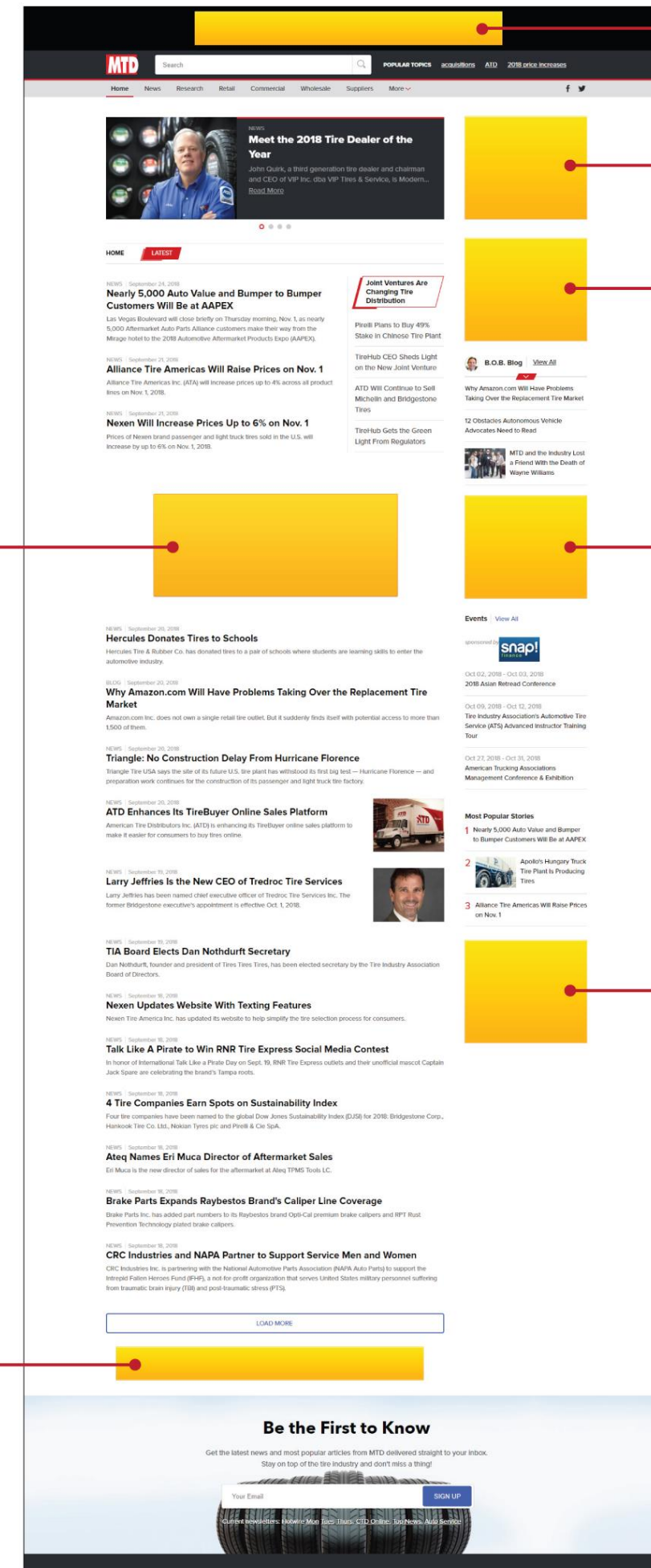




Digital Advertising

Modern Tire Dealer is a trusted source among the world's top tire dealers. It's not just the scope of our reach, but the fact that you will be reaching a quality audience that makes your advertising dollar go further with us. Banners drive traffic to your website to help you develop highly qualified leads.

Banners can either be run of site or targeted to sections based on availability. 25,000 to 250,000 impressions available per month.



A. TOP LEADERBOARD
Size: 728x90
Rate: \$65 CPM

B. RIGHT RECTANGLE 1 & 2
Size: 300x250
Rate: \$60 CPM

C. RIGHT RECTANGLE 3 & 4
Size: 300x250
Rate: \$40 CPM

D. MIDDLE
Size: 300x250 or
600x250
Rate: \$50 CPM

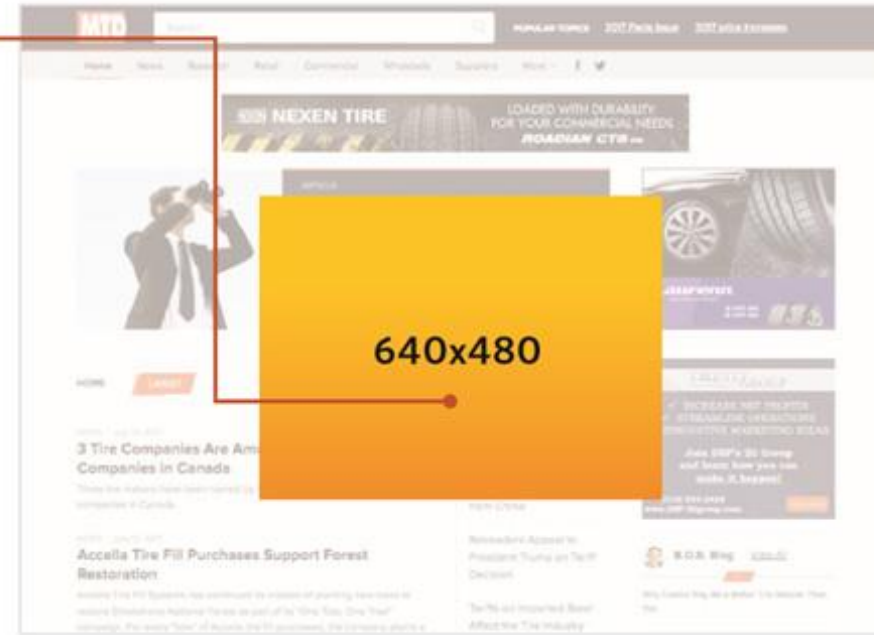
E. LOWER LEADERBOARD
Size: 728x90
Rate: \$40 CPM



High Impact

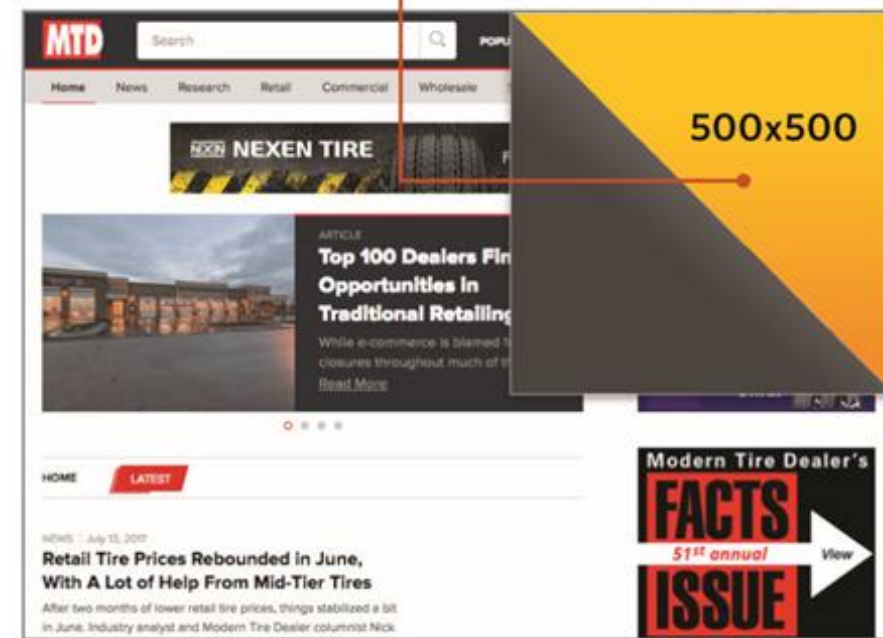
PRESITIAL

Prestitials are well-known to be high impact and generate very high click rates. The prestitial displays an overlay for 15 seconds when a user goes to our site. Users are given the option to skip past the prestitial.



PAGE PEEL

Page peels engage a user in an interactive way. It starts as a page curl in the upper right corner of the page. When the curl is moused over, the page peels down to present a 500x500 clickable ad. Client provides material, or MTD can assist with creation of the ad. We track and report on hovers as well as clicks for this position.



SITE SKIN

Site skins make a dramatic impact by taking over the background of the page, with 300 pixels of the image showing on both sides of the screen. The site skin can be appear on all pages of the site for high impact. Site skins may appear differently based on computer screens and their settings. Consult with your sale rep for further details.

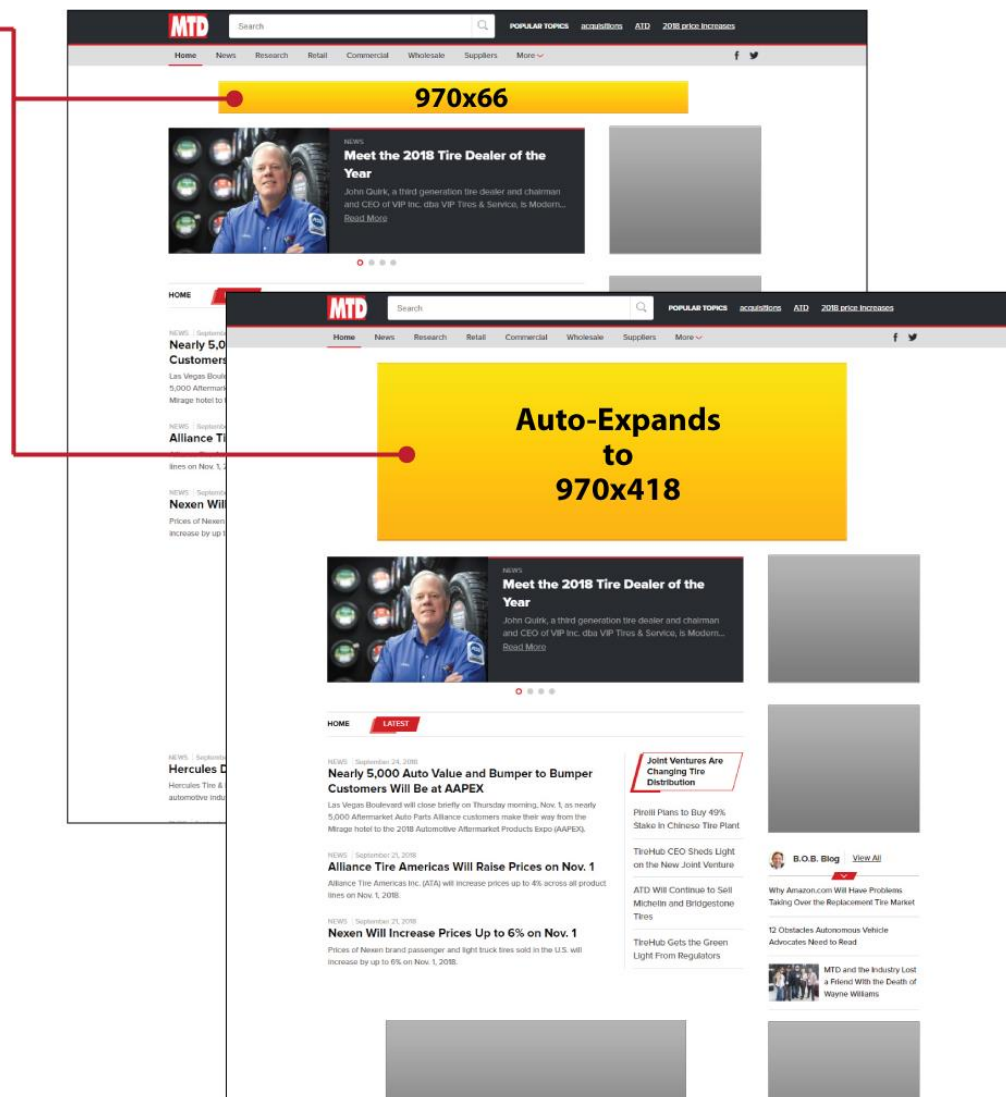




High Impact

PUSH-DOWN LEADERBOARD

This site-served rich media unit automatically expands from the top of the page for a highly impactful experience with excellent user engagement. 970x66 (small image) and 970x418 (expanded image)



PUSH-UP LEADERBOARD

This site-served rich media unit pushes up from the bottom of the browser window and stays in view as the user scrolls for an always above the fold and in-view experience. This unit auto collapses after 15 seconds and can be closed by the user. Accommodates either a standard 728x90 or IAB Super Leaderboard 970x90.

