ATD INSIDER

ATD Insider is the best source for retail truck-industry news, with 13,000 subscribers—including dealers, truck makers and the media.

Choice of four banners, each with 100% share of voice.

Pricing:

1. 1200 x 100-pixel banner—$500 (net) per month
2. 400 x 400-pixel banner (also used for ATD in-house promotions; please call for availability)—$500 (net) per month
3. 1200 x 100-pixel banner—$250 (net) per month
4. 1200 x 100-pixel banner—$250 (net) per month

THE YEAR ATD INSIDER LAUNCHED

2007

WEEKLY EMAIL SUBSCRIBERS

13,000+

AVERAGE MONTHLY OPEN RATE

18%

Source: Act-On Software, Inc., 2020
ATD.ORG

Founded in 1970, the American Truck Dealers (ATD) division of NADA is the only national organization representing dealers selling new medium- and heavy-duty trucks.

Choice of three banners, each with 100% share of voice.

Pricing:

1. 970 x 90-pixel banner—$500 (net) per month
2. 300 x 250-pixel banner—$500 (net) per month
3. 300 x 100-pixel banner—$250 (net) per month

ATD MEMBERS

1,700+
AVERAGE VISITORS PER MONTH

2,100+
AVERAGE UNIQUE VIEWS PER MONTH

3,400+
AVERAGE PAGE VIEWS PER MONTH

5,600+

Source: Google Analytics; 9/1/2019 — 8/31/2020
ADVERTISING ➤ TERMS & CONDITIONS

All contents of sponsorships or advertisements are subject to ATD’s approval, which may be withheld if the content is determined at ATD’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. ATD reserves the absolute right to reject or cancel any sponsorship, advertisement, insertion order or position commitment at any time.

DETAILS
- 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 digital advertising placements are invoiced monthly, unless prior arrangements have been made an agreed to by both parties.
- Insertion orders are considered binding contracts.

NOTICES
- ATD reserves the right to add the word “Advertisement” to any presentation that resembles editorial matter.
- Positioning of advertisements is at the discretion of ATD.
- ATD shall have no liability for errors in key numbers, advertisers’ index or booth number information.
- No conditions shall be binding on ATD unless specifically agreed to in writing by ATD.
- Rates are subject to change on notice from ATD.
- 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 ATD.
- ATD 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 ATD affecting production or delivery in any manner.
- ATD will not supply proof of purchase for any advertisement or sponsorship other than print.