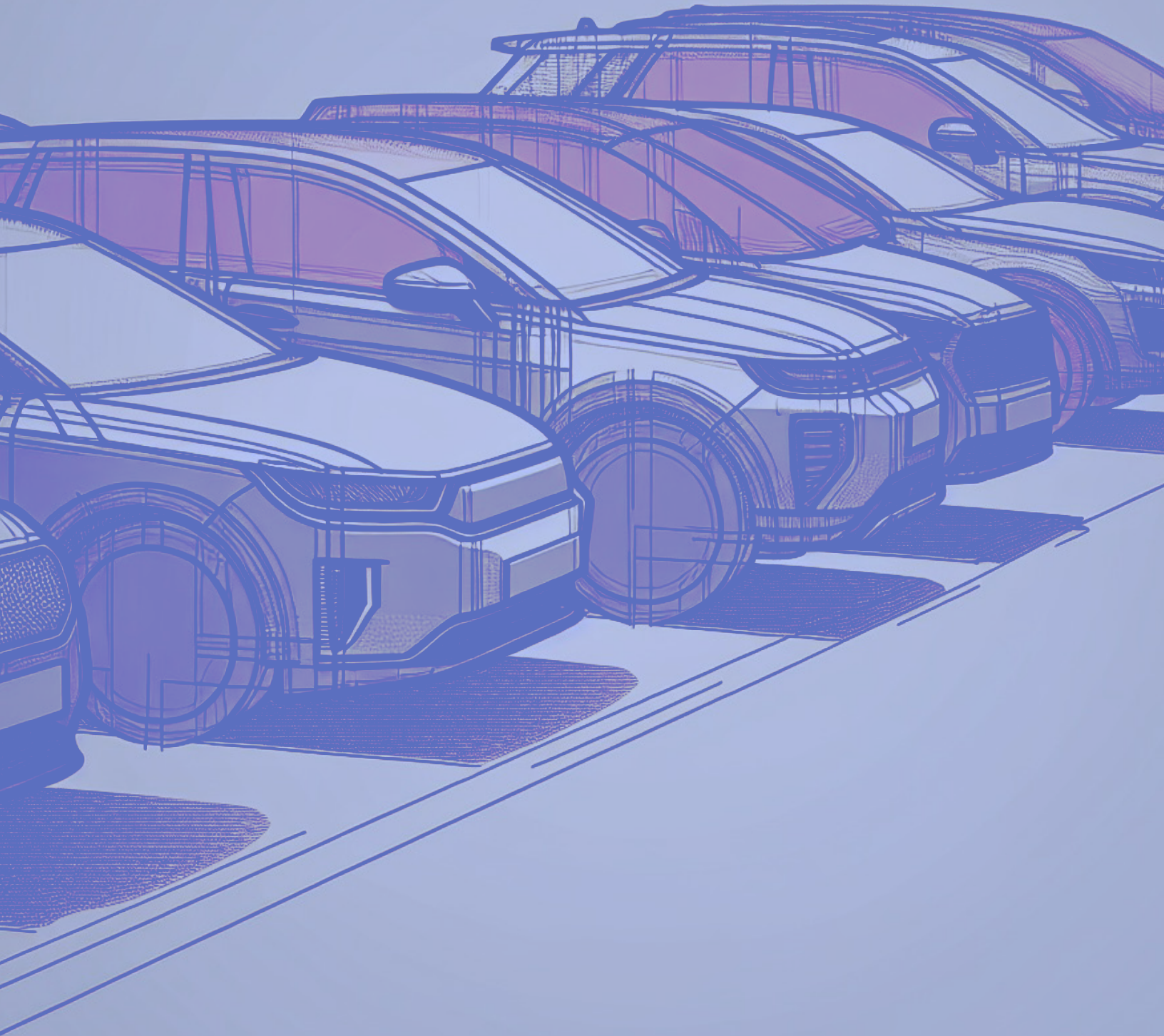


# NADA YEAR-ROUND DIGITAL ADVERTISING



NADA Headlines • NADA Headlines PM • NADA.org • NADA Retargeting • NADA Webinars



NATIONAL  
AUTOMOBILE  
DEALERS  
ASSOCIATION

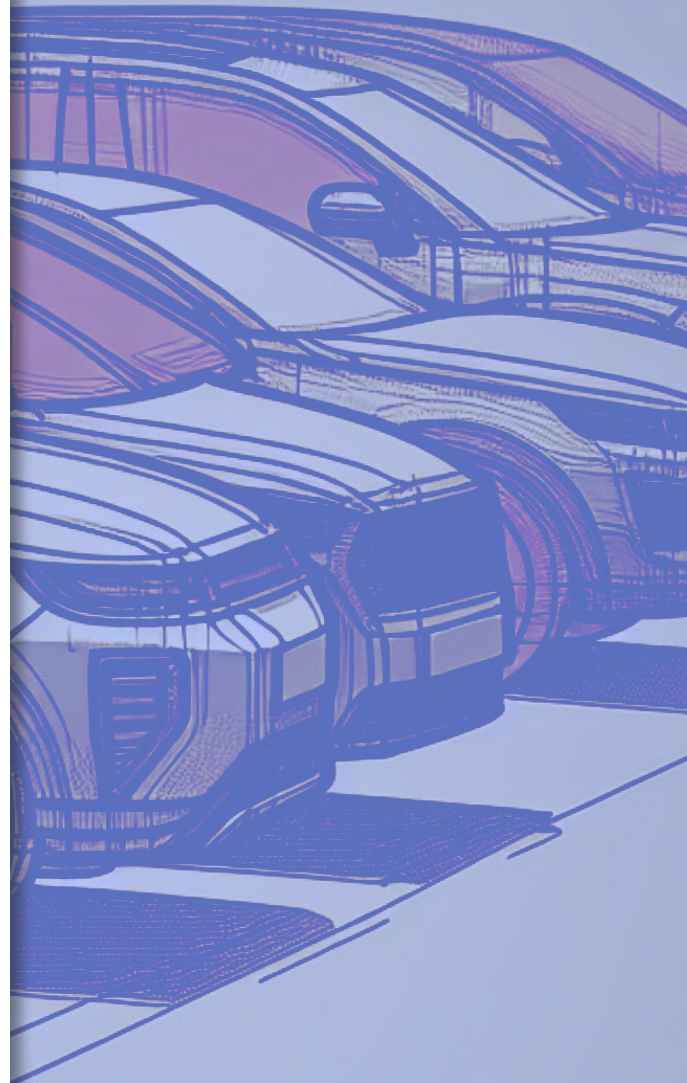
# TABLE OF CONTENTS

FAST FACTS .....	3
DIGITAL .....	4-6
<b>nada.org</b>	
<b>NADA Headlines at nada.org</b>	
The NADA news hub and NADA blog	
<b>nada.org Retargeting</b>	
E-NEWSLETTERS .....	7-8
<b>NADA Headlines</b>	
<b>NADA Headlines PM</b>	
DIGITAL SPONSORSHIPS .....	9
<b>NADA Education—Webinars</b>	
TERMS & CONDITIONS .....	10

## SALES CONTACTS

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# Fast Facts

Advertise with NADA to reach the most influential group of auto-retail decision makers: the dealer-members of NADA.



NADA's membership retention rate



New-car dealers who are NADA members



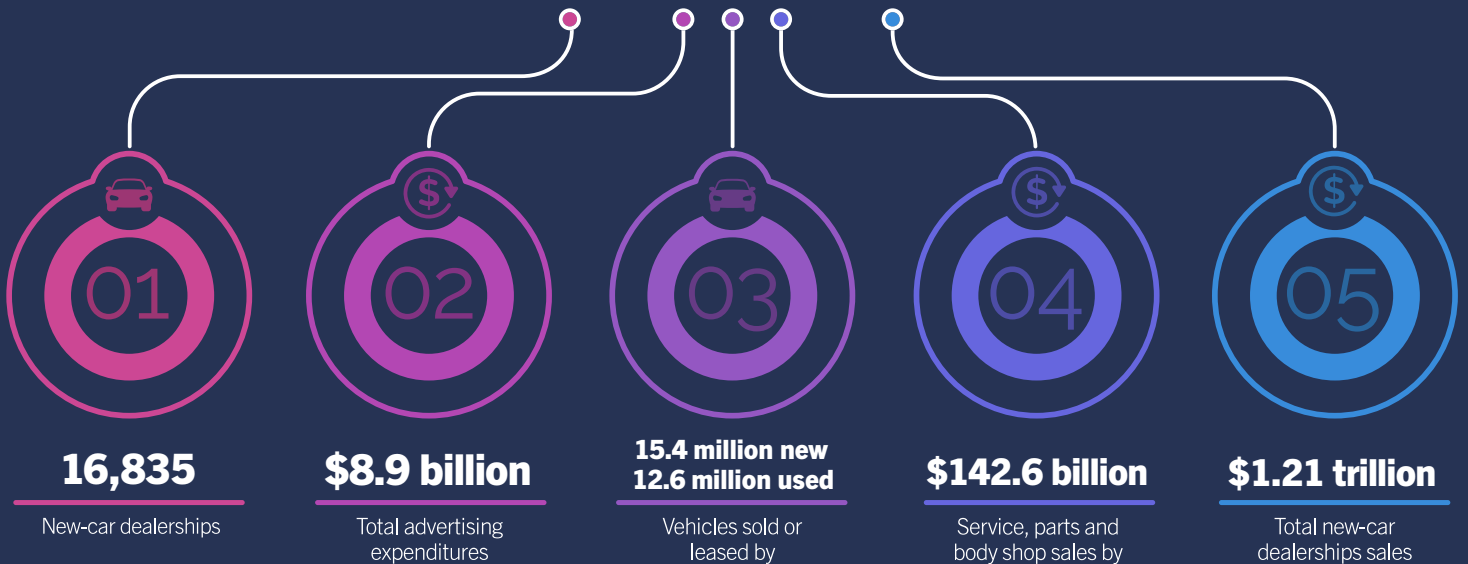
Ad dollars new-car dealers spend on internet advertising

1.1 million



Number of workers employed at new-car dealerships across the country

## New-Car Dealers



ADVERTISING ► DIGITAL


NADA.ORG


The official NADA website—nada.org—includes links to all NADA departments, as well as regulatory bulletins, call-to-action updates and the popular *NADA Data* report on dealership financials. The cutting-edge, responsive website design provides user-friendly access across all digital platforms: PCs, tablets and smartphones. Choice of four banners, each with a minimum 20% share of voice.


Pricing:

- 1 970 x 90-pixel banner—\$2,500 per month
- 2 300 x 250-pixel banner—\$2,500 per month
- 3 300 x 250-pixel banner—\$2,500 per month
- 4 970 x 90-pixel banner—\$2,500 per month


**HOW DEALER-MEMBERS ACCESS NADA.ORG**

**46.6%**  DESKTOP


**51.7%**  MOBILE

**1.7%**  TABLET

**AVERAGE UNIQUE USERS PER MONTH**

**124,000+** 

**AVERAGE PAGE VIEWS PER MONTH**

**692,000+** 

*Pageviews:* The number of app screens or web pages your users saw. Repeated views of a single screen or page are counted.

*Unique Users:* The total number of active users.

Source: Google Analytics Jan. 1–Dec. 31, 2023

The screenshot displays the NADA website layout with four designated advertising banner positions:

- 1:** A horizontal banner at the top of the page, labeled "YOUR AD HERE!" with dimensions of 790x90 pixels.
- 2:** A square banner on the right side of the "Advertising With Us" section, labeled "YOUR AD HERE!" with dimensions of 300x250 pixels.
- 3:** Another square banner on the right side of the "Advertising With Us" section, labeled "YOUR AD HERE!" with dimensions of 300x250 pixels.
- 4:** A horizontal banner at the bottom of the page, labeled "YOUR AD HERE!" with dimensions of 790x90 pixels.

The website content includes sections for Advertising, Exhibiting, Sponsorships, and Join State and Metro Dealer Associations, each with a "Download [Kit]" button.

ADVERTISING ► DIGITAL

**NADA HEADLINES - THE NADA NEWS HUB AND NADA BLOG**

NADA Headlines at [nada.org](http://nada.org) is the editorial home for all public-facing messaging from NADA, as well as the best resource for news relating to automotive retail. If your goal is to get in front of leaders in the automotive retail space, this popular news site is sure to do the trick. Choice of four banners, each with a minimum 20% share of voice.

Pricing:

- 1 970 x 90-pixel banner—\$2,500 per month
- 2 300 x 250-pixel banner—\$2,500 per month
- 2 300 x 250-pixel banner—\$2,500 per month
- 4 970 x 90-pixel banner—\$2,500 per month
- 5 Sponsored content—text/copy and images; call for character count/complete specs and pricing.

News Hub/Blog Home Page



Blog Post Page



**ADVERTISING ► DIGITAL**

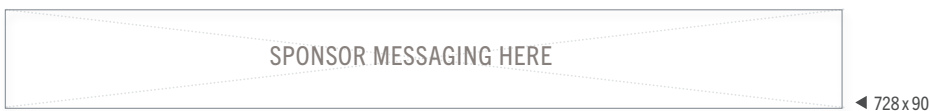
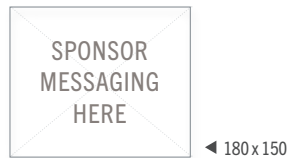
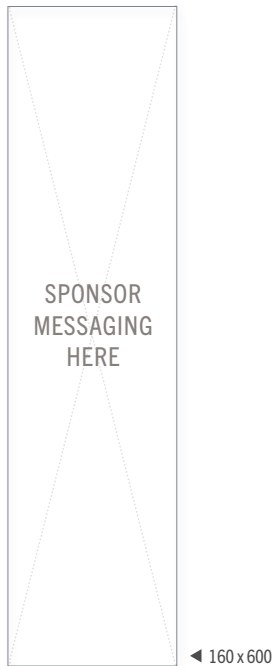
**NADA.ORG RETARGETING**

Targeted banner and video ads are available to build brand awareness for companies looking to reach the dealership decision-makers--the members of NADA. Cookies track visitors to the nada.org website. The ads are then served on the numerous websites (across 95% of the consumer web) that visitors to nada.org visit during their regular online browsing. An advanced, real-time bidding algorithm optimizes campaigns for maximum exposure. Minimum purchase requirement of 50,000 impressions.

Impressions	Pricing
250,000	\$14,000 (this number of impressions is best delivered over 2-3 months)
100,000	\$7,500
50,000	\$5,000

**Ad Creative Recommendations**

- Images can be .png, .jpg or .gif. Static or animated. Maximum file size of each creative not to exceed 200MB.
- White space works! Include enough in your creative.
- Video ads must be .mp4, 16:9, 1920 x 1080. Lower quality than 2500kbps not advised.



ADVERTISING ► E-NEWSLETTERS

**NADA HEADLINES**

NADA Headlines is the “must-read” morning e-newsletter for auto-industry news. The streamlined look includes top stories of the day and compelling editorial (such as featured content, NADA blog posts and a daily fact of the day). Seven ad placements, including sponsored content. NADA Headlines has grown to 65,000 subscribers, including dealers, general managers, automakers, suppliers and the media with an average open rate of 26 percent. Choice of banners or sponsored content; each has 100% SOV.

Pricing:

- 1 1200 x 100-pixel banner—\$10,000 per month
- 2 400 x 400-pixel banner—\$10,000 per month  
(also used for NADA in-house promotions; email for availability)
- 3 Sponsored content—\$6,000 weekly  
(text/copy only, no images; email for character count/complete specs)
- 4 1200 x 100-pixel banner—\$8,000 per month
- 5 1200 x 100-pixel banner—\$6,500 per month
- 6 NADA blog sponsored content—text/copy and images on both the blog and in NADA Headlines; contact us for character count/complete specs and pricing.
- 7 1200 x 100-pixel banner—\$6,500 per month



ADVERTISING ► E-NEWSLETTERS

**NADA HEADLINES PM**

NADA Headlines PM takes the hottest auto-industry news items of the day and condenses them into a few quick, bite-size updates. There's also an automotive stock ticker—highlighting the daily movers and shakers in auto retail and manufacturing—and an interesting “fact of the day,” perfect for any cocktail conversation. Reach 65,000 subscribers and benefit from an average open rate of 26 percent.

Choice of four banners and pricing: (each banner has 100% SOV)

- 1 1200 x 100-pixel banner—\$8,000 per month
- 2 1200 x 100-pixel banner—\$7,000 per month
- 3 1200 x 100-pixel banner—\$6,000 per month
- 4 1200 x 100-pixel banner—\$5,000 per month

**NADA HEADLINES PM** July 6, 2022  
Visit Us | Subscribe

**YOUR AD HERE!** 1200X100 PIXELS 1

**Closing Numbers**

- Dow: **-0.42%**, down 129.44, close 30,967.82
- Nasdaq: **+1.75%**, up 194.39, close 11,322.24
- S&P 500: **+0.16%**, up 6.06, close 3,831.39
- Crude Oil: **-8.13%**, down 8.81, close 99.62

**Top Movers in Auto Retailing**

- Carvana: **+26.11%**, up 5.71, close 27.58
- CarMax: **+3.40%**, up 3.15, close 95.82
- Asbury: **+2.60%**, up 4.51, close 177.79

**Top Movers in Auto Manufacturing**

- Mercedes-Benz Group: **-8.43%**, down 4.88, close 53.00
- Porsche: **-6.83%**, down 0.45, close 6.14
- VW: **-5.32%**, down 0.97, close 17.27

**Trucking and Other Top Auto Movers**

- HyreCar: **+14.92%**, up 0.09, close 0.70
- Daimler Truck Holding: **-9.48%**, down 1.24, close 11.89
- Continental: **-6.86%**, down 0.48, close 6.52

**YOUR AD HERE!** 1200X100 PIXELS 2

**End-of-Day Recap**

- Toyota Motor Corp on Tuesday said it recognized the state of California's authority to set vehicle emissions standards under the U.S. Clean Air Act. Toyota said the move will make it eligible for government fleet purchases by California. California Air Resources Board (CARB) chair Liane Randolph said the board was pleased with Toyota's decision. Source: [Reuters](#)
- Hyundai and Kia are telling owners of some of their large SUVs to park them outdoors and away from buildings after a series of fires involving trailer hitch wiring. The Korean automakers are recalling more than 281,000 vehicles in the U.S. because of the problem, but they haven't figured out how to fix it yet. The automakers reported 25 fires or melting incidents in the U.S. and Canada caused by the problem, but no crashes or injuries. Source: [AP](#)
- Mercedes and Nissan's years-old vehicle and engine-sharing collaboration will move another step toward unraveling in March when production ends at a Tennessee engine plant built specifically to share. Nissan will "suspend operations at the powertrain facility in Decherd pending future product announcements," Nissan North America spokesman Brian Brockman said of the East Tennessee plant that opened in 2014. Source: [Automotive News](#)
- Well, Black Book spotted out a way to get the estimated average weekly sales rate down to near the lowest level seen in almost six months. Just have the wholesale market post four consecutive weeks of price declines averaging greater than 0.84%. According to the newest installment Market Insights, Black Book reported that overall wholesale values dropped another 0.93% during the week that closed on Saturday. Source: [Auto Remarketing](#)

**YOUR AD HERE!** 1200X100 PIXELS 3

**Finish Line**

- More than 35 South Texas auto dealerships are joining together once again for the SA Auto Dealers' annual Dealers Aligned campaign, which raises funds for a different area nonprofit each year. According to a news release, funds are raised by participating auto dealers who have volunteered to donate \$10 from every wheel alignment they perform throughout the month of September. The dealers will donate 100% of the funds from this year's campaign to Rise Recovery, a nonprofit that provides services to help teenagers, young adults and families overcome the effects of drugs and alcohol as well as partner with the community in education and prevention, the release said. Source: [Community Impact](#)

**YOUR AD HERE!** 1200X100 PIXELS 4

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**ADVERTISING ► DIGITAL**

**NADA EDUCATION—WEBINARS**

**\$15,000 per webinar**

**Package discounts:**

**Two (2) webinars within 12 months: \$26,000 total**

**Three (3) webinars within 12 months: \$36,000 total**

Be the exclusive sponsor and presenter for a weekly webinar—part of NADA’s valuable professional training and educational programs—and reach dealers, dealership staff and other auto industry executives.

- Webinars are every Wednesday; start at 1pm ET. (presenters on at 12:30 for a precon).
- 30, 45, or 60-minute run time including Q&A.
- Live webinar free to NADA members and non-members.
- Recorded and available "on-demand" through [nada.org](http://nada.org) for two years to NADA & ATD Members only.
- Average webinar registrations: 250+; the platform can accommodate up to 3,000 attendees; no minimum guaranteed.
- Deadlines and presentation requirements available [on request](#).
- Suggested topics:
  - Dealership Operations
  - EV
  - Fixed operations
  - Variable operations
  - Business development
  - Digital
  - Financial
  - Human resources
  - Marketing
  - Succession planning



## ADVERTISING ► TERMS & CONDITIONS

*All contents of sponsorships or advertisements are subject to NADA's approval, which may be withheld if the content is determined at NADA's sole discretion to be obscene, offensive, illegal, used without permission or otherwise inappropriate for the requested mode of presentation, whether print, electronic or other, at the convention center or otherwise associated with NADA and/or the NADA Show. NADA reserves the absolute right to reject or cancel any sponsorship, advertisement, insertion order or position commitment at any time.*

### DETAILS

- All new and/or first time digital advertisers must prepay. No exceptions.
- Insertion orders and cancellations must be received in writing at least thirty days prior to any webinar or campaign start date to avoid penalty. Some orders noncancelable.
- All established digital advertisers are invoiced monthly, unless prior arrangements have been made, and agreed to, by both parties.
- Insertion orders are considered binding contracts.

### NOTICES

- The NADA logo is a federally registered trademark and may not be displayed in any marketing or promotional communications without a valid license agreement. Confirmed exhibitors for the annual NADA Show may be permitted to use the NADA Show logo, which includes the dates and location of the NADA Show for which they are exhibiting.
- Promotion of third-party conferences or events on any NADA platform including, but not limited to, NADA Show print publications, [nada.org](http://nada.org), NADA Headlines e-newsletter or NADA Headlines @ [nada.org](http://nada.org), is prohibited without the prior express written consent of NADA.
- NADA reserves the right to add the words "Advertisement" or "Sponsored Content" to any presentation that resembles editorial matter.
- Positioning of advertisements is at the discretion of NADA.
- NADA shall have no liability for errors in key numbers, advertisers' index or booth number information.
- No conditions shall be binding on NADA unless specifically agreed to in writing by NADA. Rates are subject to change on notice from NADA.
- Liability for content of any webinars or ads (text, representation, illustration, video or other presentation) is assumed by sponsors, advertisers and advertising agencies for any claims arising therefrom against NADA.
- NADA is not liable for delays in delivery and/or non-delivery in the event of an Act of God, action by any governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes, labor or material shortage, transportation interruption of any kind, work slowdown or any condition beyond the control of NADA affecting production or delivery in any manner.
- NADA will not supply proof of purchase for any advertisement or sponsorship other than print.

### WEBINARS

- NADA retains all rights for use of the recorded webinar, which will be available on demand to members of NADA and ATD. Sponsor is not permitted to post or share webinar recording.

### Sales Contacts

Michele Schaner 703.821.7146 [mschaner@nada.org](mailto:mschaner@nada.org)  
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