

NADA YEAR-ROUND DIGITAL ADVERTISING



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



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



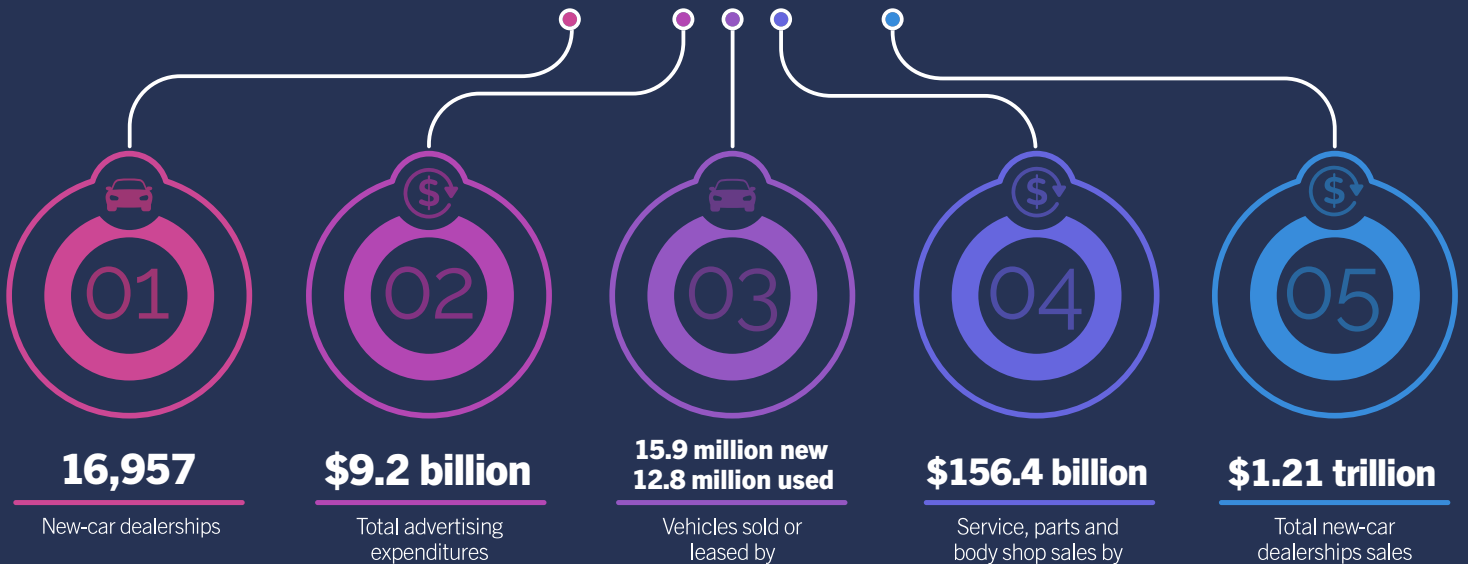
Ad dollars new-car dealers spend on internet advertising

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

56.4%  DESKTOP


42.2%  MOBILE

1.4%  TABLET

AVERAGE UNIQUE USERS PER MONTH

108,000+ 

AVERAGE PAGE VIEWS PER MONTH

447,900+ 

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, 2024

The screenshot displays the NADA website interface with four numbered callouts for advertising banner placement:

- 1:** A horizontal banner at the top of the page, labeled "YOUR AD HERE!" with dimensions of 970x90 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 970x90 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 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 Blog Post—text, copy and images; email mschaner@nada.org for character count, complete specs and pricing.

News Hub/Blog Home Page

Blog Post Page



ADVERTISING ► DIGITAL

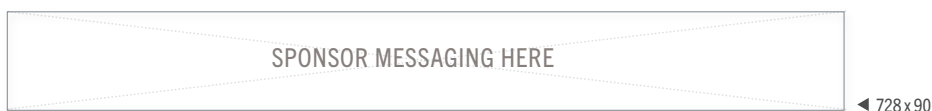
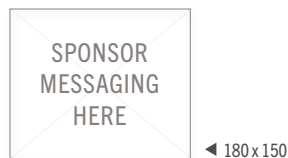
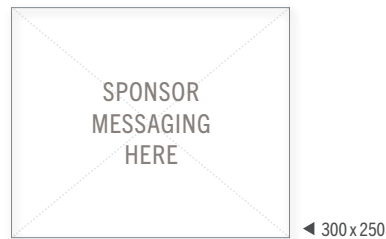
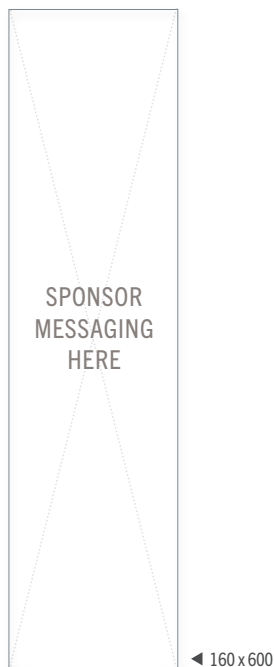
NADA.ORG RETARGETING

Targeted banner ads are available to build brand awareness for companies looking to reach the dealership decision-makers—the members of NADA. Cookies track visitors at 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.
- Please supply one banner ad creative per ad size listed below.



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 70,000 subscribers, including dealers, general managers, dealership department managers, automakers, suppliers and the media with an average open rate of 30 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 mschaner@nada.org 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 Sponsored Blog Post Teaser—title, copy and image promotes and links to your blog post at NADA Headlines @ nada.org.
- 7 1200 x 100-pixel banner—\$6,500 per month

NADA HEADLINES July 14, 2022
Visit Us | Subscribe

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 Busan 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 On 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, Aids Or But 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 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

Protekt Nitrofill's Tire Protection Benefits with No Dealer Start-Up Cost
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

6 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

7 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

2022 NADASHOW SAVE THE DATE! JULY 1-5 | AUGUST 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 70,000 subscribers and benefit from an average open rate of 30 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 February 5, 2025
[Visit Us](#) | [Subscribe](#)

YOUR AD HERE! 1200X100 PIXEL

End-of-Day Recap

- Nissan is trying to revive its flagging U.S. retail sales with a rich bonus program to spur dealerships to move more metal. Nissan leaned on the controversial approach a few times last year to whittle down an oversupply of certain models. This time it's different. Nissan is offering dealers extra cash on every nameplate in the lineup.
 Source: [Automotive News](#)

Stocks

SYMBOL	% CHANGE	PRICE
Closing Numbers		
DOW:	+0.71	44,873.28
NASDAQ:	+0.19	19,692.33
S&P 500:	+0.39	6,061.48
Top Movers in Auto Retailing		
LAD:	+3.47	383.22
ABG:	+4.39	304.56
GPL:	+2.87	471.63
Top Movers in Auto Manufacturing		
TTM:	+11.25	0.45
TM:	+4.39	195.49
HMC:	+4.17	28.70
Other Top Movers in Auto		
UBER:	-7.56	64.48
LYFT:	-4.62	13.42
TRATF:	+3.61	30.70

Helping Dealers Affected by the California Wildfires

Aston Martin is delaying the production of its first battery-electric vehicle while concentrating on a hybrid and plug-in hybrid powertrain range. In a roundtable interview with European media outlets, new CEO Adrian Hallmark says the planned BEV will not see the light of day until the end of the decade, four years after the automaker's original plans to launch it in 2026.
 Source: [WardsAuto](#)

YOUR AD HERE! 1200X100 PIXEL

- On Wednesday, Ford announced a shakeup of its executive leadership team as part of its initiative to accelerate its Ford+ strategy. The strategy, which was initially launched in 2021, is designed to drive the automaker's future growth by refining its product portfolio, leading the industry in electric vehicle (EV) development, and transforming customer experiences through software and service opportunities.
 Source: [CBT News](#)
- For more than a decade, AESC in Japan supplied the batteries for America's first affordable and mass-produced electric vehicle, the Nissan Leaf. Nissan is switching suppliers to power its next generation of U.S.-made electric vehicles starting in 2028. South Korean battery giant SK On is reportedly a favorite to land the business, according to January media reports in Japan.
 Source: [Automotive News](#)

YOUR AD HERE! 1200X100 PIXEL

Finish Line

- Freedom Chevrolet [in San Antonio, Texas] recently donated an SUV to the Pleasant Hills Children's Home. The Children's Home recently lost the use of two of its older model vehicles when they became unrepairable.
 Source: [Freestone County Times](#)

Help us promote your dealership!
 We want to know what NADA-member dealerships are doing related to dealer philanthropy and community involvement. Also, if you're dealership has been in business for 100 years or more, please apply for an [NADA Century Award](#). Send your info to publicaffairs@nada.org to let us know.

YOUR AD HERE! 1200X100 PIXEL

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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 for two years.
- 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



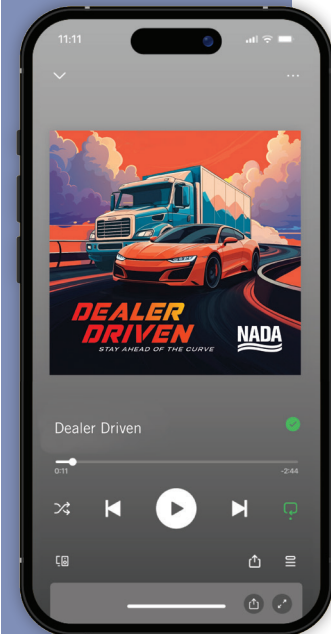
ADVERTISING ► DIGITAL

DEALER DRIVEN—PODCAST

\$5,000 per episode

Hosted by NADA Education leaders Camron Wilson and Michael Hayes, *Dealer Driven* tackles pressing topics in the industry. With a 75% average consumption rate, 4,000+ YouTube views, and 8,700+ downloads—*Dealer Driven* is the go-to source for best practices and tips to keep dealers ahead of the game.

- Podcast Promotion: on nada.org through NADA social media posts and via *NADA Headlines*—our daily e-newsletter; nearly 70,000 subscribers.
- Two 15-second self-produced commercials per episode; airs once at the beginning and once in the middle.
- Sponsor logo with link included in the episode info at nada.org/dealerdriven.
- “Sponsored by” and your company’s name/brand mentioned in NADA social media posts and *NADA Headlines* feature about the episode(s).
- NADA webinar sponsors receive a 10% discount when sponsoring any *Dealer Driven* podcast episode.



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.
- 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 through nada.org for two years. Sponsor is not permitted to post the webinar recording, but may share our link to the recording.

Sales Contacts

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