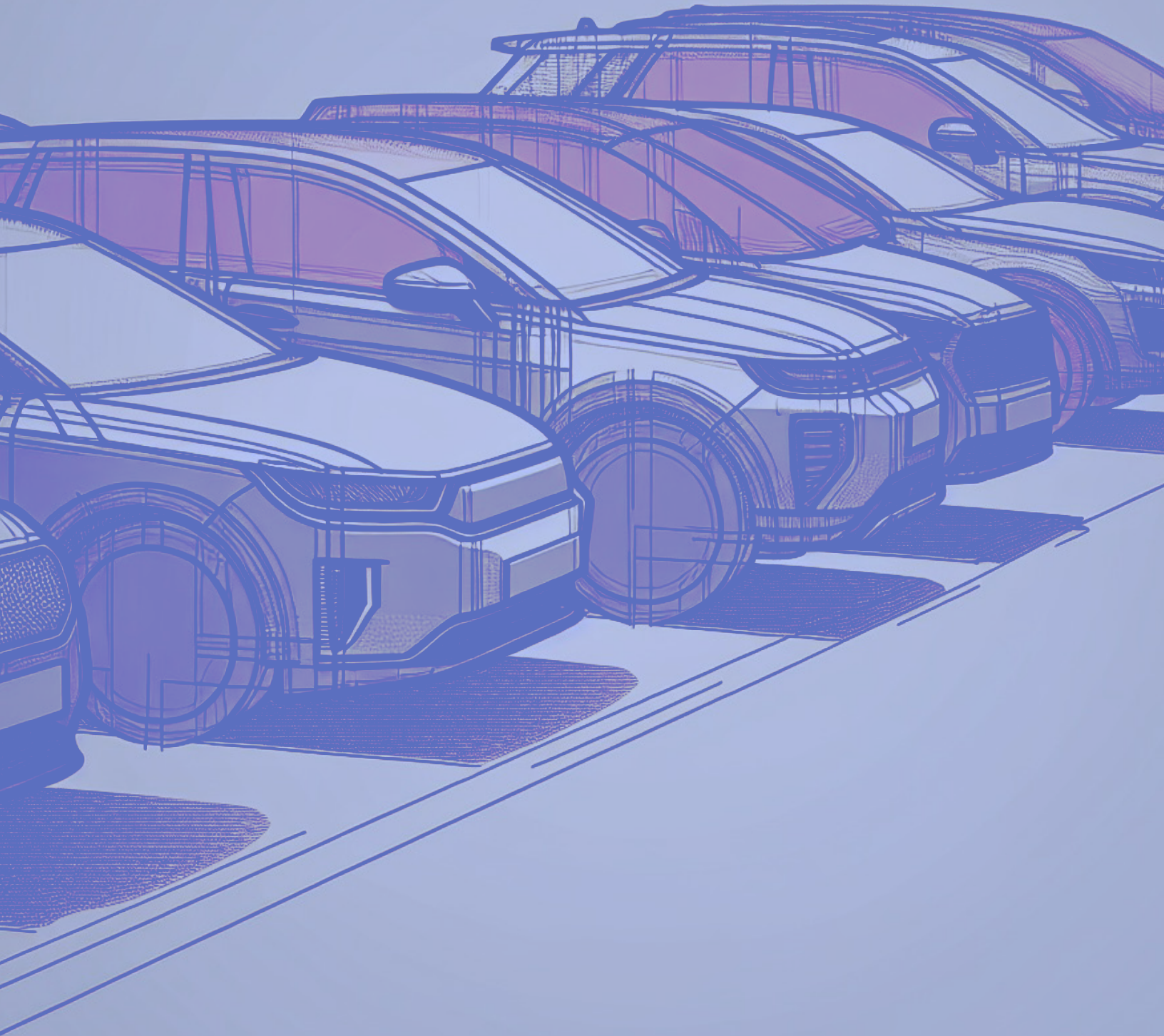


NADA YEAR-ROUND DIGITAL ADVERTISING



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



NATIONAL
AUTOMOBILE
DEALERS
ASSOCIATION

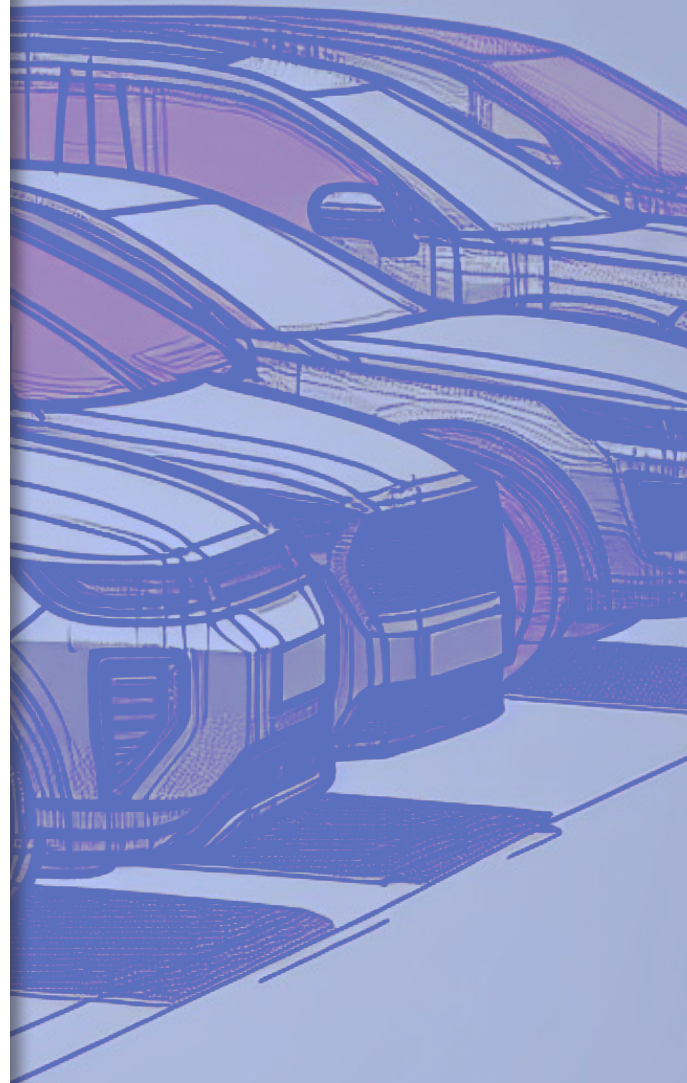
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Fast Facts

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



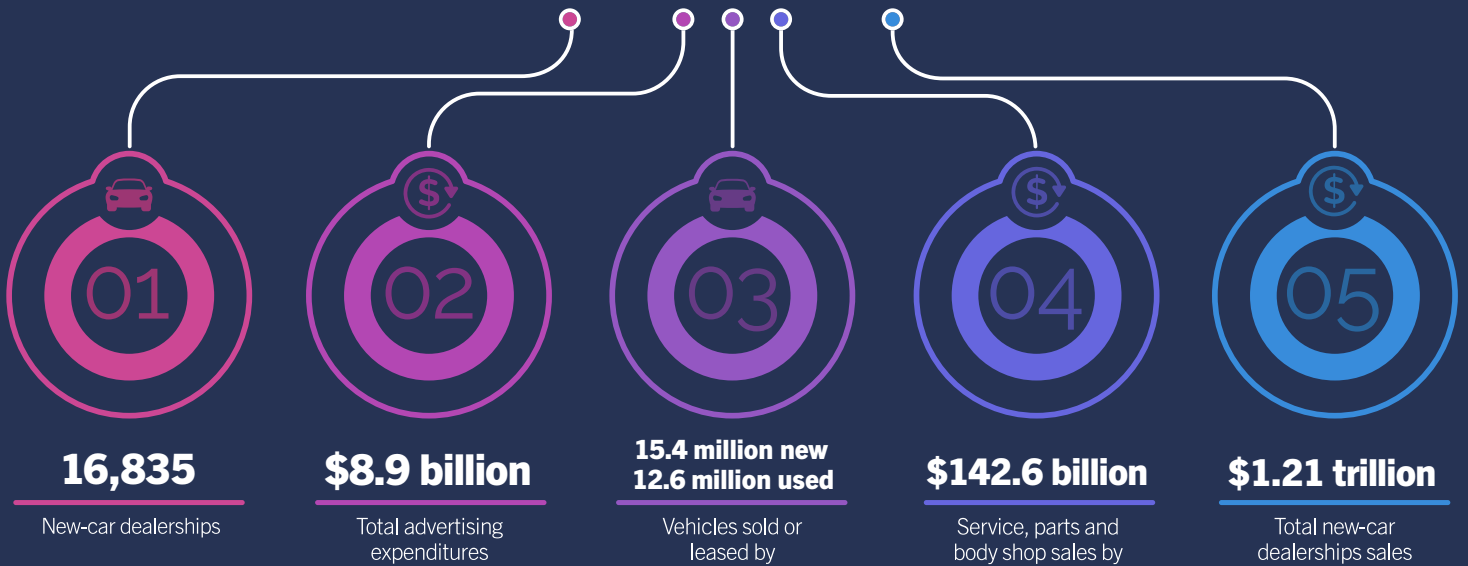
Ad dollars new-car dealers spend on internet advertising

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

YOUR AD HERE! 790x90 PIXELS

Advertising
 Advertise with NADA to reach the most influential group of dealer decision-makers—the dealer-members of NADA. Reach your target market and association for new-car and -truck dealers. A variety of advertising opportunities are available. For details, check out the sales kits on this page or email us.
DOWNLOAD ADVERTISING KIT

Exhibiting
 Exhibit at the annual *NADA Show*, the auto industry event of the year, to connect with industry leaders, showcase your brand, launch and promote new products and services and add to your company's bottom line. The four-day show includes:
 • Central sessions, workshops, dealer franchise meetings, and exhibits.
 • More than 20,000 dealers, dealership managers, manufacturers and related industry representatives come together under one roof; and
 • More than 500 companies exhibit at the expo, which spans more than 650,000 square feet.
 For information, contact Connie Makiel, Director of Expositions, 703.448.5861, cmakiel@nada.org.

Sponsorships
 Exhibitors at the annual *NADA Show* will be offered a host of high-profile sponsorships and advertising opportunities to give exhibitors maximum exposure at the show.
 For more information, contact us at sponsorship@nada.org.
DOWNLOAD SPONSORSHIP KIT

Join State and Metro Dealer Associations
 NADA encourages advertisers and vendors to develop "face-to-face" relationships with dealers, which is why NADA does not have a membership category for product/service vendors. Note that many state and metro associations do offer associate memberships. A list of these local associations is [available here](#).

Advertising, Sponsorship and Multimedia Sales
 703.821.1746 (office)
Multimedia Details
 703.821.1755 (office)

YOUR AD HERE! 300x250 PIXELS

YOUR AD HERE! 300x250 PIXELS

YOUR AD HERE! 790x90 PIXELS

Legal Disclaimer | **Privacy Policy** | **Accessibility** | **Terms & Conditions**

NADA | **ATO** | **ATAE**

ADVERTISING ► DIGITAL

NADA HEADLINES - THE NADA NEWS HUB AND NADA BLOG

NADA Headlines at 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.

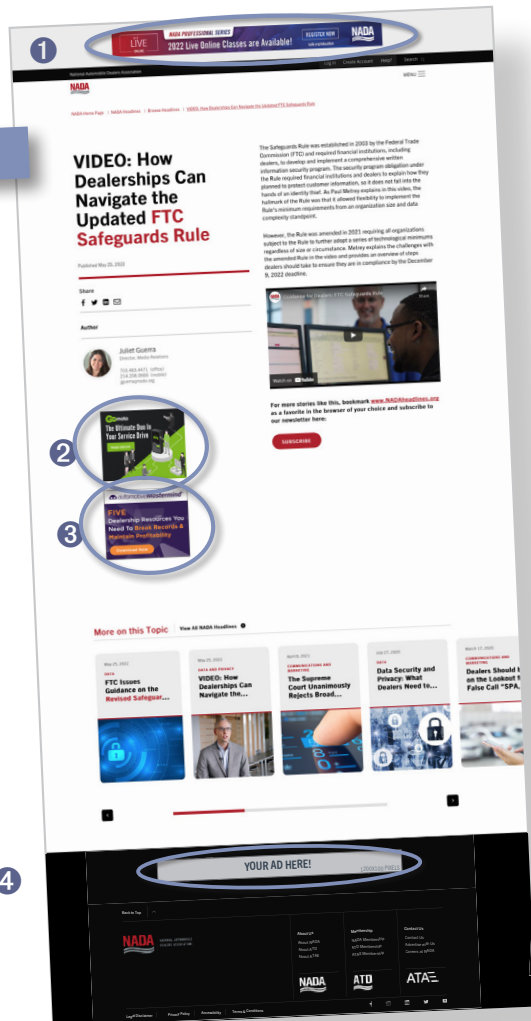
Pricing:

- 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

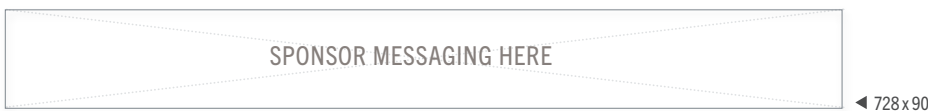
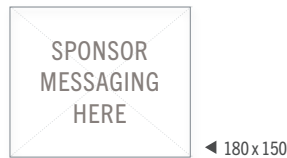
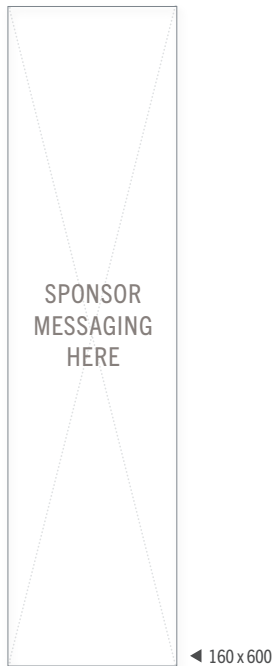
NADA.ORG RETARGETING

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

The screenshot shows the NADA HEADLINES e-newsletter interface. At the top, it says "NADA HEADLINES" with a date of July 14, 2022, and a "Visit Us | Subscribe" link. Below the header is a banner for "MAXIMIZE YOUR SERVICE DRIVE" with "Find out how" and "Find out more" buttons. The main content area is titled "Top Stories" and includes several articles with blue hyperlinks. Callout 1 points to a "Top Stories" section. Callout 2 points to a "Quotable" section featuring a quote from Jim Rowan, Volvo Cars CEO. Callout 3 points to a "Quotable" section featuring a quote from Jim Rowan, Volvo Cars CEO. Callout 4 points to a "Quotable" section featuring a quote from Jim Rowan, Volvo Cars CEO. Callout 5 points to a "Quotable" section featuring a quote from Jim Rowan, Volvo Cars CEO. Callout 6 points to a "Quotable" section featuring a quote from Jim Rowan, Volvo Cars CEO. Callout 7 points to a "Quotable" section featuring a quote from Jim Rowan, Volvo Cars CEO.

Top Stories

[Hyundai Unveils New Model of Culf EV That's Taking on Tesla](#)
Hyundai Motor Co. unveiled a sedan version of its cult electric vehicle Thursday, with an interior that can beam different colors depending on the speed of the car, as the automaker continues its ambitious EV push with an eye on challenging rivals such as Tesla Inc. and General Motors Co. The Ioniq 5 can travel up to 610 kilometers (379 miles) on a single charge of its 77.4 kilowatt-hour battery, compared with 429 kilometers for the Ioniq 5, Hyundai said in a statement as the car debuted at the Gusan International Motor Show in South Korea. Production will start in the third quarter this year, and batteries will be supplied by LG Energy Solution Ltd. and another Korean partner, SK Co. Co.
Source: Bloomberg

[GM, Travel Operator Pilot to Develop EV Charging Network](#)
General Motors Co. and travel operator Pilot, said Thursday they will develop a national network of 2,000 electric vehicle charging stalls at travel centers to make it easier to recharge near highways. The companies said the stations will be co-branded "Pilot Flying J" and "Ultium Charge 360", powered by EVgo and open to all EV brands at up to 500 Pilot and Flying J travel centers. The companies did not disclose the financial investment.
Source: NADA (Reuters)

[Volvo CEO Says There Are No Jh, Anids Or Buts About Move to EVs](#)
New Volvo Cars CEO Jim Rowan has set a high standard for the first model that debuts under his leadership. He wants the replacement for the XC90 to get Volvo "recognized as a very credible next-generation electrified car company." The new flagship SUV is a key part of the automaker's rapid shift toward becoming an electric-only brand, a move that is guiding every hiring, investment and design decision the company makes — including its pending exit from industry group ACEA. Rowan is confident that going all-electric will also pay dividends in the U.S. — where some rivals expect the transition to be slower — because he figures that if Tesla did it, why can't Volvo?
Source: Automotive News

[EV Startup Fisker Hires Executive from BMW to Lead Global Manufacturing](#)
Fisker Inc. hired a longtime BMW AG executive to lead global manufacturing efforts ahead of the startup's plan to begin building electric vehicles later this year. Alpay Uguz, who most recently served as general manager at BMW's sport utility vehicle plant in Spartanburg, South Carolina, is joining Los Angeles-based Fisker as senior vice president of global manufacturing. Prior to that, Uguz spent nearly a decade helping run BMW's joint venture with China's Brilliance Group. Uguz will oversee an intercontinental effort as Fisker targets production of up to 1 million vehicles a year by 2027.
Source: Bloomberg

[OSHA Housekeeping Checklist for Dealers](#) (Sponsored Content)
Housekeeping reduces waste and helps processes run more smoothly. The [OSHA Housekeeping Checklist](#) is an easy and efficient way to ensure your dealership meets OSHA's standards and keeps your employees safe.
Source: KPA

INCREASE DEALERSHIP REVENUE AND RETENTION | NITROFILL

[NADA Issues Second Quarter 2022 U.S. Auto Sales and Economic Analysis](#)
The National Automobile Dealers Association (NADA) issued its analysis of U.S. auto sales and the economy for the second quarter of 2022. "As has been the case in recent months and for the last year, new-light vehicle sales continue to be limited by inventory constraints across all OEMs," said Patrick Manz, NADA chief economist. "At the end of the second quarter, inventory levels were up by 8.3% compared to the start of the year but remain down 12.3% year-over-year." Given the persistent performance, NADA has reduced its 2022 new light-vehicle sales forecast to 14.2 million units, down from our initial estimate of 15.4 million units at the start of the year.
Source: NADA

TIME IS RUNNING OUT | The FTC Safeguards Rule compliance deadline is fast approaching. [Click to download](#)

[NADA Will Beat June New Light Vehicle Sales by Slightly from May 2022 But Down Year-Over-Year](#)

[NADA and The National Urban League Team Up as Part of NADA's Overall Diversity, Equity and Inclusion Focus](#)

New light-vehicle sales in June 2022 were down year-over-year but up slightly from last month. June 2022's SAAR of 13 million units was down 16% compared with June 2021 but up 2.3% compared with May 2022. June's sales brought the second-quarter SAAR to a total of 13.4 million units—a decrease from the first quarter's 14.1 million.
Source: NADA

At our last NADA Show in Las Vegas, NADA made a milestone announcement with the National Urban League that will further enhance diversity. Working together for the first time ever, our two organizations are developing and implementing two workforce development pilot initiatives: the Jumpstart! Technician Apprenticeship Program; and a Dealership Internship Program.
Source: NADA

2023 NADASHOW | SAVE THE DATE | DALLAS | FEBRUARY 28-29 | [nada.show.org](#)

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

f t i n s

ADVERTISING ► DIGITAL

NADA EDUCATION—WEBINARS

\$7,500 per webinar

Package discounts:

Three (3) webinars per calendar year: \$18,000 total

Five (5) webinars per calendar year: \$25,000 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 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, NADA Headlines e-newsletter or NADA Headlines @ 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

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Dan Ruddy 703.821.4646 druddy@nada.org

