers to literally check the pulse of the industry by reaching out directly to the Collision Repair audience to gauge their thoughts and opinions on industry and product questions.

No other research provider can deliver access to such a highly segmented and engaged audience. Have a new product you're gauging the market for? Looking to see the level of awareness for your brand? Just ask the questions, and ABRN's readers will give you their answers!

Simply choose the number of respondents you would require and provide a survey in .doc format. We can build the digital survey and create the survey HTML for email deployment, providing you a detailed respondent report at the survey's conclusion. Typical turnaround time from question finalization\* to deployment is 10-14 business days, with respondent report available just days later, (depending on response rate).

## SURVEY SPECIFICATIONS

- ▶ Up to 10 questions
- ▶ Acceptable question types:
  - yes/no
  - multiple-choice\*\*
  - ranking\*\*
  - simple matrix\*\*

\*\* max. 7 choices, including 'Other' if applicable

## PRICING†

<b>100 RESPONDENTS</b>	\$40/respondent
<b>101 – 200</b>	\$50/respondent
<b>201 – 300</b>	\$60/respondent
<b>301 +</b>	\$70/respondent

† 100 respondent minimum, after that charged in increments of 25

\* survey questions must be approved by ABRN research department before survey deployment.



## ABRN ADVANCED MATERIALS REPAIR SUPPLEMENT

Vehicle design continues to evolve and OEMs are turning more to alternative materials like aluminum, carbon fiber, magnesium, advanced alloys and more. Because repair processes and equipment standards for these materials can be vastly different from those of traditional steel, and because each OEM has its own requirements, readying shops is a major undertaking. *ABRN* helps shops better understand what they need to properly prepare their business for alternative materials.

**THIS SPECIAL SUPPLEMENT ON ADVANCED MATERIALS REPAIR WILL BE POLYBAGGED WITH THE SEPTEMBER ISSUE OF *ABRN*, REACHING MORE THAN 42,000 COLLISION REPAIR LOCATIONS AND MULTI-SHOP OPERATORS.**

### ADVANCED MATERIALS REPAIR EDITORIAL FEATURES INCLUDE

- Understanding Carbon Fiber Repairs
- Aluminum and Advanced Materials Training
- Joining Methods for Today's Materials
- Estimating Considerations for Modern Vehicles
- OEM Developments: A Look at Models to Come
- Product Showcase

### ADVANCED MATERIALS REPAIR ADVERTISING PACKAGES:

#### FULL-PAGE PACKAGE . . . \$2,950

- Free Product Spotlight\*
- 5,000 Bonus Distribution at SEMA Show
- *50% discount for January 2017 Aluminum Repair Issue*

#### HALF-PAGE PACKAGE . . . \$1,950

- Free Product Spotlight\*
- 5,000 Bonus Distribution at SEMA Show
- *50% discount for January 2017 Aluminum Repair Issue*

\*Product Spotlight Specs: 300 dpi Image of Product & Text Copy (Max 60 Words); Materials due on issue closing date.



## DIGITAL AD REQUIREMENTS

1. Digital data is required for all ad submissions. Preferred format is PDF/X-1a. Acceptable format is a PDF which must contain high resolution images, CMYK image and color mode only (exception: unless additional PMS color is purchased), all fonts embedded, all transparency attributes flattened, maximum total ink density 320%, 1/8" bleed for bleed ads, all trim marks offset minimum of 1/8", icc profile is "U.S. Web Coated (Swop) v2", or none should be applied. Publisher shall have no obligation or liability to Advertiser of any kind (including, without limitation, the obligation to offer Advertiser makegoods or any other form of compensation) if an ad is supplied to Publisher by Advertiser in any format other than our preferred or acceptable formats. Non-preferred or non-acceptable formats will be charged a \$150 processing fee. Publisher cannot provide Advertiser any assurances regarding the accuracy of reproduction of any ads supplied in any format other than our preferred or acceptable formats. All files should be built to exact

ad space dimensions purchased. For detailed instructions on preparing and submitting ad files to the correct size and specifications, log on to [www.AdsAtAdvanstar.com](http://www.AdsAtAdvanstar.com) or contact the production manager.

2. Accepted Method of Delivery: The preferred method of delivering ad files to Advanstar is via a web based ad uploader, [www.AdsAtAdvanstar.com](http://www.AdsAtAdvanstar.com). Files can also be submitted on CD-R or DVD-R disc format.

3. Ad Proofs: To ensure that Advertiser's ad is reproduced correctly, a SWOP-certified color proof that has been made from the same file that Advertiser supplies to Publisher must be provided. Publisher cannot provide Advertiser any assurances regarding the accuracy of reproduction of any ad submitted without a SWOP proof. Publisher shall have no obligation or liability to Advertiser of any kind (including, without limitation, the obligation to offer Advertiser makegoods or any other form of compensation) for any

ad supplied to Publisher by Advertiser without a SWOP proof.

4. Publisher will not supply a faxed or soft proof for Advertiser-supplied files. Advertiser is solely responsible for preflighting and proofing all advertisements prior to submission to Publisher. If Publisher detects an error before going to press, Publisher will make a reasonable effort to contact Advertiser to give Advertiser an opportunity to correct and resubmit Advertiser's file before publication.

## STANDARD TERMS & CONDITIONS

The following terms and conditions (the "Standard Terms") shall be incorporated by reference into all Insertion Orders submitted to Advanstar Communications Inc. ("Publisher") by Advertiser or its advertising agency:

A – Publisher holds the Advertiser and its advertising agency jointly responsible for paying all duly authorized advertising inserted in or attached to the publication cited on the insertion order. All past due payments may be reinvoiced directly to the Advertiser, who will be held fully responsible for payment.

B – Terms: Invoices are rendered on the publication date of each issue and are due upon receipt. Agency commission will be disallowed on all past due invoices. In the event Advertiser's account is placed for collection, Advertiser and agency agree to pay Publisher for all reasonable collection costs and/or attorneys' fees incurred. Advertiser and agency also agree to pay finance charges on the unpaid account balance at the rate of 1-1/2% per month or the maximum permitted by law.

C – Publisher will not be bound by any terms, conditions or provisions appearing on insertion orders or copy instructions which conflict with provisions of these Standard Terms, including, without limitation, sequential liability statements from advertising agencies. In the event of any inconsistency between an insertion order and/or copy instructions and these Standard Terms, the Standard Terms shall control.

D – All advertisements are accepted and published by the Publisher on the representation that the agency and/or Advertiser are properly authorized to publish the entire contents and subject matter thereof.

E – Advertiser hereby grants Publisher the right and license to use, reproduce, transmit, and distribute all creative materials supplied by or on behalf of Advertiser, including without limitation, all text, graphics, illustrations and photographs (the "Creative"). Advertiser represents and warrants that: (i) it has all the necessary rights in the Creative; (ii) the Creative does not violate any applicable law or regulation; and (iii) the Creative does not violate or infringe upon any third party right in any manner or contain any material or information that is defamatory, libelous, slanderous, that violates any person's right of publicity, privacy or personality, or may otherwise result in any tort, injury, damage or harm to any person. Advertiser acknowledges that Publisher is relying on the foregoing representations and warranties. Advertiser agrees to indemnify, defend and hold Publisher and its affiliates, and their respective officers, directors and employees, harmless from and against any and all expenses and losses of any kind (including reasonable attorneys' fees and costs) incurred based upon a breach of any of the foregoing representations and warranties or in connection with any claim arising from or related to any advertisement supplied by Advertiser or its agents and run by Publisher.

F – Publisher reserves the right to reject any advertising which Publisher

feels is not in keeping with the publication's standards or for any other reason, even if the advertising has been published previously by Publisher.

G – Publisher shall not be liable for any omitted, misplaced, or mispositioned advertisements.

H – All orders are accepted by Publisher subject to change in rate upon notice from Publisher.

I – Orders may be cancelled within ten (10) business days of the effective date of a change of rates without incurring a shortrate adjustment, provided the Advertiser's contract rate has been earned as of the date of cancellation.

J – An order may be cancelled without liability up to thirty (30) days prior to the issue's ad close date. Publisher reserves the right to demand payment for orders cancelled less than thirty (30) days prior to ad close, regardless of the date of ad placement.

K – A 1/6 page ad is the minimum rate holder for *ABRN*.

L – Advertiser will be shortrated if, within a 12-month period from the date of the first insertion, Advertiser does not use the amount of space upon which its billings have been based. Advertiser will be rebated if, within a 12-month period from the date of the first insertion, Advertiser has used sufficient additional space to warrant a lower rate than that at which it has been billed.

M – Costs incurred by Publisher for production work on advertisements will be charged to the Advertiser regardless of whether or not the ad runs. Advertiser will be charged for any artwork, separations, halftone, shipping, or typography provided by Publisher.

N – In the event a change of copy is not received by Publisher by the publication's ad closing date, the copy run in the previous issue of the publication will be inserted.

O – Publisher will hold Advertiser's materials for a maximum of one year from last issue date. It is the responsibility of the Advertiser to arrange for the disposition of artwork, proofs or digital materials prior to that time, otherwise materials will be destroyed. All requests must be submitted in writing.

P – Publisher will not be held responsible for consequential costs or other damages due to loss or damage of digital ad materials, art, proofs or transparencies.

Q – Reader response inquiries are provided as a service. Publisher disclaims all liability and responsibility for inaccuracies.

R – Under no circumstances shall Publisher be liable for any indirect, incidental, special or consequential damages (including, without limitation, loss of profit or impairment of goodwill) of any Advertiser. Under no circumstances shall Publisher's direct or indirect liability to any advertising agency or Advertiser exceed the invoiced cost of the advertisement. Notwithstanding the foregoing, Publisher shall have no liability for (i) any failure or delay resulting from conditions beyond Publisher's control; or (ii) errors in content or omissions in any creative or advertising materials provided by Advertiser.

S - These Standard Terms, together with insertion orders submitted by Advertiser, (i) shall be governed by and construed in accordance with the laws of the State of New York and the United States, without giving effect to principles of conflicts law; (ii) may be amended only by written agreement executed by an authorized representative of each party; and (iii) constitute the complete and entire expression of the agreement between the parties, and shall supersede any and all other agreements regarding the subject matter hereof, whether written or oral, between the parties. Failure by either party to enforce any provision of these Standard Terms shall not be deemed a waiver of future enforcement of that or any other provision. Advertiser may not resell, assign, or transfer any of its rights hereunder.

## SEND MATERIALS AND INSERTION ORDERS TO:

### Production Manager

131 West 1st St.  
Duluth, MN 55802  
Phone: 218-740-7264  
Fax: 218-740-6576

### Classified Department

2501 Colorado Ave., Suite 280  
Santa Monica, CA 90404  
Phone: 800-421-9567

Upload ads: <https://www.ads.ubm.com>