Power Automedia
Digital Advertising Guide

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Power Automedia Digital Media Titles

Bowtie lovers unite! Offering up the latest news, events, & DIY tech articles. Get a heaping dose of all things Chevy, right here at Chevy Hardcore.

No spark plugs here! Diesel Army® is the resource for towing tips, turbo tech, and the latest diesel event coverage.

Dragzine® delivers hard-hitting news & event coverage from the most exciting events plus in-depth car features & tech articles.

The science of horsepower is distilled into magazine form at EngineLabs®, providing in-depth engine tech.

Electrified brings up-to-the-minute news on bleeding edge EV technology, reviews, and e-mobility. Striving to inform, entertain and charge the EV era.

Ford Muscle covers the world of pushrods and early mod motors to the next generation of Ford performance.

From the LS1 to the latest Gen V and beyond, LSX Magazine is YOUR source for GM's formidable small-blocks.

Conquer the trails with Off Road Xtreme™. You'll find no better companion for breaking news, tech, and events.

Long live the muscle car! Street Muscle® celebrates enthusiasts on a quest for more horsepower and better handling.

Anatomy of Effective Display Ads

Digital Display Ads are effective in many different ways. Research and experience tells us that display ads should contain four simple elements. If you follow this outline, you will produce an effective display ad.

1 Credibility through brand or product recognition using company logos or brand names.

2 Identify with your target audience based on content within the ad with punchy copy or images.

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

4 Strong call to action with clear direction and message.

Digital Marketing Programs

DIGITAL ADS	SIZES	EVERYWHERE +	EVERYWHERE	POWER
Exclusive to 8 Advertisers		◼	-	-
Branded Custom Newsletter		◼	-	-
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/GIF 120 kb	◼	◼	-
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 GIF**, not an 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)

Give your brand ultimate exposure with a **HIGH-PERFORMANCE TAKEOVER**. This **exclusive high-performing** take over ad unit provides 100% top positioning on desktop and mobile experiences. Your brand is front and center with our **highly engaged audience**, putting your brand in the spotlight to **MILLIONS OF VIEWERS**.

High-performance takeovers are available on all 9 Power Automedia Digital Media Titles. With a limited number of availability offered in 2-week increments, **these sell out fast.**

‣ **Exclusivity! —** Your brand, your message… HPTO sponsorships display your branding exclusively for a 2-week duration on any Power Automedia Digital Title.

‣ **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 Title.

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 show, week of show, and 1 week following show! Subject to availability.

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

High-Performance Takeovers Specifications

The HPTO graphics require up to 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 *Desktop*	1600x400 JPG Non-Animated, 500kb @ 144dpi
Premium HPTO Header *Mobile*	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 viewers 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
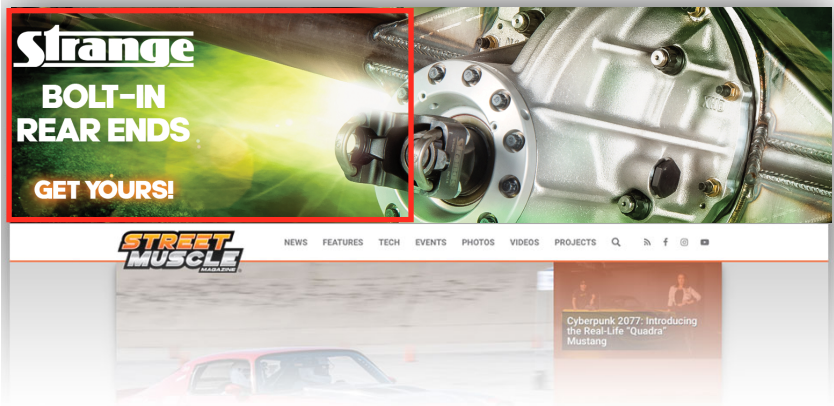
TABLET/MOBILE

Technical Display Ad Specifications - HTML5

The Power Automedia Digital Media 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 allows advertisers to create custom, unique URL's 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 URL's

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 just 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 URL's created for your ads in your referral traffic.

Contact Information

Power Automedia is leading the automotive industry with authentic next-level digital content. **Contact us today!**

Admin / Ad Operations Team

Andrea Green
Sales Operations Coordinator
951-848-5291
ads@powerautomedia.com

Creative Design Team

Kevin McIntosh
Director, Creative & Web Services
951-498-4762
kmcintosh@powerautomedia.com

Kaley Lione
Web & Creative Designer
951-904-4157
klione@powerautomedia.com

Business Development Team

Lloyd Hunt
Chief Revenue Officer
951-476-1002
lhunt@powerautomedia.com

Ed Zinke
Business Development Director
951-338-5896
ezinke@powerautomedia.com

Ivan Korda
Senior Director of Business Development
951-484-1325
ikorda@powerautomedia.com

Robert Fisher
Business Development Representative
951-904-2870
rfisher@powerautomedia.com

Marketing Team

Nashona Haldane
Marketing Director
951-228-3876
nhaldane@powerautomedia.com