NEWSLETTERS

PTEN
PROFESSIONAL TOOL & EQUIPMENT NEWS®

PTEN ENEWSLETTER

New product alerts, tool reviews, and industry news for the automotive aftermarket.
3x Weekly (Monday, Wednesday, Friday)

Avg. Monthly Subscribers **35,616**
Avg. Total Open Rate **40.35%**

+VIEW EXAMPLE

DIAGNOSTIC AND REPAIR

Diagnostic and repair info for all vehicle classes, including new product information, technical articles and related industry news.
Monthly (First Tuesday)

Avg. Monthly Subscribers **55,138**
Avg. Total Open Rate **41.07%**

+VIEW EXAMPLE

ASE CERTIFIED TECH EDGE

Curated technical content for ASE-certified technicians. Weekly (Wednesdays)

Avg. Monthly Subscribers **20,000**

AUTOPLAY

Featuring a compilation of our favorite service repair videos from PTEN, Motor Age, and our trusted partners. Monthly (Third Wednesday)

Avg. Monthly Subscribers **56,460**
Avg. Total Open Rate **34.51%**

+VIEW EXAMPLE

CUSTOM EMAIL MARKETING

Promote your company's products and services by sending a custom email to our entire independent repair shop operators, or by targeting a specific type of shop or demographic. Varies

Avg. Monthly Subscribers **36,200** Avg. Total Open Rate **28.85%**

+VIEW EXAMPLE

NEWSLETTERS

PTEN ENEWSLETTER	1X
Leaderboard	$2,500
Medium Rectangle (position 1)	$2,500
Sponsored Content (positions 1-2)	$3,000
DIAGNOSTIC & REPAIR UPDATE	**1X**
Leaderboard	$840
Medium Rectangle (positions 1-3)	$840
Sponsored Content (positions 1-2)	$1,000
ASE CERTIFIED TECH EDGE	**1X**
Leaderboard	$2,500
Medium Rectangle (position 1)	$2,500
Sponsored Content (positions 1-4)	$3,000
AUTOPLAY	**1X**
Sponsored Content (positions 1-3)	$1,000
MARKET MOVES: ELECTRIC VEHICLES	**1X**
Sponsored Content (positions 1-4)	$2,500

Materials Due: Seven business days prior to publication.
Send Creative To: webtraffic@endeavorb2b.com

Market Focused Insight with **MARKET MOVES NEWSLETTERS**

ELECTRIC VEHICLES

Delivering insights and expert perspectives on EV trends, regulations, design & engineering, charging, infrastructure as well as repair and maintenance.

Twice Monthly on Fridays

+ LEARN MORE ABOUT MARKET MOVES NEWSLETTERS FROM ENDEAVOR BUSINESS MEDIA

+ NEWSLETTER SPECS

RATES, SPECS & SUBMISSION

PTEN
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WEBSITE ADVERTISING

HIGH-IMPACT ADVERTISING	ROS CPM	CHANNEL CPM
Reskin	$225	$235
Pushdown	$200	
In-Article Flex	$200	
In-Article Premium	$200	
In-Article Video	$175	
Video Billboard	$175	$185
Billboard	$150	$150
In-Banner Video	$150	$150
Welcome Ad	$3,150/week	

STANDARD ADVERTISING	NET CPM	
Leaderboard	$90	$90
Medium Rectangle	$90	$90
Half-Page	$150	$115
Expanding Half Page/ Medium Rectangle	$200	$150

NATIVE ADVERTISING	ROS CPM
Native Article/Video Post	$2,500
Native Article/Video Post Premium	$4,000
Native Ad	$105

AUDIENCE EXTENSION	ROS CPM
Display	$80
Facebook (video available)	$125
LinkedIn	$105
Audience Extension Pre-roll	$89

EMAIL MARKETING	NET CPM
3rd Party Email Blast	$400
Product Showcase eBlast	$1,675

VIDEO & CONTENT MARKETING

Around the Wheel	$3,250
In the Driver's Seat	$7,500+
Mastering Diagnostics	$3,250
Product Insights Video	$5,500+
Tech Level-Up	$3,250
Tech Tip Shorts	$4,500
Tech Tips Video Sponsorship	$9,500+
Tool Review Video	$9,500+
The Trainer Video Sponsorship	$3,000
Custom Video	Varies

WEBINARS

Webchat	$7,950+
Motor Age Training Webinar Sponsorship	$12,950
Webinar	$12,500+

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+ DIGITAL AD SPECS

DIGITAL ADVERTISING
Boost brand visibility and awareness with relevant advertising strategically placed throughout brand and/or market sites. Reach decision makers with impactful messaging as they browse trusted PTENcontent.
+VIEW SPECS

CHANNEL SPONSORSHIPS
Align your brand with trusted industry expertise and establish thought leadership. Gain exclusive visibility and engagement opportunities within targeted topic based site sections.

NATIVE ADVERTISING
Seamlessly integrate your message into editorial content, enhancing credibility and engagement. Deliver valuable information to prospects in a non-disruptive format they're already consuming. Labeled as Sponsored Content.

NATIVE ARTICLE OR VIDEO POST
Showcase your expertise through in-depth, branded content that educates and informs. Position your brand as an industry leader while providing actionable insights to potential customers.

THIRD-PARTY EMAILS
Reach inboxes and benefit from our first-party data and insights as we deliver your message directly to decision makers, leveraging the credibility of the PTEN reputation.

AUDIENCE EXTENSION
Precisely target businesses and professionals in specific locations or at industry events. Deliver timely, contextually relevant ads to decision makers when they're most receptive.

AUDIENCE EXTENSION SOCIAL
Using Meta and LinkedIn, we'll manage your campaign using a single image, carousel, or video ad and create targets based on website visitors, our first-party data, or by creating look-alike profiles.

SOCIAL BOOST
Leverage the power of our established and credible brand to get in front of a highly engaged audience through sponsored posts, reaching decision-makers and professionals who trust and value our content.

MICRO PROXIMITY
Increase your brand awareness and drive traffic to your booth by targeting company locations, geographic targets, or attendees at a tradeshow or conference.

CONNECTED TV
Reach decision makers during their downtime with targeted video ads on streaming platforms. Engage decision-makers in a less cluttered environment with high-impact, full-screen messaging.