

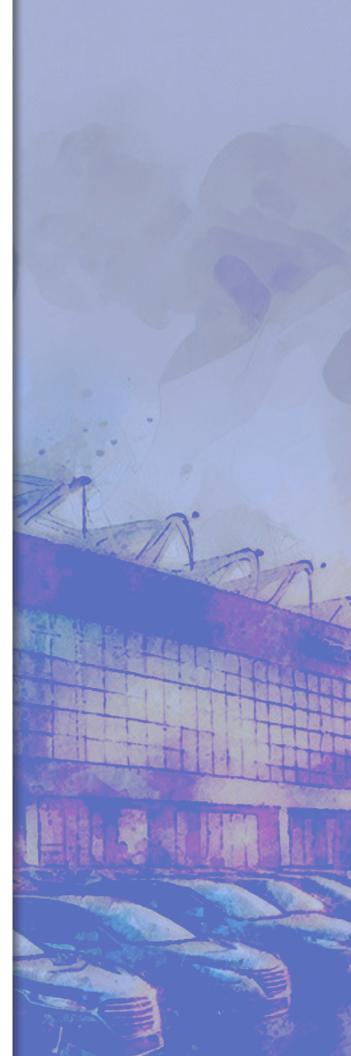


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# **Fast Facts**

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



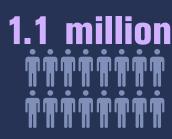
NADA's membership retention rate



New-car dealers who are NADA members



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



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



\*Source: NADA 2024 nada.org 3



# ADVERTISING ➤ DIGITAL

#### **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 four banners, each with a minimum 20% share of voice.

#### Pricing:

- **10 970 x 90-pixel banner**—\$2,500 per month
- 2 300 x 250-pixel banner—\$2,500 per month
- 300 x 250-pixel banner—\$2,500 per month
- **4 970 x 90-pixel banner**—\$2,500 per month







# ADVERTISING ➤ DIGITAL

#### NADA HEADLINES - THE NADA NEWS HUB AND NADA BLOG

NADA Headlines at 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:

- **10 970 x 90-pixel banner**—\$2,500 per month
- **2** 300 x 250-pixel banner—\$2,500 per month
- **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 <a href="mailto:mschaner@nada.org">mschaner@nada.org</a> for character count, complete specs and pricing.





YOUR AD HERE!



# ADVERTISING ➤ DIGITAL

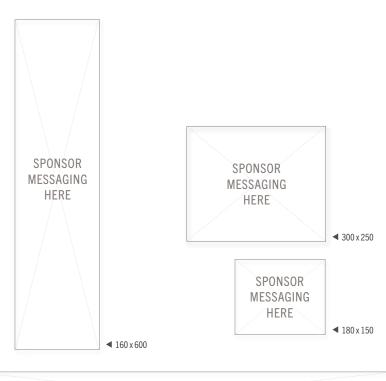
#### NADA.ORG RETARGETING

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.



SPONSOR MESSAGING HERE



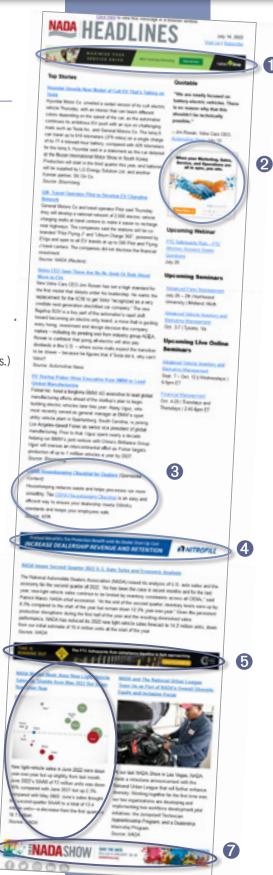
#### ADVERTISING ➤ E-NEWSLETTERS

#### **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:

- 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 <a href="maschaner@nada.org">mschaner@nada.org</a> for character count/complete specs.)
- 4 1200 x 100-pixel banner—\$8,000 per month
- **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.
- **1200 x 100-pixel banner**—\$6,500 per month



6



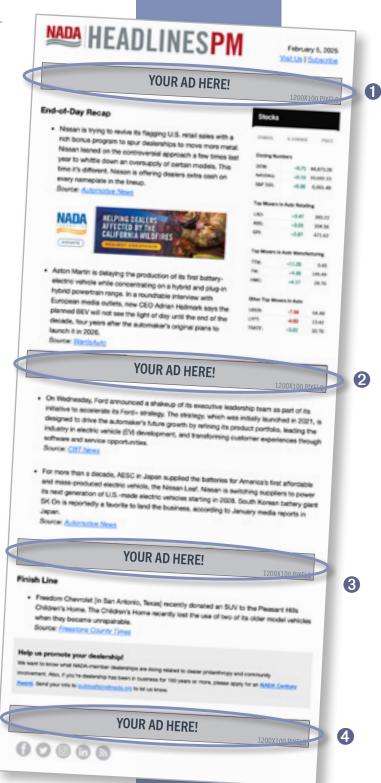
# ADVERTISING ➤ E-NEWSLETTERS

#### 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)

- 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





# 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 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**
- Digital

ΕV

- Financial
- Fixed operations
- Human resources
- Variable operations
- Marketing
- Business development
- Succession planning





# ADVERTISING > DIGITAL

# **DEALER DRIVEN**—PODCAST

#### \$5,000 per episode

Now in the "top 5% of all podcasts"\*, *Dealer Driven* tackles pressing topics in the industry. With a 71% average consumption rate, 3,400+ YouTube views, and 16,000+ 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 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 <a href="mailto:nada.org/dealerdriven.">nada.org/dealerdriven.</a>
- "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.



<sup>\*</sup> 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, NADA Headlines e-newsletter or NADA Headlines @ 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 for two years. Sponsor is not permitted to post the webinar recording, but may share our link to the recording.