

Trailer/Body Builders™ online offerings are a great way to brand your products or services, build awareness, and drive traffic to your company's Web site.

Technical Specs & Rates (Net per month)

Web site dimensions and file sizes & rates: trailer-bodybuilders.com

- 1 Leaderboard: 728 x 90 • 35k maximum—\$1,200
- 2 Spotlight: 300 x 250 • 35k maximum—\$900
- 3 Button: 180 x 150 • 20k maximum—\$800
- 4 ASK THE EXPERTS: Interactive Q & A Forum
Contact your sales representative for specifications.

Formats: Currently Accepted: GIF, Animated GIF, JPEG, HTML, Flash, Unicast, PointRoll, Eyeblander, Enliven, Bluestreak, Motif.

NOTE: Must also supply a non-animated GIF or JPEG in addition to other formats, to accommodate instances that require a static image.

Will accept for testing: DHTML, Audio, Real, Shoshkeles
Non-accepted formats: Java, Java Applet, Video

3rd Party Ad Serving: Will accept most 3rd-party ad tags including DART, Atlas, Bluestreak, and Mediafarm. All 3PAS must be accompanied by anti-caching documentation.

Frames and Looping:

Maximum frames—4 • Looping—3 times

Materials due: Two (2) business days prior to posting
Five (5) business days for rich media

- Include with instructions: Referring URL and alt text

E-newsletter dimensions and file sizes:

Market Watch (weekly)

- 5 Full Banner: 468 x 60 full banner • 15-20k maximum—\$800 to \$1,000 monthly depending on position (includes additional 50 words of text & email/url link)
- 6 Tower: 120 x 600 • 25k maximum
Half-tower: 120 x 240 • 20k maximum

Formats: Currently Accepted: GIF or JPEG files only.
No Rich Media or Flash.

3rd Party Ad Serving: Most 3rd Party Ad tags accepted. 3rd Party Ad tags for e-newsletters must be standard IMG SRC and HREF tags only. All 3PAS must be accompanied by anti-caching documentation.

Frames and Looping:

Microsoft Outlook in Windows 7 does not support animation. If submitting animated files for e-mailed newsletters, make sure that the first frame contains the content you want displayed as a static frame because many recipients will not be able to see the additional frames.

The screenshot shows the Trailer/Body Builders website interface. At the top, there is a navigation menu with links for Home, Trailer Output, Snow and Ice, Aftermarket Parts, Truck Body and Trailer Components, Truck Equipment Distributors, Trailer Dealer, Truck Body OEM, Trailer OEM, Chassis, and Fabrication. A search bar is located on the right. The main content area features a 'FEATURED STORY' section with a headline 'Medium and Heavy Truck Sales Up 44% in August' and a 'CFP OF INTEREST' section. There are several 'ADVERTISMENT' boxes overlaid on the page, labeled with circled numbers 1 through 6, indicating the placement of different ad sizes. A 'YAHOO! FINANCE' widget is visible on the right side. At the bottom, there is an 'ASK THE EXPERTS' section with a question and answer format.

The screenshot shows the 'MARKET WATCH' e-newsletter. The header includes the Trailer/Body Builders logo and the text 'The weekly update for the truck, body, trailer, and truck equipment industry'. Below the header, there is a large banner ad (labeled 5) with dimensions 468 x 60. The main content area features an 'Industry Update' section with a headline 'Medium and heavy truck sales were up 44% in August' and a 'New stainless steel Dumper/Dragg' section. There is also a 'Snow & Ice Directory' section. At the bottom, there is a tower ad (labeled 6) with dimensions 120 x 600 and a half-tower ad (labeled 5) with dimensions 468 x 60.