

# Power Automedia Digital Advertising Guide

UPDATED JUNE 2016



## Power Automedia Online Magazines



Chevy Hardcore delivers news and tech to the Chevy & Bowtie Enthusiast, covering all generations of Chevy muscle cars, and Camaro.



Corvette Online is focused on America's favorite sports car, the Chevrolet Corvette - both late model and classic Corvettes.



Dragzine delivers the content that hardcore drag racers crave. It's Hardcore Drag Racing, 24/7.



Diesel Army is the number 1 online digital magazine dedicated to the Diesel Truck Market, both on and off road.



Focused on V8 power, EngineLabs is filled with engine tech and industry products that make the next level of performance possible.



LSX Magazine is aimed straight at the late model GM enthusiast - filled with LS tech, news, product reviews, dyno tests, and videos.



Off Road Xtreme provides event coverage, tech, tips and tricks, and colorful features on some of the hottest off-road rigs you've ever seen.



Rod Authority is home to cherry street rods, vintage hot rods, and belly-draggin' sleds - a fresh look at the hobby that started it all.



The Ultimate Late Model Ford Mustang Magazine, StangTV is the go-to source for America's favorite pony car, the Ford Mustang.



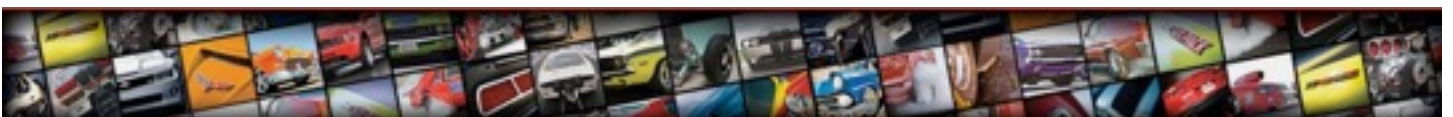
The Internet's most popular magazine for the muscle car enthusiast, Street Muscle Magazine is home to America's favorite street machines from Detroit.



For enthusiasts all over the world, from style and looks, to high performance mods and tuning, Revved is dedicated to one of the most popular segments, the Sport Compact market.



TURNology isn't specific to any make or model, it's designed for those that appreciate pushing cars to the limit. TURNology is dedicated to precision and performance driving.



# Anatomy of Effective Display Ads

Digital Display Ads are effective in many different ways. Research and experience tells us that display ads should contain four simple elements. If you follow this outline, you will produce an effective display ad.

1

Credibility through brand or product recognition using company logos or brand names.

2

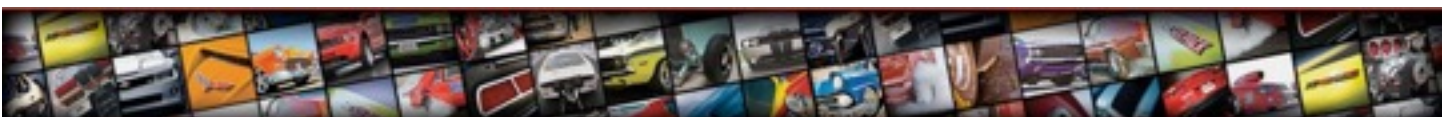
Identify with your target audience based on content within the ad with punchy copy or images.

3

Intriguing headlines raise questions and encourages viewer to read more to understand.

4

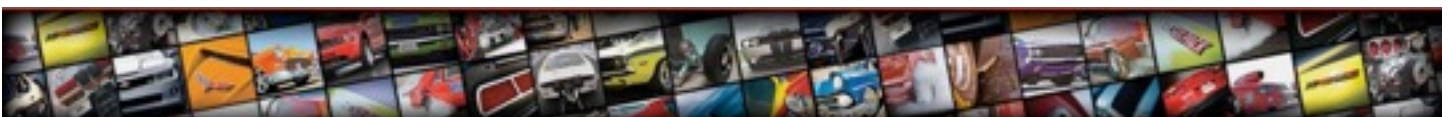
Strong call to action with clear direction and message.



# Advertising Packages & Rates

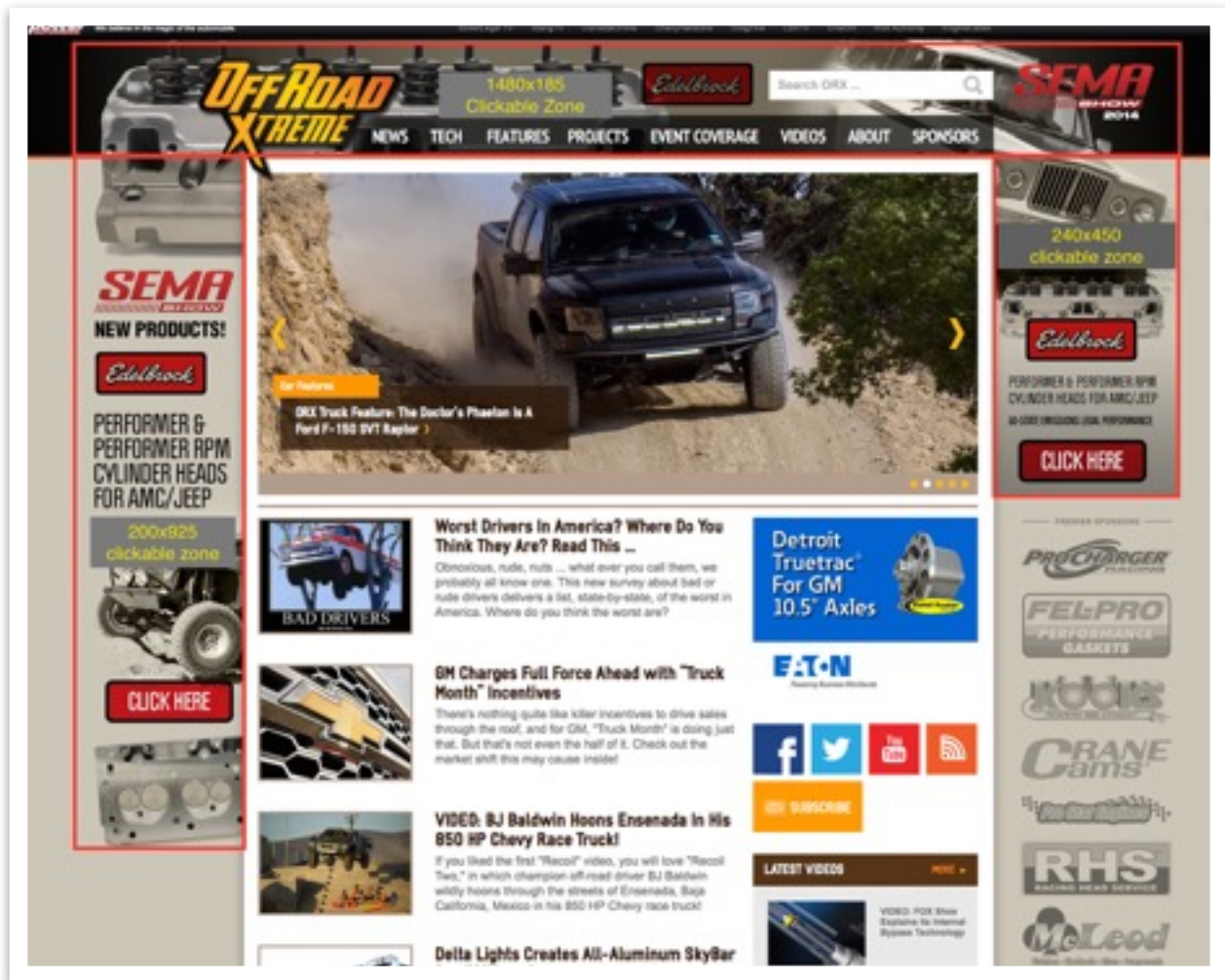
| EVERYWHERE | POWER    | ADVANTAGE | ACCESS   |
|------------|----------|-----------|----------|
| \$1,145/mo | \$835/mo | \$625/mo  | \$395/mo |

| AD SIZES  | EVERYWHERE | POWER | ADVANTAGE | ACCESS |
|---|------------|-------|-----------|--------|
| <b>Full Page Ad</b><br>650x480 JPG/GIF/HTML5 225 kb         | ✓          | -     | -         | -      |
| <b>Newsletter Banner</b><br>728x90 JPG/GIF 80 kb            | ✓          | -     | -         | -      |
| <b>Vertical Halfpage</b><br>300x600 JPG/GIF/HTML5 170 kb    | ✓          | ✓     | -         | -      |
| <b>Horizontal Halfpage</b><br>650x300 JPG/GIF/HTML5 170 kb  | ✓          | ✓     | -         | -      |
| <b>Sponsor Logo</b><br>200x100 PNG (Static) 40 kb           | ✓          | ✓     | -         | -      |
| <b>Mobile Rectangle</b><br>300x250 JPG/GIF/HTML5 120 kb     | ✓          | ✓     | -         | -      |
| <b>Mobile Leaderboard</b><br>320x100 JPG/GIF/HTML5 70 kb    | ✓          | ✓     | ✓         | -      |
| <b>Rich Media Ad</b><br>300x250 JPG/GIF/HTML5 150 kb        | ✓          | ✓     | ✓         | -      |
| <b>Leaderboard</b><br>970x90 or 728x90 JPG/GIF/HTML5 120 kb | ✓          | ✓     | ✓         | ✓      |
| <b>3:1 Rectangle</b><br>300x100 JPG/GIF (Static) 40 kb      | ✓          | ✓     | ✓         | ✓      |



# Magazine Site-Wrap Sponsorship

An exclusive site-wrap ad unit is available 1(x) per quarter on each Power Automedia Digital Magazine for a 2-week duration. Additionally, during SEMA & PRI, this exclusive sponsorship is available for 3-weeks of exposure! 1-week before show, week of show, and 1-week following show! Subject to availability. The Site Wrap occupies the left, top, and right frames surrounding the magazine(s).



# Magazine Site-Wrap Specifications

## Site-Wrap Display Overview

- ▶ **Exclusivity!** — Available 1(x) per quarter on each Power Automeia site (except Dragzine) for a 2-week duration.
- ▶ **Optimized for Desktop & Mobile** — High visibility real estate for desktop and Mobile viewing (1480 screen resolution and larger on Desktop)
- ▶ **100% Share of Voice** – The Site-Wrap is visible on every page of the Magazine.
- ▶ **Creative Design Included** – you provide the assets and we’ll handle the design work, both Desktop and Mobile designs!

| LEFT   | HEADER                                  | RIGHT                                  | LINK  |
|--|---|--|---|
| 200x925<br>JPG/GIF Non-Animated 170 kb                           | 1440x185<br>JPG/GIF Non-Animated 170 kb | 240x450<br>JPG/GIF Non-Animated 170 kb | <ul style="list-style-type: none"> <li>- Single direct link (Google Analytics tracking link suggested)</li> <li>- 3rd party tracking link w/ 1x1 pixel creative for impression tracking.</li> </ul>                               |
| <p>Mobile Site-Wrap - 400x50<br/>JPG/GIF Non-Animated 170 kb</p> |   |  | <ul style="list-style-type: none"> <li>* 3rd party impression and click tracking available for entire site-wrap, not individual creatives.</li> <li>* Desktop and Mobile site-wrap positions not available separately.</li> </ul> |

**Site-Wrap Schedule** – All site-wrap placements must be scheduled in advance and are available once per quarter for each magazine. Subject to availability.

**SEMA and PRI Special Site-Wraps** – includes 3 weeks of exposure! 1 week before show, week of show, and 1 week following show! Subject to availability.

**Contact Us!** - For availability and additional details, contact your sales representative.



# Technical Display Ad Specifications

All digital ad creatives must meet the specifications detailed on this page. Before submitting your banners, please review the following checklist.

▶ **Do my ad creatives meet all the size requirements?**

Depending on your advertising program, you may submit banners in up to five different sizes. Review the list of banner sizes below.

▶ **Are my ad creatives in the correct format and specifications?**

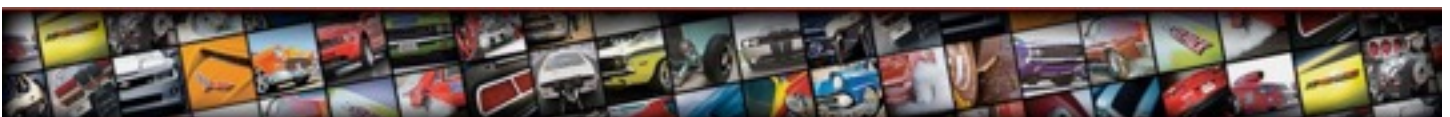
Advertising on the web requires that you submit ad creatives that are compatible with multiple internet browsers, OS, and mobile devices. Review the following ad specifications to be sure.

### **Creative Specifications**

- Ads must be in .jpg, .gif, or HTML5.
- .jpg files should be reduced in quality in RGB format only
- .gif and HTML5 files should not have a transparency
- All ads must not exceed 72 dpi in resolution

▶ **Am I submitting my banners to Power Automeia correctly?**

All banners must be submitted to [ads@powerautomeia.com](mailto:ads@powerautomeia.com) as a compressed attachment in ZIP format. If you're submitting animated banners, you must also include a static JPG version of the banner as well.



# Technical Display Ad Specifications - HTML5

The Power Automeia Digital Magazine platform supports serving of HTML5 ads. If you are submitting HTML5 ads, they must be hosted on 3rd party or self hosted locations such as Google DoubleClick or a standard hosting environment.

## Guidelines

All Assets, including non-standard 3rd party vendor JavaScript and CSS, must be hosted by your hosting provider or Doubleclick.\*

Libraries and assets such as jQuery, Greensock, Font files, CSS etc. cannot be hosted on shared domains and must be uploaded and served by the approved third party vendor being used.

As HTML5 creative requires more testing and QA than flash or image based creative, it is advised that advertisers, creative designers and media agencies consult the [Google DFP Guidelines](#) site for building HTML5 ad creatives.

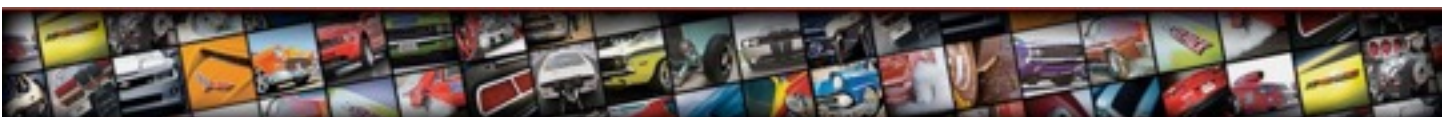
Lead times for formats will be strictly adhered to for HTML5 creative to ensure smooth campaign launches and delivery.

\* Creative assets include all items displayed to the user in the ad. i.e. images, sprites, etc.

## Flash to HTML5 Conversions & Self Contained HTML5 Banners

There are many tools available that can convert Flash (SWF) files to HTML5 banners, however, there may be additional steps required to ensure they are compatible to serve on our ad network. Please refer to the following resources below when converting Flash to HTML5 or creating self contained HTML5 banners.

- [HTML5 Banners and DFP - Complete Guide](#)
- [Google Swiffy Tool - SWF to HTML5](#)
- [How to make HTML5 Ads Compatible with DFP](#)





# Tracking Clicks with Google Analytics

Google has a great, free [Custom URL Builder](#) tool allows advertisers to create custom, unique URL's that are sent directly to your Google Analytics account. This provides advertisers with complete visibility of where your ads are and the activity on them. Important Note: if the publisher is using Google's DFP to serve your ads – and you don't use Google's URL tool – your referrals from these ads will show in your analytics as a referral from: <http://pagead2.googleadsyndication.com/>, losing visibility of the referring site for your ad. For more information on this, Google has a quick read titled, "[What Referring URL Will My Ads Show](#)".

## Tips for building effective Custom URL's

### 1) Set up UTM Codes

Using Google URL Builder, add the URL, Campaign, Source, and Medium information into the selected boxes.

### 2) Use the Link in Your Marketing

If you'd like to shorten it, you'll need a tool like bitly ... or just use Google's short URL tool. Send the links along with your creatives.

### 3) Measure Your Success

If you already have Google Analytics set up for your site, Google will automatically track incoming campaigns. Check your Ads in Google Analytics by doing the following:

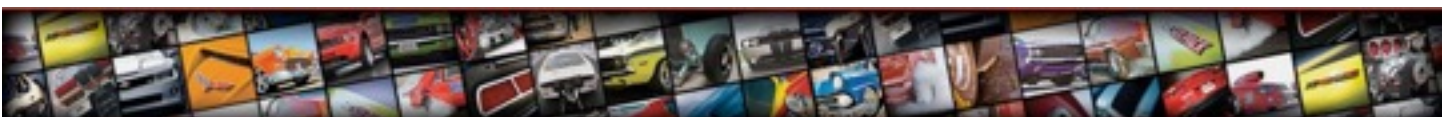
- Log into your Google Analytics account.

- Click on "Acquisition".

- Click on "All Traffic".

- Click on "Source/Medium".

You should see your unique URL's created for your ads in your referral traffic.



## Creative Design Services

Ad creative Design and Production services are available to assist you with your marketing campaigns. We can build you effective and affordable display ads that drive traffic to your brand and products.

### **Everywhere Ad Package - \$975**

*9 Total Ads*

- One marketing concept/design
- Creative for each ad position (9 Total)
- Optimized ads for Mobile & Desktop
- **Saves \$125 off normal pricing**

### **Power Ad Package - \$755**

*7 Total Ads*

- One marketing concept/design
- Creative for each ad position (7 Total)
- Optimized ads for Mobile & Desktop
- **Saves \$70 off normal pricing**

### **Advantage Ad Package - \$495**

*4 Total Ads*

- One marketing concept/design
- Creative for each ad position (4 Total)
- Optimized ads for Mobile & Desktop
- **Saves \$30 off normal pricing**

### **Access Ad Package - \$250**

*2 Total Ads*

- One marketing concept/design
- Creative for each ad position (2 Total)
- **Optimized ads for Desktop**

### **Ala Carte**

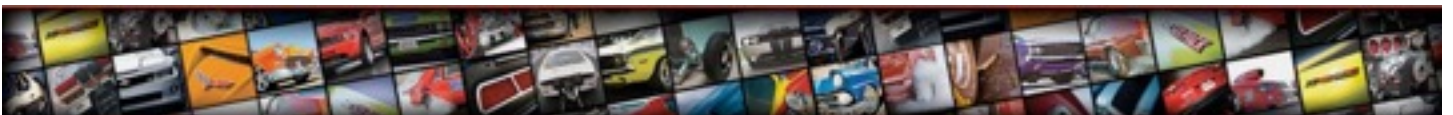
\$125 per ad for 728x90 or 970x90 Leaderboard, 300x100 3:1 Rectangle, and 320x100 Mobile Leaderboard. Each ad can be unique or be based on a common design.

\$150 per ad for 300x250 RMA, 650x480 Full-Page, 300x600 and 650x300 Half-Page designs. Each ad can be unique or be based on a common design.

### **Ala Carte Volume Discounts**

Volume Discounts are available on multi-ad design. For a detailed quote, please contact a Power Automeia sales representative at (951) 677-2626.

**For all Creative Design Inquiries, please contact your sales representative.**



# Contact Information

Power Automeia is the market leader at helping the automotive industry reach customers through online magazines, videos, and social media. Contact us today!

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## Admin Team

Megan Cook  
VP, Office & Financial Operations  
951.677.2626 x 102  
[mcook@powerautomeia.com](mailto:mcook@powerautomeia.com)

Brittany Poleon  
Accounting Manager  
951.677.2626 x 120  
[bpoleon@powerautomeia.com](mailto:bpoleon@powerautomeia.com)

## Creative Team

Kevin McIntosh  
Director, Creative & Web Services  
951.677.2626 x 105  
[kmcintosh@powerautomeia.com](mailto:kmcintosh@powerautomeia.com)

## Sales Team

Mads Buck  
Account Executive  
951.677.2626 x 142  
[mads@powerautomeia.com](mailto:mads@powerautomeia.com)

Judy Chatelain  
Sales Operations Manager  
951.677.2626 x 174  
[jchatelain@powerautomeia.com](mailto:jchatelain@powerautomeia.com)

Christina Dominguez  
Sales Operations Assistant  
951.677.2626 x 129  
[cdominguez@powerautomeia.com](mailto:cdominguez@powerautomeia.com)

Aaron Hahn  
Publisher  
951.677.2626 x 107  
[ahahn@powerautomeia.com](mailto:ahahn@powerautomeia.com)

Lloyd Hunt  
Publisher  
951.677.2626 x 109  
[lhunt@powerautomeia.com](mailto:lhunt@powerautomeia.com)

Eric Huson  
Senior Sales Representative  
951.677.2626 x 128  
[ehuson@powerautomeia.com](mailto:ehuson@powerautomeia.com)

Jason Snyder  
Vice President  
951.677.2626 x 113  
[jsnyder@powerautomeia.com](mailto:jsnyder@powerautomeia.com)

