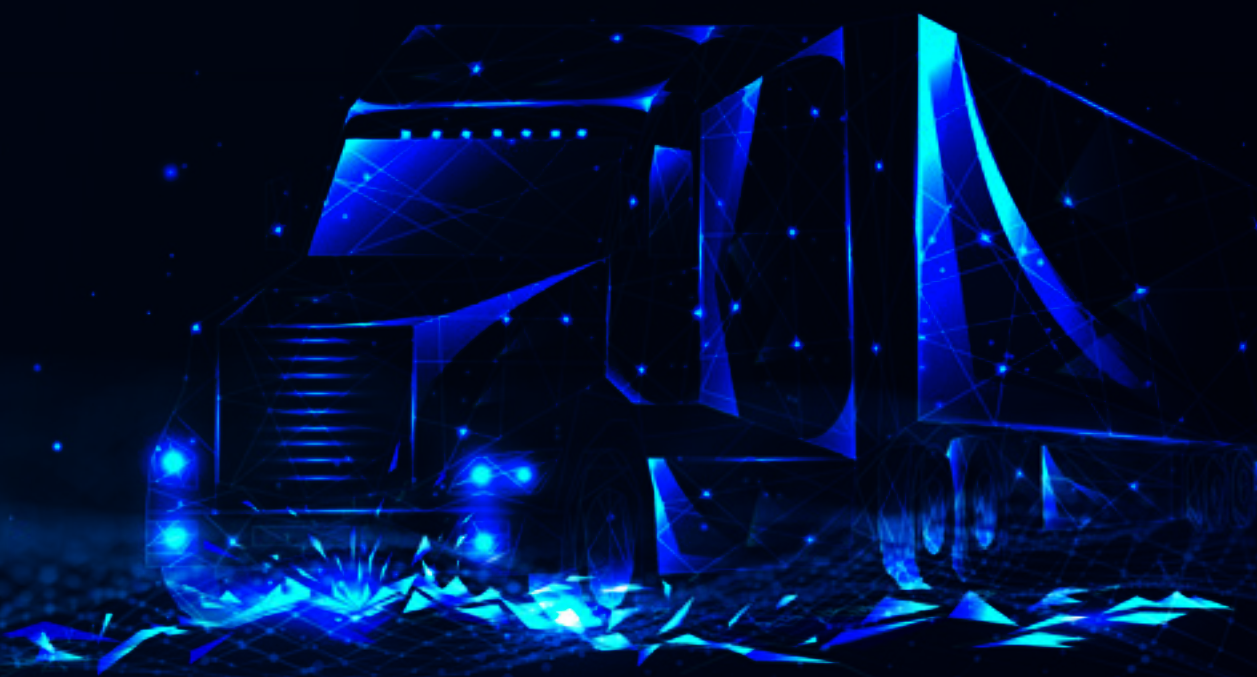


ATD

YEAR-ROUND DIGITAL ADVERTISING



ATD Insider • ATD.org



AMERICAN
TRUCK DEALERS
A DIVISION OF NADA



ATD YEAR-ROUND DIGITAL ADVERTISING

ATD INSIDER

ATD Insider is the best source for retail truck-industry news, with just over 9,500 subscribers, including dealers.

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 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

THE YEAR ATD INSIDER LAUNCHED

2007 

WEEKLY EMAIL SUBSCRIBERS

9,500+ 

AVERAGE MONTHLY OPEN RATE

25% 

Source: Act-On Software, Inc., 2022



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

85.3% 
DESKTOP


14.2% 
MOBILE

0.06% 
TABLET


ATD MEMBERS

1,700+ 

AVERAGE UNIQUE USERS PER MONTH

1,357 

AVERAGE PAGE VIEWS PER MONTH

2,647 

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, 2022



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, 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.

