

AUTOINC. AUTOLINKS

REACH

5,700

AUTOMOTIVE SERVICE PROFESSIONALS

EVERY WEEK

MEDIA KIT



A **anyPART.** 

AUTOINC'S AutoLinks A WEEKLY NEWS AND INFORMATION RESOURCE FROM THE ASA

Happy Thanksgiving from the ASA family to yours!

Here soon: New oil standards
 AutoInc. Share 
AUTOINC. Two new standards for motor oil will soon arrive. They will reshape the way you buy oil and how you market maintenance programs to your customers. Your net profit margin will be affected by the decisions you make. **MORE**

C **"A lot of useful information in a short amount of time."** Jeff McNeil, Greensboro, NC

CURRENT PROMOTIONS

acturus 30% OFF Direct Marketing Services Sponsor: Acturus **cambridge** FREE Payment Account Setup Sponsor: Cambridge Commerce

Attendees and exhibitors create synergy at Automotive Service & Repair Week 2009
 Share 
ASRW ASSOCIATION OF SERVICE REPAIR WORKERS **CHRS** CHRYSLER REPAIRERS ASSOCIATION **NACE**
 Throughout the hallways of the educational sessions you could feel it. During the networking receptions and the standing-room-only opening general session it was apparent. **MORE**

C1 **Auto body shops win \$15 million from insurer**
 The Hartford Courant Share 
 Auto repair shop owners in Connecticut celebrated a victory in a six-year battle against The Hartford, winning a \$15 million jury award in a dispute over appraisals and labor costs for fixing damaged vehicles. **MORE**

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 In the front of the car, the engine, the bumper and hood absorb the impact of the crash. In the rear, the trunk and rear bumper serve the same purpose. Typically, passengers have the least amount of protection on the side of the vehicle, protected only by the steel beams in the door and in the posts. **MORE**

E **Fewer 2010-model vehicles pass tougher safety tests**
 The Wall Street Journal Share 
 Shoppers looking to buy the safest 2010-model cars will have 67 fewer choices this year than they did in 2009. That's because the test for safety ratings got a lot tougher. A new roof-strength requirement aimed at protecting passengers in rollover crashes cut the number of top-rated vehicles to 27 for the 2010 model year, compared with 94 in 2009. **MORE**

WEBICAT **Finally, there's one place to find current-model, high-tech parts!**
 Check out CARZONE's online catalog of 37,500+ SKUs featuring import and domestic, early to current model applications. If your part is in our catalog, ask for it at your local parts supplier. **MORE**

A Chinese-owned GM, it could happen
 CNN Share 
 GM could one day be Chinese owned. A shocking concept for the ultimate all-American company but one some auto industry experts say isn't too far-fetched. "I can tell you right now the Chinese are shopping heavily in the U.S. auto sector," said David Cole, chairman of the Center for Automotive Research, a Michigan think tank. **MORE**

D **Earth-friendly body shop**
 The Pioneer Press Share 
 When Minnesota's Mike Schoonover overhauled the painting booths in his Schoonover Bodyworks collision repair shops in Shoreview and Stillwater last year, he picked one of the toughest Decembers in which to spend a pile of dough. But December 2008 brought freezing rain and icy roads, which led to more serious accidents. **MORE**

PRODUCT SHOWCASES

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 For a limited time, you can test-drive the all-new Toyota Electronic Parts Catalog (EPC), the online tool that provides what you need for fast and efficient Toyota repairs. Gain free access to the entire

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MORE

 MORE is Snap-on's automotive parts catalog for independent repair facilities. Now, you can find and order OEM parts from one Web site. Get parts from the dealerships you want to do business with, without picking up the phone. **Learn more.**



MANY WAYS
 TO DELIVER YOUR
 MESSAGE
 TO THIS MARKET

ADVERTISING OPTIONS

- A LEADERBOARD**
 This premier position provides your company with top exposure and quality traffic.
- B SKYSCRAPER**
 A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.
- C/1 TOP/BOTTOM BANNER**
 Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.
- D PRODUCT SHOWCASE**
 Showcase your latest product with this placement and include a photo, 50-word description and link to your site.
- E CALLOUT TEXT AD**
 Integrated into the feel of the brief, a callout ad targets your buying audience with an image and 25-word description.
- F TRADITIONAL TEXT AD**
 Leverage the power of words with a 15-word text ad to drive traffic to your website.

Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief.

SEE PRICING NEXT >>>

AD RATES & SPECS

Prices are for participation in 13 emails to 5,700 automotive service professionals (one 90 day cycle)



Leaderboard
\$3500

Image Dimensions
728x90

File Format
JPEG, GIF

Max File Size
120k



Top/Bottom Banner
\$3000/\$2750

Image Dimensions
468x60

File Format
JPEG, GIF

Max File Size
50k



Skyscraper
\$3000

Image Dimensions
120x600
120x300

File Format
JPEG, GIF

Max File Size
150k
75k



Product Showcase
\$2500

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laboreis nisi. [More](#)

Text **five word headline, fifty word description**
Image Dimensions **175x125** File Format **JPEG, GIF**



Callout Text Ad
\$2000

Lorem ipsum dolor
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Text **five word headline, twenty-five word description**
Image Dimensions **125x100** File Format **JPEG, GIF**



Traditional Text Ad
\$1500

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sed do eiusmod tempor
incididunt ut labore et. [More](#)

Text **five word headline, fifteen word description**
Image Dimensions **120x50** File Format **JPEG, GIF**

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THE AUTOINC. AUTOLINKS, POWERED BY MULTIBRIEFS, PROVIDES INDUSTRY-SPECIFIC NEWS AND INFORMATION TO LEADERS IN THE AUTOMOTIVE SERVICE WORLD.

The news tackles today's most relevant issues, gathered from sources like **The Associated Press, The New York Times, Financial Times** and the leading industry publications. Delivered to the inboxes of shop owners, managers and suppliers, the AutoInc. AutoLinks keeps industry professionals abreast of topics that impact the daily operation of their businesses. Subscribers are decision-makers with purchasing power—the top-tier professionals in the industry.

AUTOINC. AUTOLINKS
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For over 50 years, our members have turned to the association as the informational authority of the industry. Advertising in AutoInc. AutoLinks solidifies your place among weekly information provided to ASA members.



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