



ATD

YEAR-ROUND DIGITAL ADVERTISING

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



**AMERICAN
TRUCK DEALERS**
A DIVISION OF NADA

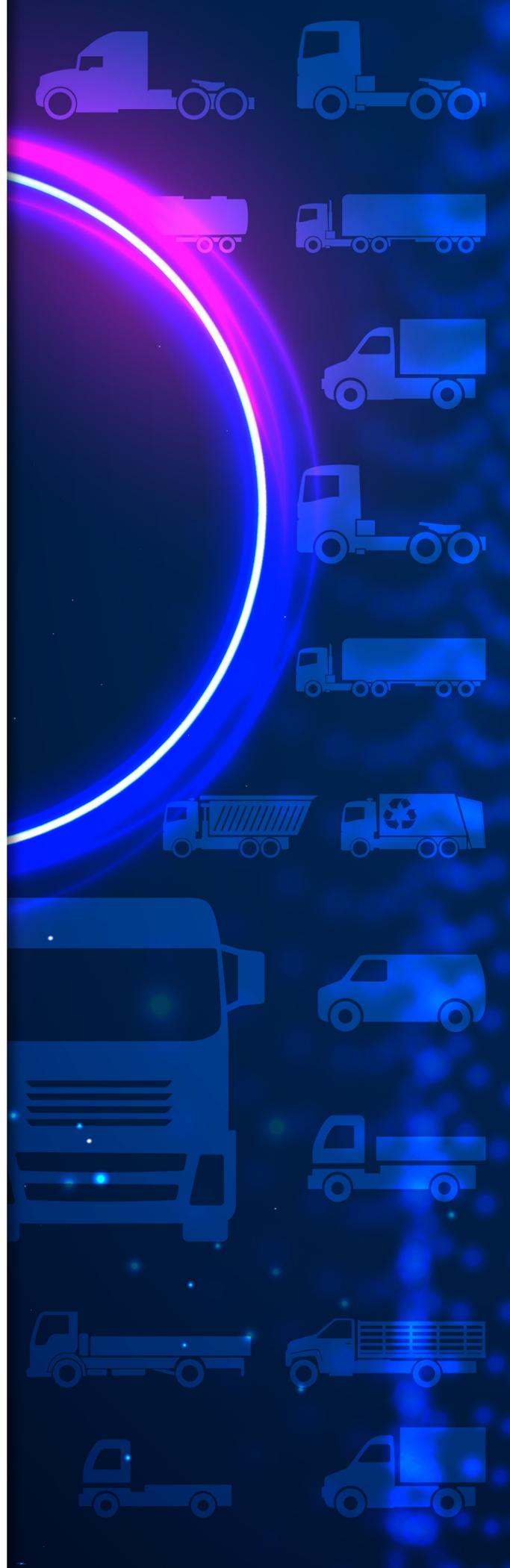
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ATD INSIDER

ATD Insider is the best source for retail truck-industry news, with just 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

24%

Source: Act-On Software, Inc., 2024

ATD INSIDER June 15, 2022
Visit Us | Subscribe

ATD Chairman Scott McCandless: ATD's Legislative Fly-in Begins Next Week
ATD will soon welcome truck dealers back to Washington, D.C. as the 2022 ATD Legislative Fly-in commences on Capitol Hill next week. Dealers, state association executives (ATAEs), and industry advocates from around the country will converge to tackle the commercial truck industry's most critical issues.
Source: ATD

Tune into Sirius XM 146 Road Dog Trucking on June 21 to Hear ATD Chairman Scott McCandless' Interview on The Dave Nemo Show
ATD Chairman Scott McCandless will be appearing on The Dave Nemo Show on Sirius XM's Road Dog Trucking (channel 146) on Tuesday, June 21, 2022 at 10:30am ET to kick off the annual ATD Legislative fly-in calling on lawmakers to repeal the 12% FET to promote the purchase and adoption of cleaner, green trucks. Tune in live to Sirius XM channel 146 to hear Scott's interview!
Source: ATD

Your first chance for fresh trucks
LEARN MORE

Top Stories

Catching Up with New ATD President Laura Perrotta
Earlier this year, the American Truck Dealers (ATD) announced the return of Laura Perrotta as the organization's newest president. Having previously supported ATD as senior director of legislative affairs for the National Automobile Dealers Association (NADA) from 2014 to 2019, Perrotta is no stranger to dealer operations and the commercial truck dealer space.
Source: Trucks, Parts, Service

Ford Sidesteps Legal Challenge to California Emissions Rules
Ford is siding with the State of California in a federal lawsuit challenging California's decision to impose tough new emissions rules on the engines used in big trucks and industrial equipment.
Source: WardsAuto

Editor's Note: EMA's legal challenge is focused on the fact that CARB's commercial vehicle rules fail to provide manufacturers with the minimum statutorily mandated lead time for new emissions standards. Even with the required minimum lead time, however, CARB's mandates will be difficult to comply with and will dramatically increase vehicle prices, resulting in a potentially dramatic decline in new vehicle sales, with commensurate impacts on industry employment and an overall fleet emissions reductions.

US Class 8 Sales in May Climb Past 20,000, Adding to Recent Momentum
U.S. Class 8 retail sales in May rose 13.9% compared with a year earlier to just clear 20,000, Wards Intelligence reported. A trend is building. Sales in the two previous months also percolated higher compared with almost every month in the past 12 months. May sales were 20,713 compared with 18,187 in the 2021 period.
Source: Transport Topics

Truck Orders Slide, But Seasonally A 'Surprise'
North American Class 8 net orders dipped in May to 13,300 units, according to preliminary data released by FTR, the lowest total since November 2021. May order activity was down 13% month-over-month and down 43% year-over-year. Class 8 orders have totaled 270,000 units over the last 12 months, and OEMs are running out of build slots for 2022 and are still constrained by the supply chain snarl - especially semiconductors - and cannot increase build rates.
Source: Commercial Carrier Journal

Heat Illness - Are Your Employees at Risk? (Sponsored Content)
Did you know OSHA is more likely to visit on days that are 80° or higher? Summer is fast approaching - protect your dealership from heat illness and stay on OSHA's good side. Download the [Heat Illness Checklist](#) now to start protecting your employees.
Source: KPA

Quotable
"Dealers, state association executives (ATAEs), and industry advocates from around the country will converge to tackle the commercial truck industry's most critical issues."
- Scott McCandless, ATD Chairman, ATD, June 15

Human Capital Management 20 Group
Request info now!

Upcoming Webinar
ATD Performance Measurement 2022: A Driven Guide
June 23

THE LEAD GENERATOR'S HANDBOOK
Optimizing leads with identity verification and completion
WHITEPAPER

Remington Exclusive Dealer Brand By **Turbo** 1-844-4A-TURBO
www.remmax.com

Ballots for ATD Ford Line Representative Seat Due June 17
Nominations are currently being accepted for the American Truck Dealers (ATD) Ford line representative. Ballots were mailed to the respective member dealers on May 26 and must be postmarked no later than Friday, June 17, 2022. Photocopies are invalid. Questions can be sent to Kim Carey with ATD at kcarey@nada.org.
Source: ATD

KPA Heat Illness - Are Your Employees Safe?
DOWNLOAD NOW

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 NextGen group](#) on LinkedIn.
Source: ATD

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

75.6%

DESKTOP



23.3%

MOBILE



1.1%

TABLET



NEW USERS

30,800+

RETURNING USERS

10,100+

VIEWS

89,500+

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, 2024



1

2

3

4

ATD.ORG RETARGETING

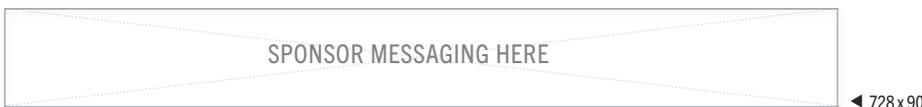
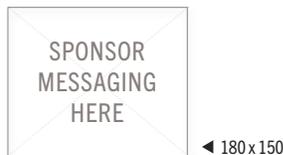
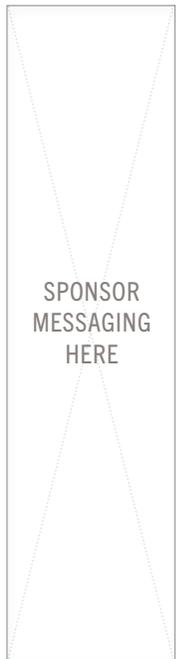
Targeted banner ads are available to build brand awareness for companies looking to reach the dealership decision-makers—the members of ATD. Cookies track visitors at the atd.org website. The ads are then served on the numerous websites (across 95% of the consumer web) that visitors to atd.org visit 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 one banner ad creative 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.