



POWER Automotive Media **Digital Advertising Guide**

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POWER Automotive Media Digital Publications



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.



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

	Standard Dimension	Retina Dimension	File Size	EVERYWHERE	POWER
DESKTOP / TABLET AD SIZES					
Super Billboard	970x550 JPG/GIF/HTML5	1940x1100 JPG/GIF/HTML5	512 kb		-
Premium Billboard	970x250 JPG/GIF/HTML5	1940x500 JPG/GIF/HTML5	512 kb		
Super Leaderboard	970x90 JPG/GIF/HTML5	1940x180 JPG/GIF/HTML5	512 kb		
Leaderboard	728x90 JPG/GIF/HTML5	1456x180 JPG/GIF/HTML5	512 kb		
Vertical Half Page	300x600 JPG/GIF/HTML5	600x1200 JPG/GIF/HTML5	512 kb		
Medium Rectangle	300x250 JPG/Non-Animated GIF	600x500 JPG/GIF/HTML5	512 kb		
MOBILE AD SIZES					
Vertical Half Page	300x600 JPG/GIF/HTML5	600x1200 JPG/GIF/HTML5	256kb		-
Medium Rectangle	300x250 JPG/GIF/HTML5	600x500 JPG/GIF/HTML5	256kb		
Mobile Leaderboard	320x100 JPG/GIF/HTML5	640x200 JPG/GIF/HTML5	256kb		
NEWSLETTER BANNER SIZES					
Vertical Half Page	300x600 JPG/Non-Animated GIF	-	120 kb		-
Medium Rectangle	300x250 JPG/Non-Animated GIF	-	120 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 Newsletter. Newsletter ads can **ONLY be JPEG or a Non-Animated GIF**. Animated GIFs are acceptable for all other ad formats. Retina dimensions are requested as a secondary creative to enhance the banner ad quality on retina-capable screens. This creative size is not required but is highly encouraged. Ads must include a non-transparent background. 3rd party tags are generally accepted on a case by case bases. Newsletter banner 3rd party tags are accepted for tracking only.

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 10 day duration on any Power Automotive Media magazine.
- ▶ **NEW FOR 2025! - Video HPTO** — Elevate your brand's visibility with our HPTO, now featuring optional video content. This powerful format allows you to share dynamic, engaging visual content that drives both traffic and sales.
- ▶ **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.

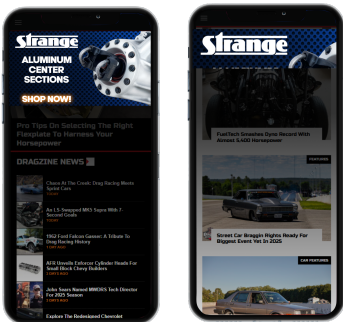
High-Performance Takeover — All HPTO reservations must be scheduled in advance for each magazine. *Subject to availability.*

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

Standard High-Performance Takeover Specs

Standard HPTO graphics require 4 different creative assets. Refer to the HPTO template file (*linked below - requires Photoshop*) for further specifications.

MOBILE HPTO EXAMPLE



DESKTOP HPTO EXAMPLE



ASSET	AD SIZE	FILE SIZE
Desktop HPTO Expanded	1600x400 JPG Non-Animated	1024kb
Desktop HPTO Minimized	1600x160 JPG Non-Animated	1024kb
Mobile HPTO Expanded	640x360 JPG Non-Animated	1024kb
Mobile HPTO Minimized	640x213 JPG Non-Animated	1024kb

Standard HPTO Template & Requirements

Download Template Files (PSD): [Standard HPTO Template](#)

Template - Live Area: As indicated in the template, there is a live area outlined for your text and graphics. It is recommended to keep the majority of the graphics and text within this area, including any call to action.

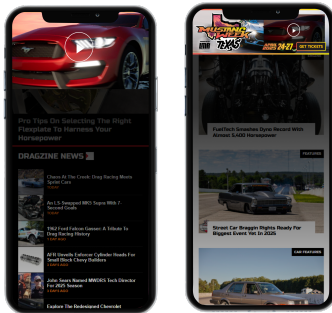
Third-Party Tracking Requirements: Site served only! We cannot display third-party served creatives in this ad space. Static Creative + 1x1 Tracking Pixel and Click Tracking Accepted.

**** Please send your HPTO ad creative files along with the Photoshop file within 5 days of your scheduled HPTO run date to ads@powerautomedia.com.**

Video High-Performance Takeover Specs

Video HPTO's requires all the same assets a standard HPTO uses, but adds the functionality of serving a Video over a portion of the graphics. Refer to the HPTO template file (*linked below - requires Photoshop*) for further specifications.

MOBILE HPTO EXAMPLE W/VIDEO



DESKTOP HPTO EXAMPLE W/VIDEO



VIDEO FORMAT / ASPECT RATIO	LENGTH	RESOLUTION
Vimeo (preferred), YouTube, MP4, MOV 16:9 @ 23.98 or 29.97 frame rate, with audio (user initiated)	30 Seconds	720p +

- If submitting a MP4 or MOV Video - We will host your video on our ad serving platform.
- If submitting a Youtube or Vimeo video link, we recommend uploading to your companies YouTube or Vimeo Channel as an unlisted video and provide the link with your submission.

Video HPTO Template & Requirements

Download Template Files (PSD): [HPTO Video Template](#)

Template - Live & Video Area: As indicated in the template, there is a live area outlined for your text and graphics. If you are displaying video on your HPTO, take note of the video area outlined in the template. This is reserved for video and will cover any graphics or text.

Third-Party Tracking Requirements: Site served only! We cannot display third-party served creatives in this ad space. Static Creative + 1x1 Tracking Pixel and Click Tracking Accepted.

**** Please send your HPTO ad creative files along with the Photoshop file within 5 days of your scheduled HPTO run date to ads@powerautmedia.com.**

Technical Display Ad Specifications - HTML5

The Power Automedia 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 Google Ad Manager.*

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.

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 Automotive Media**, where we're driving the industry forward with genuine, cutting-edge digital content.

Reach out to us and let's accelerate your connection to the automotive world!

Ad Copy Submissions

Ad Coordination Team
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