



Power Automedia Digital Advertising Guide

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Power Automedia Digital Media



Bowtie lovers unite! Get your heaping dose of all things Chevy, right here at Chevy Hardcore. Offering up the latest up-to-date news, event coverage, and do-it-yourself tech articles.



No spark plugs here! Whether your truck lives hooked to a trailer, you love tearing up the streets on the weekends, or are just a member of the Diesel Army – we have what you are looking for.



It's drag racing — 24 hours a day! Dragzine® delivers the hard-hitting news, rumors, and event coverage that drag racers crave from NMCA, PDRA, NHRA, Outlaw, No-Prep, Grudge, and Drag Radial events.



EngineLabs® explores the new parts, tactics, rationale, and strategy that guide the creative minds obsessed with making horsepower. Covering all popular engine platforms, EngineLabs taps the leading engine builders and engineers.



Documenting the growing rise of Electric Vehicles (EV) with industry insider interviews, features on the latest disruptive technology, & spotlights on innovative products that are changing the daily lives of consumers around the world.



Ford Muscle covers all years from 'traditional' Ford performance to the latest models off the assembly line. You'll find the newest in street performance for those who just like to cruise to hardcore racers.



From the original LS1 powerplant that started the small-block revolution in 1997 to the latest LSX, Gen V LT1, and LT4, , LSX Magazine covers every aspect of modern GM vehicles.



Whether you're into off-road racing, building and driving your own rig, or just want to follow the cutting-edge of off-road, Off Road Xtreme™ is your daily check-in for all the latest and greatest in the off-road industry.



Street Muscle Magazine® is THE destination for old and new muscle car content. We focus on classic muscle cars but dive into the latest news and tech on late models – with a heavy emphasis on Mopar.

Anatomy of Effective Display Ads

Digital Display Ads work their magic in multiple ways, delivering impactful results for your brand. Research and real-world insights have identified that incorporating four simple elements is key to a successful display ad. Follow this strategic guide, and you're on your way to crafting display ads that captivate and deliver results!

1

Build trust by showcasing your brand or product with logos and names everyone recognizes.

2

Connect with your audience using engaging copy and compelling visuals that resonate with them.

3



























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

4

Drive action with a strong, clear call to action. Guide your audience with a direct message.



Digital Marketing Programs

DIGITAL ADS	SIZES	EVERYWHERE +	EVERYWHERE	POWER
Exclusive to 8 Advertisers			-	-
Branded Custom Newsletter	150px wide Logo Only		-	-
Super Billboard DISPLAYS ON DESKTOP & TABLET	970x550 JPG/GIF/HTML5 -250 kb			-
Premium Mobile Footer DISPLAYS ON MOBILE ONLY	320x50 (static only) JPG/HTML5 -100 kb			-
Exclusive Newsletter DISPLAYS ON ALL DEVICES	300x600 JPG / 120 kb Non-Animated GIF			-
Premium Billboard DISPLAYS ON DESKTOP & TABLET	970x250 JPG/GIF/HTML5 -200 kb			
Premium Half Page DISPLAYS ON DESKTOP & TABLET	300x600 JPG/GIF/HTML5 -170 kb			
Medium Rectangle DISPLAYS ON ALL DEVICES	300x250 JPG/GIF/HTML5 -150 kb			
Leaderboard DISPLAYS ON DESKTOP & TABLET	728x90 JPG/GIF/HTML5 -120 kb			
Super Leaderboard DISPLAYS ON DESKTOP & TABLET	970x90 JPG/GIF/HTML5 -120 kb			
Mobile Leaderboard DISPLAYS ON MOBILE ONLY	320x100 JPG/GIF/HTML5 -70 kb			

All ad sizes are mobile compatible where screen size permits. Ads titled "mobile" will appear on mobile devices only. JPEG, GIF, or HTML5 is accepted in all units, except Exclusive Newsletter and Premium Mobile Footer. Exclusive Newsletter can **ONLY be JPEG or a Non-Animated GIF**. Premium Mobile Footer can **ONLY be JPEG or HTML5**, NOT an animated GIF. Animated GIFs are acceptable for all other ad formats

You must submit a valid URL for each ad size, or specify a single URL for all ad sizes submitted. Please include your ad assets in PSD (*photoshop*) format.

ALL AD SUBMISSIONS SHOULD BE SENT TO ADS@POWERAUTOMEDIA.COM

High-Performance Takeover (HPTO)

Supercharge your brand's visibility with an Unmatched **High-Performance Takeover**. This exclusive, high-octane ad unit guarantees prime placement on both desktop and mobile platforms, delivering a knockout punch to your competition. With this takeover, your brand steps into the spotlight, captivating an intensely engaged audience and broadcasting your message to millions.

- ▶ **Exclusivity!** — Your brand, your message... HPTO sponsorships display your branding exclusively for a 2-week duration on any Power Autotmedia magazine.
- ▶ **Optimized for Desktop & Mobile** — High visibility real estate for desktop and Mobile viewing (*occupied space varies based on screen size and device*).
- ▶ **100% Share of Voice** — The HPTO is visible on every page of the digital brand.

High-Performance Takeover — All HPTO reservations must be scheduled in advance for each magazine. *Subject to availability.*

SEMA and PRI Special HPTO — Includes 3 weeks of exposure! 1 week before the show, the week of the show, and 1 week following the show! *Subject to availability.*

Contact Us Now! - For availability and additional details, contact your business development representative.

High-Performance Takeover Specifications

The HPTO graphics require 2 different creative assets. Refer to the HPTO template file (*ask your sales rep - requires Photoshop*) for further specifications.

ASSET	AD SIZE
Premium HPTO Header <i>Desktop</i>	1600x400 JPG Non-Animated, 500kb @ 144dpi
Premium HPTO Header <i>Mobile</i>	768x400 JPG Non-Animated, 350kb @ 144dpi

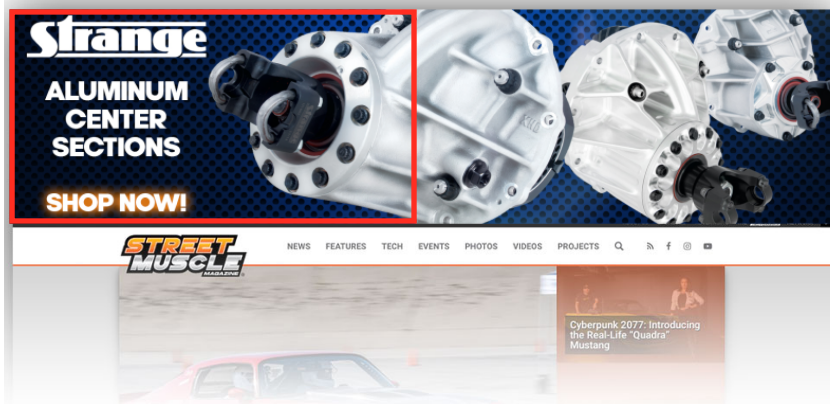
HPTO Template & Guide

Live Area: This is the live area for your text and/or graphics will be visible on all devices based on the template.

Graphic Area: Outside of the Live Area, your graphics can occupy the remaining canvas of the site wrap graphic. However, depending on the viewer's screen size, some of this area may be cut off or not visible.

**** Please send your exported HPTO ad creative files along with the Photoshop file to ads@powerautomedia.com**

DESKTOP



TABLET/MOBILE



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 that allows advertisers to create custom, unique URLs 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.googlesyndication.com/>, losing visibility of the referring site for your ad.

Tips for Building Effective Custom URLs

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 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 URLs created for your ads in your referral traffic.

Contact Information

Elevate your automotive experience with **Power Automeia**, where we're driving the industry forward with genuine, cutting-edge digital content. **Reach out to us now and let's accelerate your connection to the automotive world!**

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