

# NADA YEAR-ROUND DIGITAL ADVERTISING



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

# NADA

# 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 .....	9-10
<b>NADA Education—Webinars</b>	
<b>Dealer Driven—Podcast</b>	
TERMS & CONDITIONS .....	11

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# Fast Facts

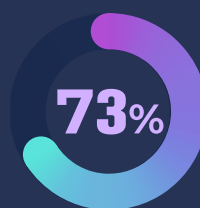
Advertise with NADA to reach the most influential group of auto-retail decision makers: the dealer-members of NADA.



NADA's membership retention rate



New-car dealers who are NADA members

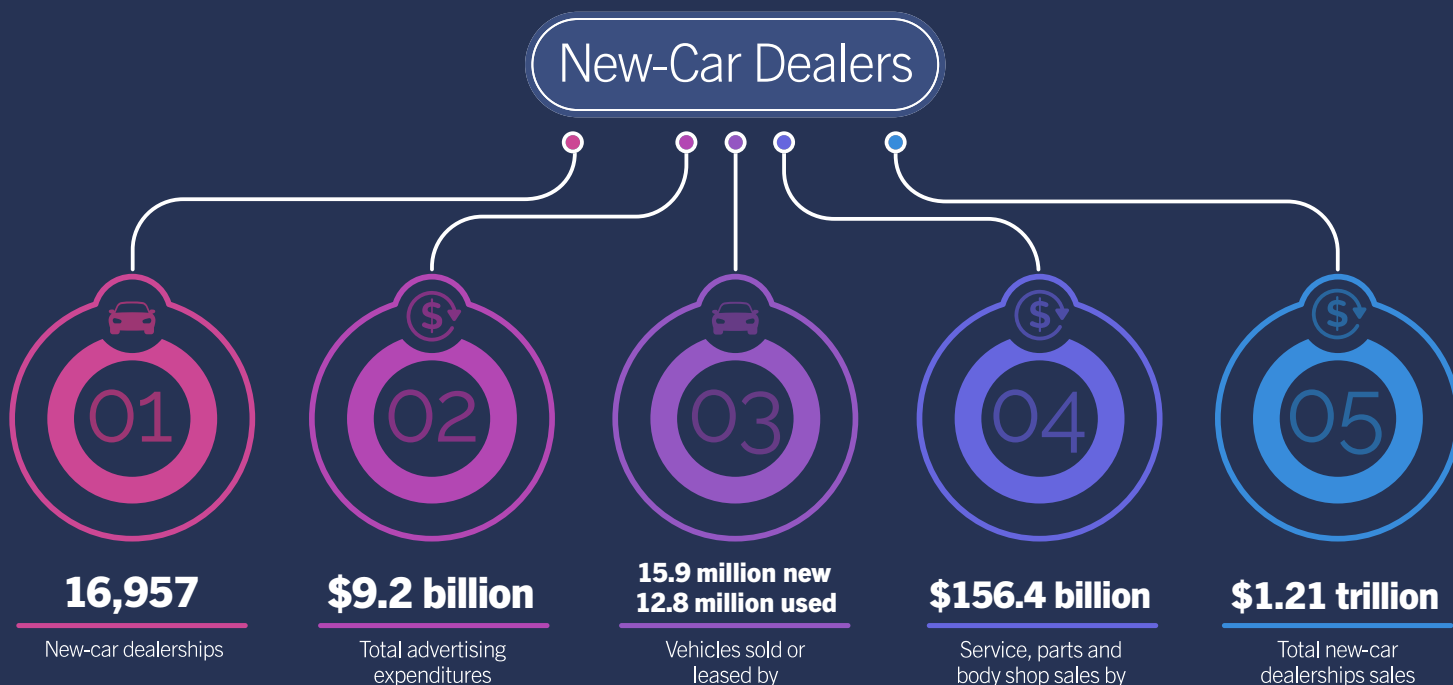


Digital ad spend for new-car dealers vs. total advertising spend (2024)

**1.1 million**



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



## ADVERTISING ► DIGITAL

### NADA.ORG

The official NADA website—[nada.org](http://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

**YOUR AD HERE!** 970X90 PIXELS

**YOUR AD HERE!** 300X250 PIXELS

**YOUR AD HERE!** 300X250 PIXELS

**YOUR AD HERE!** 970X90 PIXELS

## 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
- 3 300 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](mailto:mschaner@nada.org) for character count, complete specs and pricing.

### News Hub/Blog Home Page

### Blog Post Page

## ADVERTISING ► DIGITAL

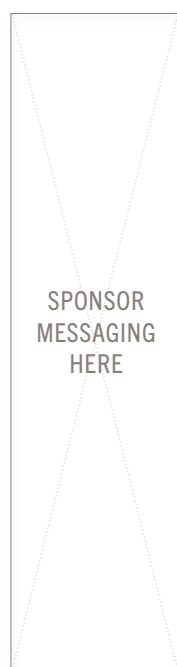
### NADA.ORG RETARGETING

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.

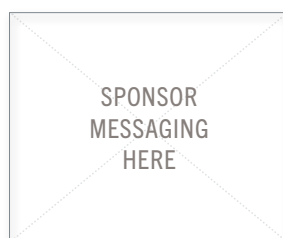
Impressions	Pricing
250,000	\$14,000 (this number of impressions is best delivered over 2-3 months)
100,000	\$7,500
50,000	\$5,000

### Ad Creative Recommendations

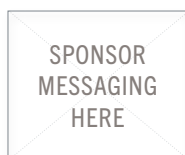
- Images can be .png, .jpg or .gif. Static or animated. Maximum file size of each creative not to exceed 200MB.
- White space works! Include enough in your creative.
- Please supply one banner ad creative per ad size listed below.



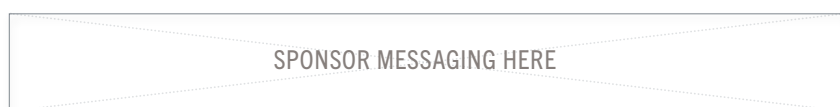
◀ 160 x 600



◀ 300 x 250



◀ 180 x 150



◀ 728 x 90



### 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, dealership department managers, automakers, suppliers and the media with an average open rate of 24 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](mailto: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

The screenshot shows the NADA HEADLINES e-newsletter interface. It includes a header with the NADA logo and the title 'NADA HEADLINES'. Below the header, there are several sections of content, each with a numbered callout indicating an ad placement opportunity:

- 1** Points to the top banner area.
- 2** Points to a circular graphic with text: "When your Marketing, Sales, Service, and Operations are all in sync, you win."
- 3** Points to a section titled "OSHA Housekeeping Checklist for Dealers" (Sponsored Content).
- 4** Points to a banner for "NITROFILL" with the text "INCREASE DEALERSHIP REVENUE AND RETENTION".
- 5** Points to a banner for "NADA and The National Urban League Team Up as Part of NADA's Overall Diversity, Equity and Inclusion Focus".
- 6** Points to a section titled "NADA's Second Quarter 2022 U.S. Auto Sales and Economic Analysis".
- 7** Points to the bottom banner area for "NADASHOW".

### 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 24 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 PIXELS

**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
<b>Closing Numbers</b>		
DOW:	+0.71	44,873.28
NASDAQ:	+0.19	19,692.33
S&P 500:	+0.39	6,061.48
<b>Top Movers in Auto Retailing</b>		
LAD:	+3.47	383.22
ABG:	+3.03	304.56
GPE:	+2.87	471.63
<b>Top Movers in Auto Manufacturing</b>		
TM:	+11.25	0.45
TM:	+4.39	195.49
HMC:	+4.17	28.70
<b>Other Top Movers in Auto</b>		
UBER:	-7.56	64.48
LYFT:	-4.62	13.42
TRATF:	+3.61	30.70

**Helping Dealers Affected by the California Wildfires**  
REQUEST ASSISTANCE

- 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 PIXELS

- 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 PIXELS

**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](mailto:publicaffairs@nada.org) to let us know.

**YOUR AD HERE!** 1200X100 PIXELS

f t i in



## 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.
- 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

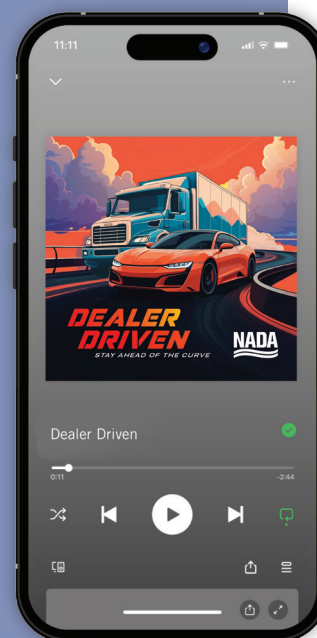
### DEALER DRIVEN—PODCAST

**\$5,000 per episode**

Now in the "top 10% of all podcasts"\*, *Dealer Driven* tackles pressing topics in the industry. With a 73% average consumption rate, 2,700+ YouTube views, and 9,500+ downloads—*Dealer Driven* is off to a great start and is quickly becoming the go-to source for best practices and tips to keep dealers ahead of the game.

Podcast sponsor receives:

- Podcast Promotion: on [nada.org](http://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](http://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.



\* Source: <https://buzzsprout.com/stats>.

## 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.
- Sponsor/Advertiser is responsible for (a) securing any and all necessary intellectual property licenses, trademarks, and copyrights for any products, performances, displays, or other uses of copyrighted works or patented inventions; or, (b) obtaining any and all consents necessary for the use of any name, likeness or signature, voice, or other impression, or other intellectual property owned by any third party which is used directly or indirectly by Sponsor/Advertiser.
- Sponsor/Advertiser represents and warrants that it has the legal right to use any and all intellectual property related in any way to their sponsorship/advertisement.
- Sponsor/Advertiser agrees that NADA is not responsible or liable for any claimed or recognized violations of the Sponsor/Advertiser's intellectual property rights or proprietary claims, including any claims for trademark, copyright or patent infringement or any claims of counterfeiting or other violations of proprietary rights. Sponsor/Advertiser further releases, waives, and covenants not to sue, file, or maintain any action in law or equity against NADA and its respective members, officers, directors, agents, and employees, from all liability for any and all loss or damage or any claim for such violations of the Sponsor/Advertiser's intellectual property rights or proprietary claims.
- If Sponsor/Advertiser defaults in the performance of any term of this Contract (including, but not limited to payment of fees, compliance with the terms of this Contract or any related agreement, or compliance with any and all rules and requirements concerning displays, or use of the convention facilities), NADA, at its option, may immediately terminate this Contract. Upon such termination, Sponsor/Advertiser's rights and privileges under this Contract shall terminate, NADA shall have the right to take possession of the sponsorship/advertisement occupied by the Sponsor/Advertiser and to remove all persons and goods, with no liability whatsoever to Sponsor/Advertiser. In addition, NADA shall be entitled to recover any and all damages caused, in whole or in part, by such default, including liquidated damages. The remedies provided to NADA under this Contract shall be cumulative. If NADA commences legal action against the Sponsor/Advertiser to enforce the provisions of this Contract, NADA shall be entitled to pursue any and all appropriate remedies and to recover attorney's fees and costs.



## ADVERTISING ► *TERMS & CONDITIONS*

### 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.
- 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](http://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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