

2026 **ATD** YEAR-ROUND DIGITAL ADVERTISING

ATD Insider • ATD.org • ATD Retargeting • ATD Webinars

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ATD INSIDER


ATD Insider is the best source for retail truck-industry news, with over 18,000 subscribers, including dealers and managers.


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

Pricing:

- 1 1200 x 100-pixel banner—\$500 per month
- 2 400 x 400-pixel banner—\$500 per month
- 3 Sponsored content—(text/copy only, no images; email mschaner@nada.org for character count/complete specs and weekly pricing).
- 4 1200 x 100-pixel banner—\$250 per month
- 5 1200 x 100-pixel banner—\$250 per month

ATD MEMBERS
3,300+ 

WEEKLY EMAIL SUBSCRIBERS
18,000+ 

AVERAGE MONTHLY OPEN RATE
25% 

Source: Act-On Software, Inc., 2025

ATD INSIDER February 18, 2026
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The 2026 ATD Supplier Attitude Survey is Now Open
Truck dealers should have received a link to complete the 2026 ATD Supplier Dealer Attitude Survey from atd@atdsurvey.org, which is open from January 27 to February 26. The survey information you provide is vital for ATD to effectively communicate important dealer issues with suppliers. If you did not receive your email with the link or have survey questions please email atd@atdsurvey.org. Take action today!
Source: ATD

Now We Have Deals Funding Within 72 Hours

Top Stories

Trailer Orders Stay Above 20,000 Units, ACT Says
January's preliminary net trailer orders fell 2,000 units but remained above 20,000. Order intake came in at 23,000 units on the month, down from December's 25,100 and 9% above January 2025. "Sequentially, a drop in net orders was expected as December is usually the second strongest order month of the annual cycle," says Jennifer McNealy, director of commercial vehicle market research and publications at ACT. "January is usually the month when trailer makers begin to take fewer orders and start to work down the backlog that grew during the peak of the order season, October through December."
—Jennifer McNealy, director of commercial vehicle market research and publications at ACT, *Trucks, Parts, and Service*, February 17.

House Panel Advances Auto Safety Bill
Legislation designed to prevent thefts of automotive catalytic converters (and emissions control devices) took a meaningful step on Feb. 10. The House Commerce, Manufacturing and Trade Subcommittee easily approved the bill, paving the way for its consideration as early as this month on the Energy and Commerce committee panel. The Preventing Auto Recycling Theft (PART) Act, sponsored by Reps. Betty McCollum (D-Minn.) and Rep. Jim Baird (R-Ind.), has received bipartisan backing since its introduction last year.
Source: *Transport Topics*

Paccar Targets 35% N. American Heavy-Duty Truck Market Share
Paccar is aiming for a 35% share of the North American heavy-duty truck market, a senior executive told analysts Feb. 10. The medium-term aim of the parent company of Kenworth and Peterbilt is set to be aided by tariffs and Bloch said at the truck maker's analyst day in Denton, Texas. Paccar brands won a combined 30.3% share of the Class 8 truck retail market in 2025, according to Omdia Automotive data. Peterbilt contributed 15.2% of that and Kenworth 15.1%. The two brands secured an overall share of 30.9% in 2024.
Source: *Transport Topics*

Volvo Trucks Begins Production of Regional VNR
Volvo Trucks North America started production of its regional-haul Volvo VNR this week in Virginia. "Built on a completely new platform — 90% new compared with the legacy model — the Volvo VNR is purpose-built for navigating congested city streets, distribution centers and urban routes where visibility, precision and agility are critical," says Peter Hooftman, president of Volvo Trucks North America. "We are excited to begin production and get these trucks into the hands of our customers."
Source: *Trucks, Parts, and Service*

Stoughton Trailers Adds TEC Equipment as Dealer to Expand Western US Footprint
Stoughton Trailers has expanded its presence in Western United States with the addition of TEC Equipment to the Stoughton dealer network. TEC Equipment will represent the Stoughton brand in Washington, Oregon, California, Idaho, Montana, Nevada and Arizona, the company said. "Our Sanders, CEO for Stoughton Trailers. "The addition of the TEC service locations and sales team members will quickly expand Stoughton's brand presence. Trucking fleets in the Western U.S. will have the opportunity to discover why the Stoughton brand is so revered across the rest of the U.S. and Canada."
Source: *Truck News*

More News and Updates on ATD's Social Media Channel
Are you following ATD on social media? If not, follow ATD's social channels to get more updates, news, see the latest blog posts and more. Click to follow ATD on [Facebook](#), [Twitter](#), [LinkedIn](#), and join our [ATD Emerging Leaders group](#) on LinkedIn.
Source: ATD

ATD ACADEMY CLASS
Starts April 7
LIVE ONLINE

Turb SOLUTIONS
NATIONWIDE PARTNERSHIPS
LARGE INVENTORY
SAME-DAY SHIPMENTS
1-800-333-3333

Upcoming ATD Classes
ATD 026 | March 9, 2026
ATD 027 | Live Online | April 7, 2026
ATD 028 | September 21, 2026

yooz
Lean Financial Operations™
for Heavy Trucking

KEA Advisors
Our Mission is Simple
Our Agreement is Straightforward
Elevate PROFIT
Build Lasting Wealth

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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 four banners, each with 100% share of voice.

Pricing:

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

HOW DEALER-MEMBERS ACCESS ATD.ORG

76%
DESKTOP



23%
MOBILE



1%
TABLET



NEW USERS

40,700+

RETURNING USERS

10,800+

VIEWS

120,500+

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.

Stats shown are yearly.
Source: Google Analytics Jan. 1–Dec. 31, 2025



ATD.ORG RETARGETING

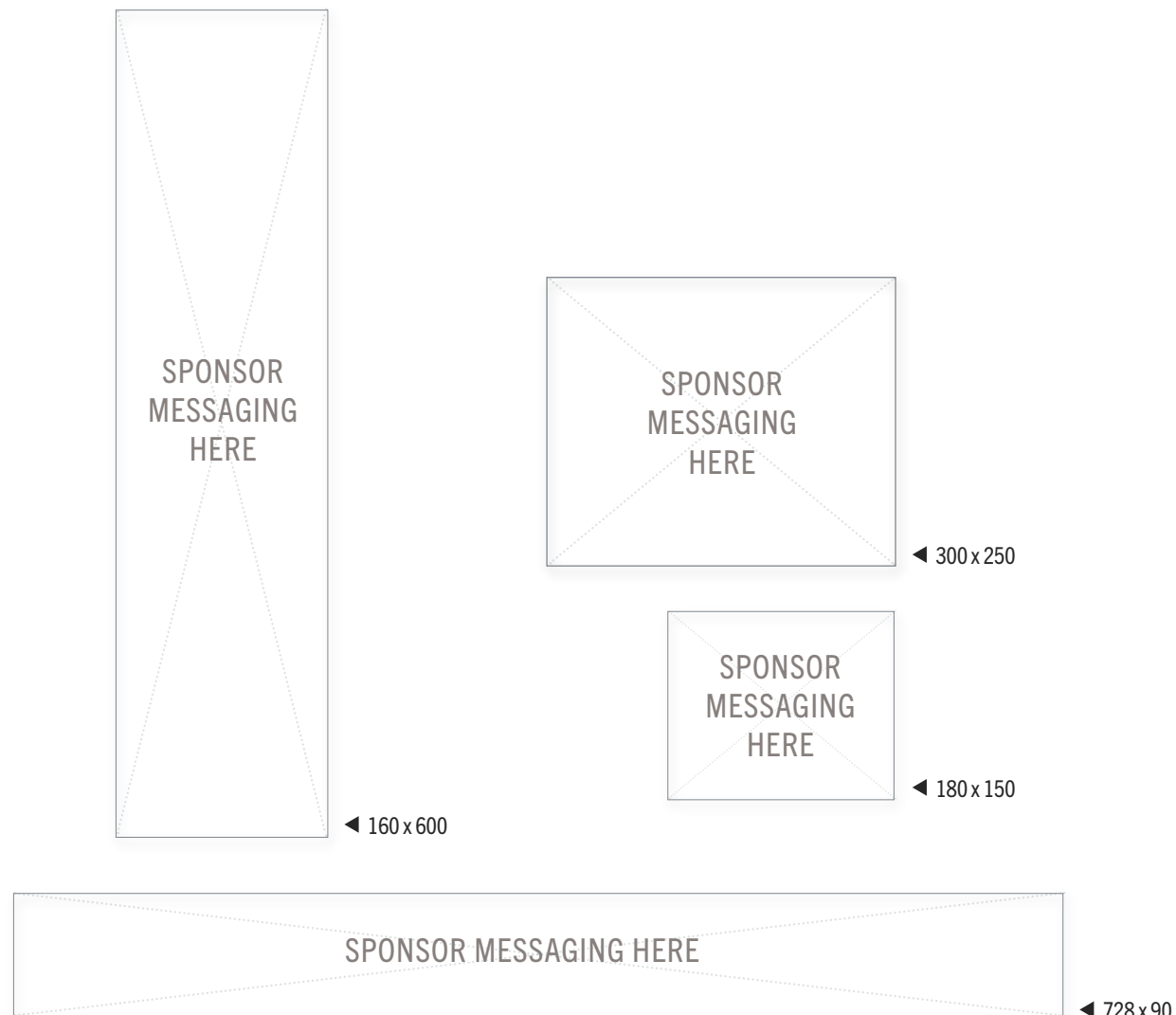
Targeted banner ads are available to build brand awareness for companies looking to reach the dealership decision-makers—the members of ATD. Cookies track visitors at the atd.org website. The ads are then served on the numerous websites (across 95% of the consumer web) that visitors to atd.org visit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

Minimum purchase requirement of 30,000 impressions.

Impressions	Pricing	Duration
75,000	\$450	Over 3 months
50,000	\$400	Over 3 months
30,000	\$300	Over 3 months

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 no more than two banner ad creatives per ad size listed below.



ATD EDUCATION—WEBINARS

\$5,000 per webinar

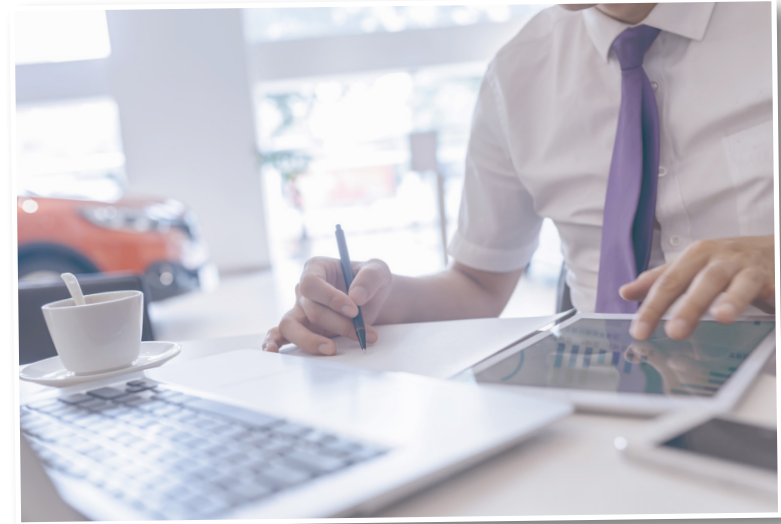
Package discounts:

Two (2) webinars within 12 months: \$8,000 total

Three (3) webinars within 12 months: \$10,000 total

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

- Webinars are every Tuesday; 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 ATD members and non-members.
- Recorded and available "on-demand" through atd.org for two years.
- Average webinar registrations: 100+; 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 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

- 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

- 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.
- 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.

WEBINARS

- ATD retains all rights for use of the recorded webinar, which will be available on demand at atd.org for two years. Sponsor is not permitted to post the webinar recording, but may share our link to the recording.

Revised: April 6, 2026