

NADA

YEAR-ROUND DIGITAL ADVERTISING

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NATIONAL
AUTOMOBILE
DEALERS
ASSOCIATION

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 three banners, each with a minimum 20% share of voice:

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

HOW DEALER-MEMBERS ACCESS NADA.ORG

68%
DESKTOP



28%
MOBILE



4%
TABLET



NADA.ORG VISITORS

85.5%
NEW



14.5%
RETURNING



AVERAGE SESSIONS PER MONTH

88,000+

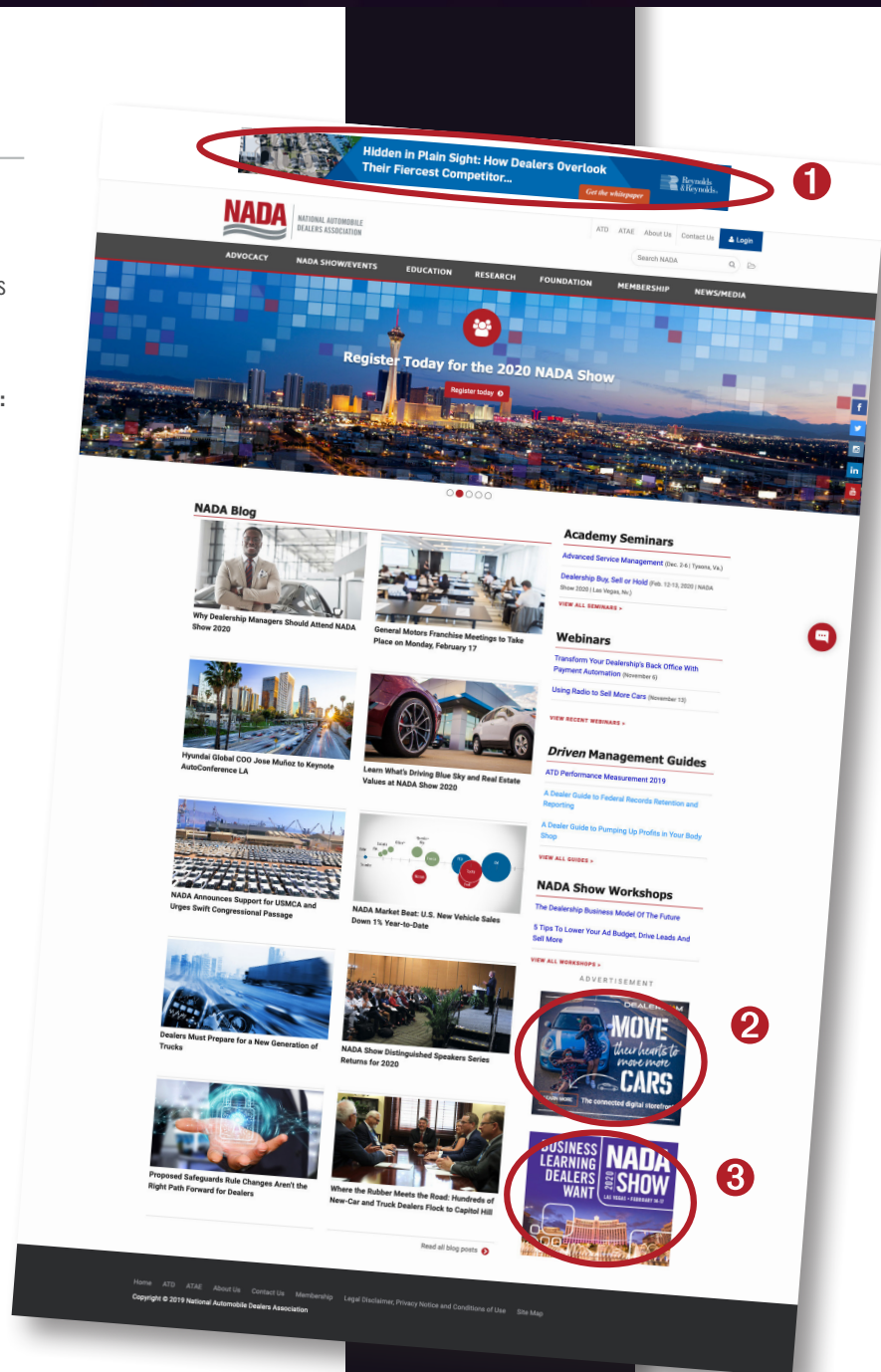


AVERAGE PAGE VIEWS PER MONTH

430,500+



Source: Google Analytics Jan. 1–Dec. 31, 2019

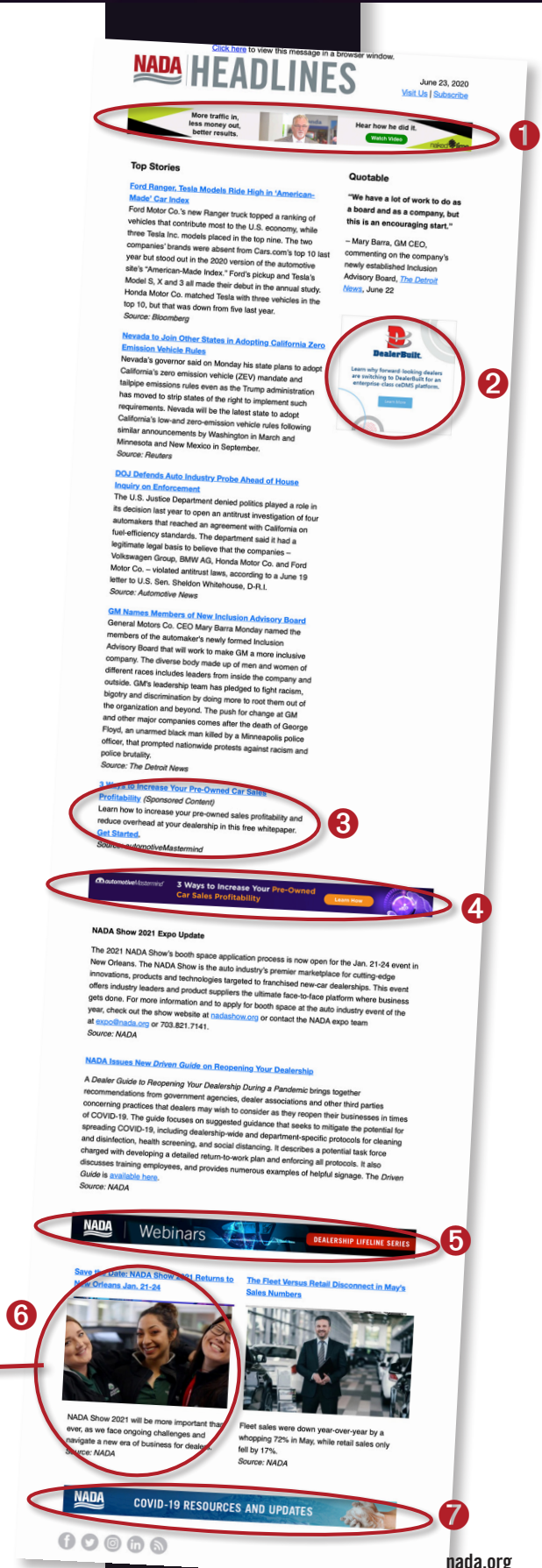
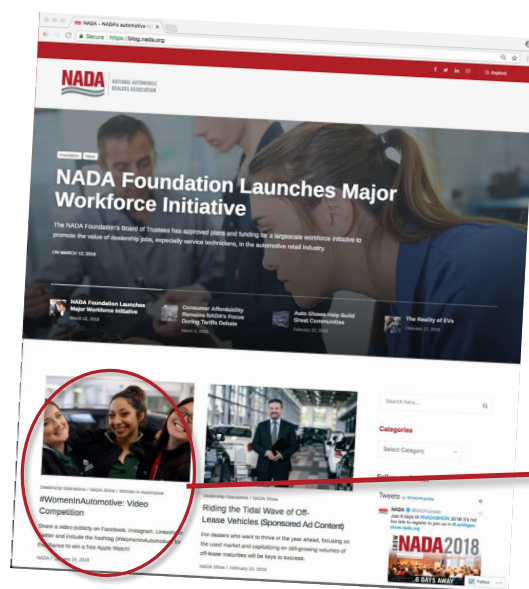


NADA HEADLINES

NADA Headlines is the “must-read” morning e-newsletter for auto-industry news. The streamlined look includes top stories of the day, lively photos and videos, 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 nearly 60,000 subscribers, including dealers, general managers, automakers, suppliers and the media, with an average open rate of 18 percent.

Pricing:

- 1 1200 x 100-pixel banner—\$10,000 (net) per month
- 2 400 x 400-pixel banner—\$10,000 (net) per month
(also used for NADA in-house promotions; call for availability)
- 3 Sponsored Content—\$6,000 (net) weekly
(text/copy only, no images; call for character count/complete specs)
- 4 1200 x 100-pixel banner—\$8,000 (net) per month
- 5 1200 x 100-pixel banner—\$6,500 (net) per month
- 6 NADA Blog Sponsored Content—text/copy and images on both the blog and in *NADA Headlines*; call for character count/complete specs and pricing
- 7 1200 x 100-pixel banner—\$6,500 (net) per month



NADA HEADLINES PM

NADA Headlines PM—the most recent addition to NADA's digital offerings—complements the popular *NADA Headlines* morning e-newsletter. *NADA Headlines PM* takes the hottest auto-industry news items of the day and condenses it 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 nearly 60,000 subscribers and benefit from an average open rate of 18 percent.

Pricing:

- 1 1200 x 100-pixel banner—\$5,000 (net) per month
- 2 1200 x 100-pixel banner—\$4,000 (net) per month

NADA HEADLINES PM

June 22, 2020
[Visit Us](#) | [Subscribe](#)

Closing Numbers

- Dow: **+0.59%**, up 153.50, close 26,024.96
- Nasdaq: **+1.11%**, up 110.35, close 10,056.47
- S&P 500: **+0.65%**, up 20.12, close 3,117.86
- Crude Oil: **+2.14%**, up 0.85, close 40.60

Top Movers in Auto Retailing

- Lithia: **+4.59%**, up 6.54, close 148.95
- CarMax: **+2.27%**, up 2.09, close 93.96
- Penske: **+2.22%**, up 0.85, close 39.06

Top Movers in Auto Manufacturing

- FCA: **+4.10%**, up 0.38, close 9.65
- BMW: **+3.28%**, up 0.69, close 21.75
- Tata: **+3.03%**, up 0.20, close 6.79

Other Top Movers in Auto

- AutoWeb: **-9.30%**, down 0.12, close 1.17
- Continental: **+4.97%**, up 0.47, close 9.93
- Valeo: **+3.90%**, up 0.46, close 12.26

MOVE *their hearts to move more* **CARS**

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End-of-Day Recap

- Toyota Motor Corp said on Monday it would make 10% fewer vehicles next month than originally planned, as it gradually resumes output following factory closures earlier this year due to the coronavirus pandemic. The Japanese automaker said it planned to make 71,000 fewer vehicles globally in July than its original goal of about 700,000. While production has yet to return to normal, the July reduction is smaller than the 20% output cut for June.
Source: Reuters
- Ad agency Tier10 now shoots two versions of the commercials it makes for auto dealerships and manufacturers: one with people wearing face masks and one without. Advertisers have a responsibility to produce content that is relevant and empathetic toward what consumers are dealing with, Tier10 co-founder Scott Rodgers said. Having both versions of an ad lets the agency easily re-edit it as mask usage becomes more or less common. “When you buy a car or service a car, someone's going to show up with a mask on,” Rodgers said.
Source: Automotive News
- Subaru of America began 2020 with a U.S. sales goal of 725,000 vehicles and a fresh lineup led by the redesigned 2020 Outback. After posting volume increases in January and February, Subaru was on track for its 12th consecutive year of record sales. But in March, the impact of states' shelter-in-place orders stemming from the COVID-19 pandemic was quickly felt by Subaru's retailers across the U.S. Sales dropped 47 percent in both March and April. May showed improvement as sales were down just 19 percent to 51,988 vehicles.
Source: Automotive News
- As automakers fill voids in their product lineups with new vehicles and return to segments they abandoned, a growing number of newly launched vehicles have familiar-sounding names. While the calendar says 2020, nameplates that disappeared in the early 2000s, the 1990s and in some cases even longer ago have returned in updated form. And more are on the way. Last month, Toyota revealed a new two-row, hybrid-only midsize crossover to slot between the RAV4 and Highlander. But the sleek model came with an old name: Venza.
Source: Automotive News

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Finish Line

- Ford is preparing to show a new version of its hugely important F-150 pickup to the world. The redesigned 2021 Ford F-150 will officially debut during a live-streaming event this Thursday, June 25, at 8 pm Eastern time. It will be streamed on Facebook and other social media platforms. We've seen glimpses of the new truck in spy photos and illustrations, and Ford has now released an official teaser image that shows the F-150's LED lighting signature.
Source: Car and Driver



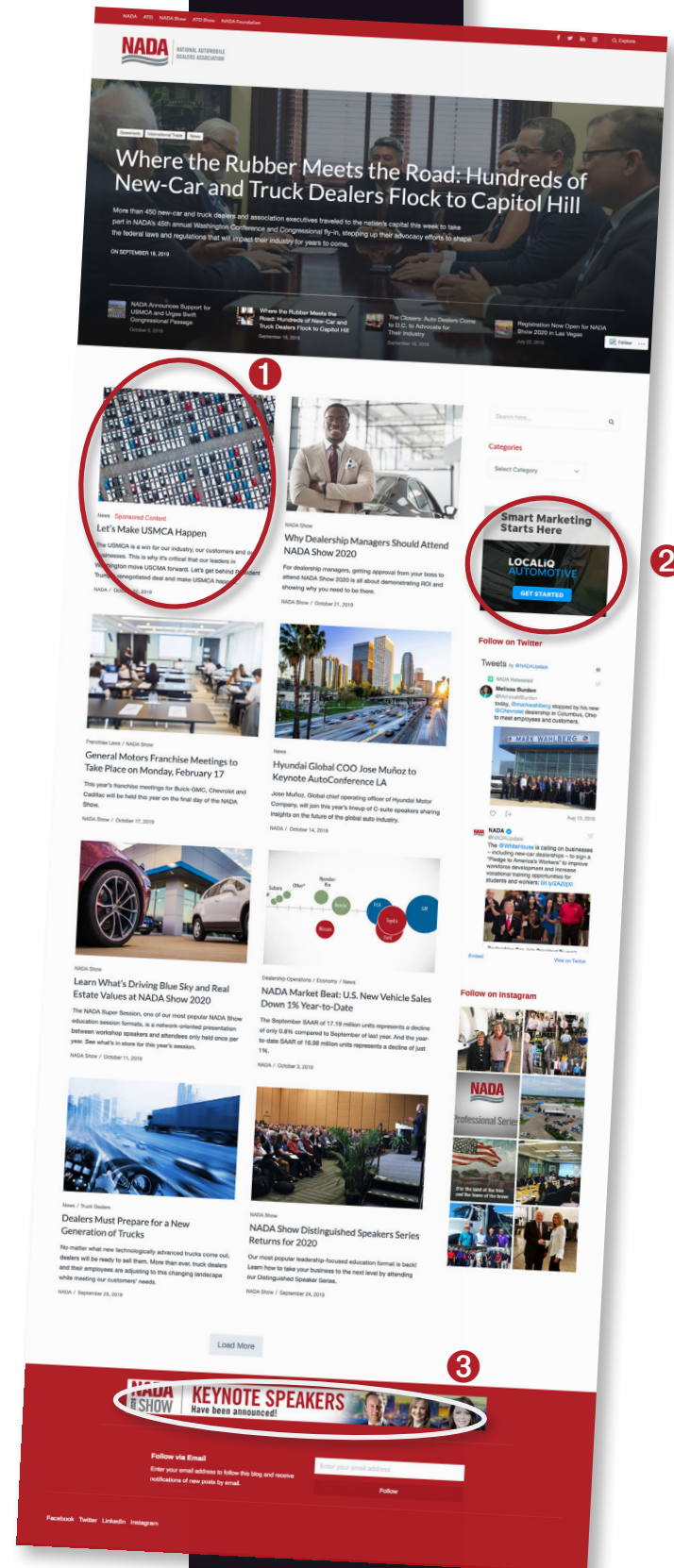
NADA BLOG

The NADA blog is the editorial home for all public-facing messaging from NADA, as well as the best resource for news relating to automotive retail. In 2019, the NADA blog generated more than 188,000 page views from 111,800 unique users. These numbers are currently on track to triple in 2020. 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.

Pricing:

- 1 Sponsored Content—text/copy and images; call for character count/complete specs and pricing
- 2 300 x 250-pixel banner—\$10,000 (net) per month; 100% SOV
- 3 970 x 90-pixel banner—\$8,000 (net) per month; 100% SOV

Blog Post Page





NADA YEAR-ROUND

D I G I T A L A D V E R T I S I N G

NADA EDUCATION—WEBINARS

\$5,000 (net) per webinar

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

- Webinars are every Wednesday, Noon-12:30 ET
- Free to NADA members and non-members
- Recorded and available "on-demand" through nada.org for two years
- Up to 1,500 attendees (no minimum guaranteed)
- Deadlines and presentation requirements available on request
- Suggested topics:
 - Dealership Operations
 - Fixed operations
 - Variable operations
 - Business development
 - Digital
 - Financial
 - Human resources
 - Marketing
 - Succession planning



Sales Contacts

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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 the NADA Show. NADA 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, and agreed to, by both parties.
- Insertion orders are considered binding contracts.

NOTICES

- 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.

