

motoragetraining.com

MEMBER



Training Managers Council  
ATMC

# MOTOR AGE TRAINING

TRAINING ENGAGEMENT PROGRAMS

WE SUPPORT



CERTIFICATION

# PARTNERSHIPS.

## PARTNERS WHO TRUST MOTOR AGE TRAINING FOR ASE TEST PREP AND INDUSTRY TRAINING

For more than 40 years, Motor Age Training has been a valuable training provider for organizations committed to excellence in vehicle service and repair. Thousands of technicians, from heavy-duty specialists to light-vehicle experts, benefit each year from the strong industry relationships we've built across the automotive world.

Our valued partners rely on Motor Age Training's proven resources to equip their teams, customers, and students with the knowledge and confidence to achieve ASE certification and master their craft. Through our **licensing programs, reseller opportunities, training sponsorships, and live webinars**, partners strengthen their connection with technicians and aspiring professionals who share a passion for learning, growth, and advancing the industry together.



# CONTENT LICENSING.

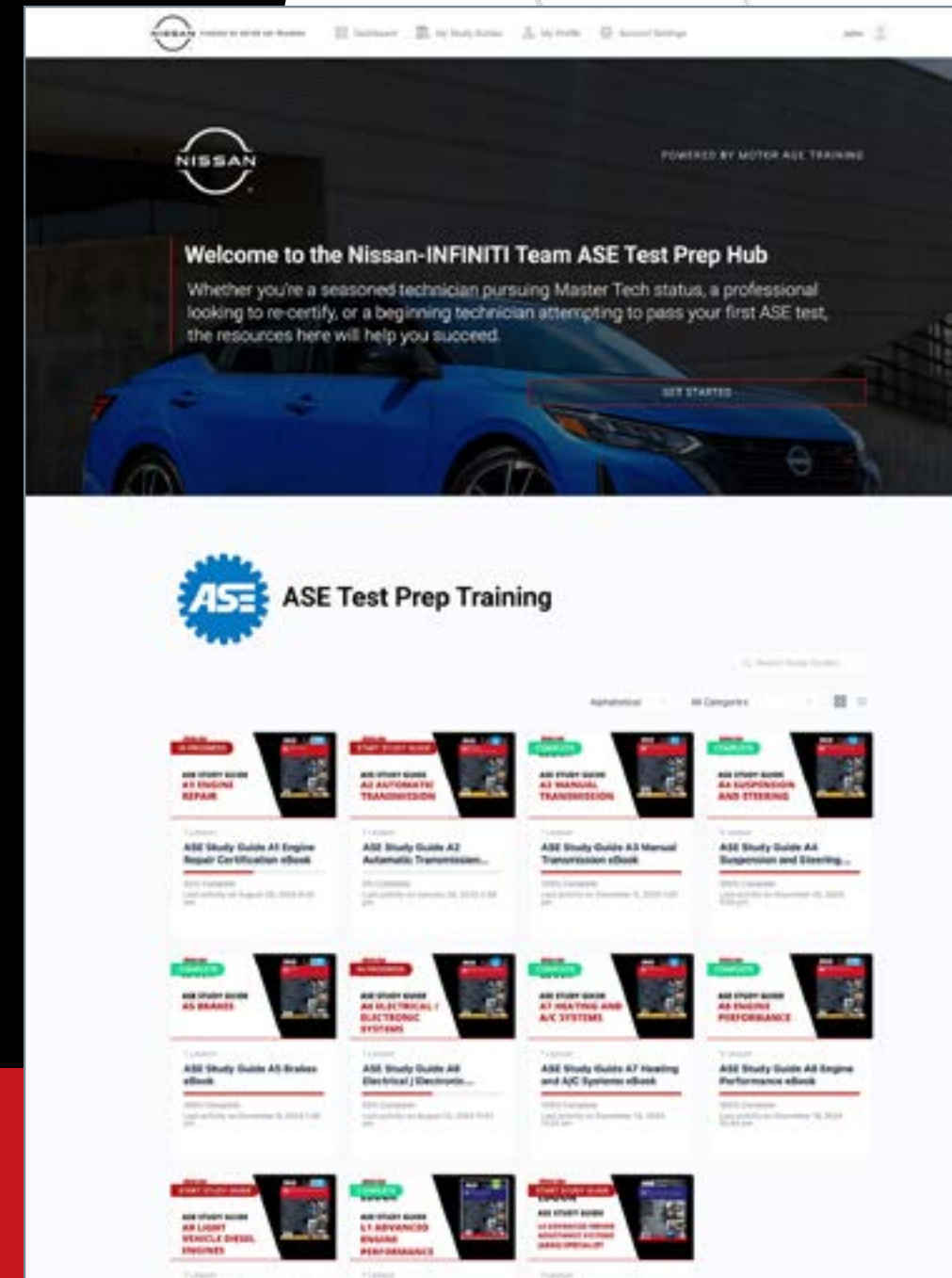
Share the industry's leading ASE test prep products with your customers, team members or students as they pursue ASE certifications. Motor Age Training offers the most complete line of products in the industry, with more than 40 study guides and practice tests to help users prepare for and pass their exams.

**SEAMLESS LMS INTEGRATION:** Embed our content directly into your Learning Management System for effortless access, progress tracking, and a smooth user experience.

**CUSTOM-BRANDED MICROSITES:** Launch a turnkey, branded training hub that highlights your commitment to technician development.

**ALWAYS UP TO DATE:** Keep learners ahead of the curve with regularly updated materials that align with the latest ASE Task Lists.

**TRACK YOUR TEAM:** Easily Add/Remove users and track their progress to make sure they are getting the most out of your investment.



- Pricing Based on Total Users and Products Needed
- Extra Discounts for Multi-Year Agreements

# LMS SPONSORSHIPS.

## TRAINING VIDEO PLACED INSIDE LMS

Supporter provides training content to 30,000+ Registered Users within Motor Age Training LMS. Viewership Leads Shared Quarterly.

## PRODUCT DEMO VIDEO PLACED INSIDE LMS

Share your newest products or services to all members of the MAT LMS community.

## PRINT AD PLACEMENT

Your Full-Page Ad will appear in all ASE Test Prep Study Guides printed for a full year.

## AUDIENCE EXTENSION

Extend your reach and stay in front of your most valuable prospects with audience-based targeting.

## SPONSOR MESSAGE TO REGISTERED MAT USERS

Connect with LMS users each month to share promotions, or special news from your company.

## BRAND PLACEMENT

All supporters receive logo placement surrounding our website, automated communications and site promotions.

## ASE PRACTICE TEST GIVEAWAY

Award Technicians free practice tests as a way of showing your support for their training.

	PLATINUM Limit 1	GOLD Limit 5	SILVER Limit 9
	<b>\$36,000</b>	<b>\$18,000</b>	<b>\$12,000</b>
Training Video Placed Inside LMS	4	2	N/A
Product Demo Video Placed Inside LMS	✓	N/A	N/A
Print Ad Placement Within Study Guides	✓	N/A	N/A
Audience Extension	180k Impressions	60k Impressions	N/A
Sponsor Message to Registered MAT Users (monthly)	✓	N/A	N/A
Brand Placement on MotorAgeTraining.com	✓	✓	✓
Brand Placement in all Customer Communications via LMS	✓	✓	✓
Brand Placement in Motor Age Training House Ads Print and Digital	✓	✓	✓
ASE Practice Test Giveaway	250	100	N/A
<b>VALUE</b>	<b>\$86k+</b>	<b>\$40k+</b>	<b>\$20k+</b>

**2 MILLION+ BRAND IMPRESSIONS ANNUALLY**

# WEBINARS.

**Our Motor Age Training Webinars bring together sponsors, and trusted training partners to deliver high-quality, technical education for automotive professionals.**

## KEY POINTS:

- True collaboration between sponsors, content experts, and Motor Age Training marketing
- Built on long-standing partnerships with respected training organizations, like non-profit Technicians Service Training (TST)
- Designed for professional technicians of all experience levels
- Webinars distributed via our YouTube channel for extended reach
- Archived editions hosted on the Motor Age Training Learning Management System

**\$12,500/Webinar**

- Average Registrants/Webinar: 900+



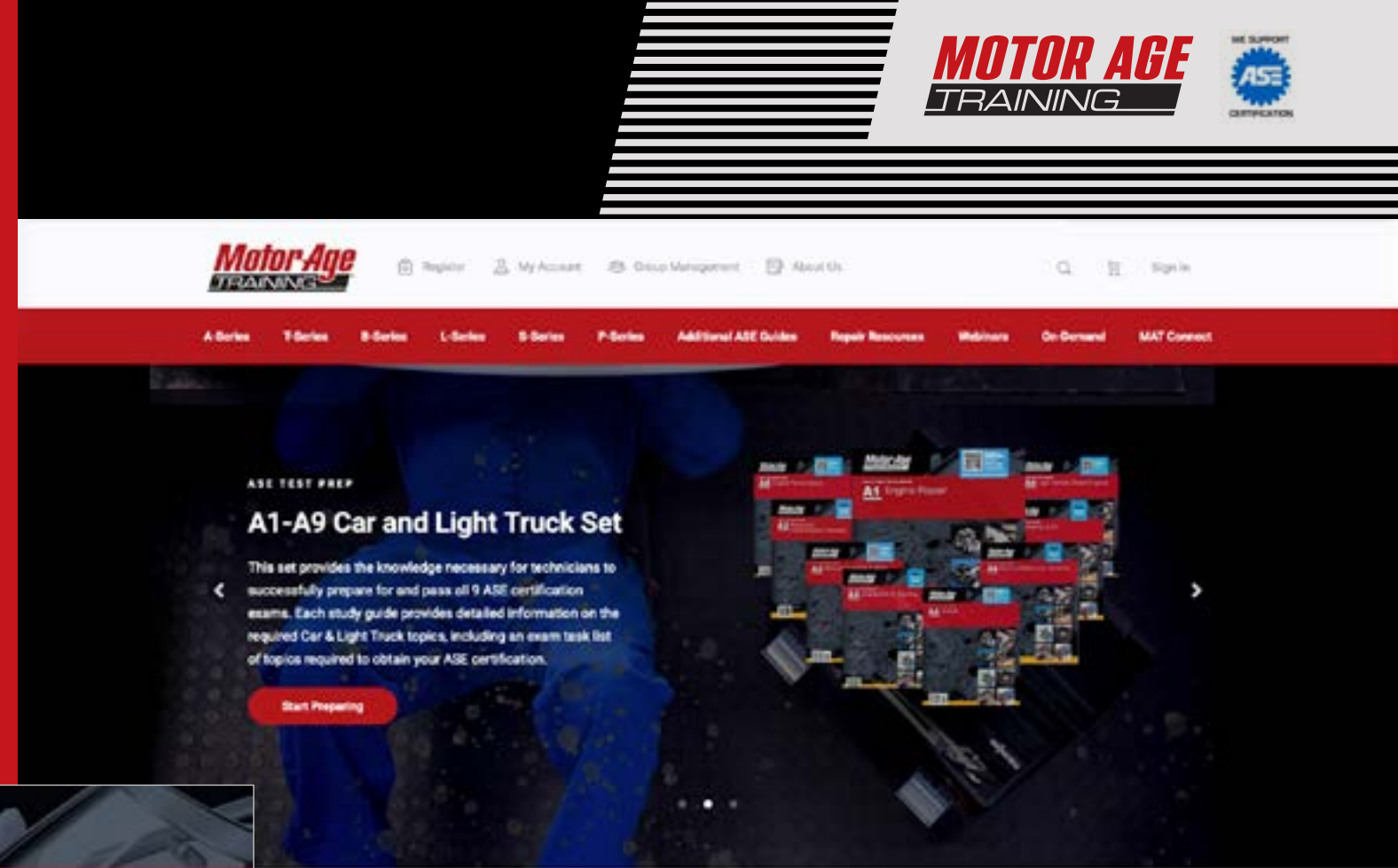
# PRINT ADVERTISING.

Placed in front of the Task List inside all **41 ASE Study Guides**, this section gives you a chance to highlight your products the entire year.

- Back Cover – \$20,000
- Inside Front Cover – \$15,000
- Inside Back Cover – \$15,000
- Inside Color Full-Page – \$10,000

Ad Size: 8.5” x 11” (no bleed); 8.75” x 11.25” (bleed)

*Ads Run in Study Guides  
Printed August 2026 - July 2027.  
(Total Printed: 60,000+)*



# CONTACT US

**MOTOR AGE**  
TRAINING



LEARN MORE

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LEARN MORE

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