



Your One-Stop Source for Paint, Body & Equipment Information

# PBEPRO®

www.pbepro.com

PBEPRO® provides content management and ecommerce solutions to the paint, body & equipment segment of the automotive aftermarket. Combined, our website properties serve more than 4,000 PBE distributors in the United States & Canada.

## January - December 2010 Metrics

**PBEPRO® Properties** Flagship website www.pbepro.com

### Syndicated Properties

Carquest  
FinishMaster  
O'Reilly  
National Coatings & Supply  
PPG Platinum Distributors (U.S. & Canada)

### Usage Metrics

Unique visitors: 127,419  
Visits: 702,337  
Pageviews: 6,615,611  
Pages per visit: 7.62  
Average time on site: 4:53 mins

### PBEPRO® Metrics

Home page visits: 512,222  
Line card visits: 1,048,031  
Product views: 1,719,890  
PDF views: 38,738  
Videos watched: 2,247  
Ad clicks: 9,888  
eCommerce sales: Over \$27 million

Media Kit

## Ad Specifications

### Ad Dimensions & File Size

- Flash Ad: 710 x 200 px, Max file size is 100kb
- Center Ad: 220 x 120 px, Max file size is 15kb
- Side Ad: 220 x 250 px, Max file size is 15kb

### General Ad Requirements

- 216 Web-safe Color Palette
- No animation, audio, or pop-up actions
- Must be cross browser compatible
- Flash Ads require transparent background
- JPEG or GIF files accepted

Usage Metrics are compiled from data provided by Google Analytics. PBEPRO® Metrics are compiled using internally developed tracking software proprietary to CollisionSync. Metrics include ecommerce site traffic not identified.

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**CollisionSync™**  
SYNCHRONIZING COLLISION SUPPLY