



2026 YEAR-ROUND DIGITAL ADVERTISING

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SALES CONTACTS

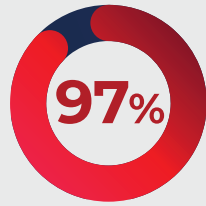
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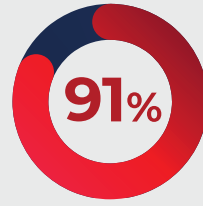


Fast Facts

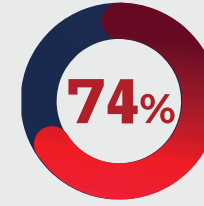
Advertise with NADA to reach the most influential group of auto-retail decision makers: the dealer-members of NADA.



NADA's membership retention rate



New-car dealers who are NADA members

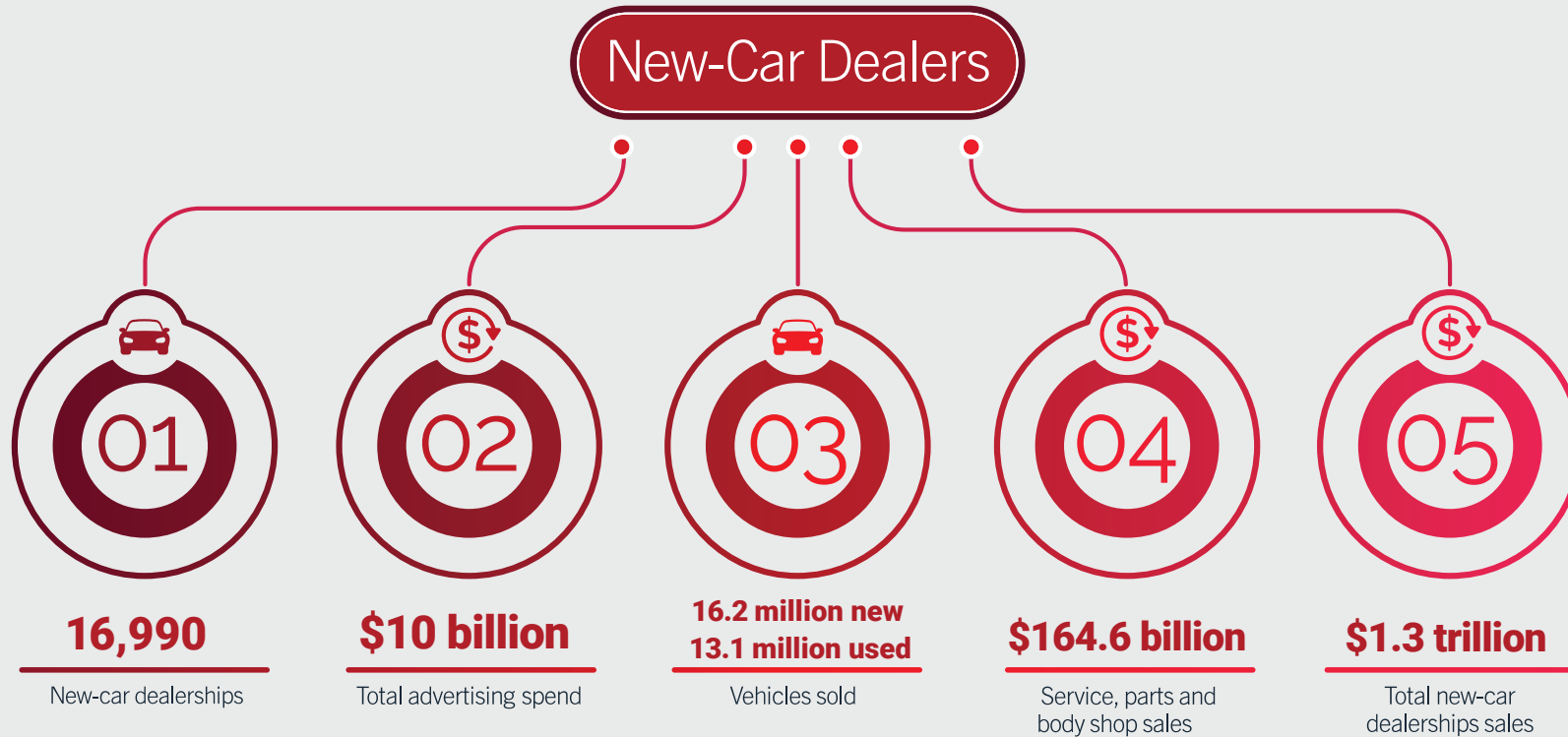


Digital ad spend for new-car dealers vs. total advertising spend (2025)

1.1 million



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



* Source: NADA 2025

➤ E-NEWSLETTERS

NADA HEADLINES AND HEADLINES PM

Latest industry news and real-time updates from NADA twice a day. Both editions of *NADA Headlines* — morning and evening — are “must-read” e-newsletters, each with **70,000-plus** subscribers and an impressive **29%** open rate reflective of high audience engagement.

70,000+
SUBSCRIBERS

29%
OPEN RATE

Your message reaches:

- Dealers
- General managers
- Dealership department managers
- Automakers
- Suppliers
- The media



E-NEWSLETTERS

NADA HEADLINES

- Top auto-industry news each morning.
- NADA blog posts, alerts, press releases.
- Sponsored content.
- “Quotable” daily highlight feature.
- Upcoming NADA webinars and seminars.

Choice of five banners, sponsored content or sponsored blog post, **each with 100% share of voice:**

- 1 1200 x 100-pixel banner—\$10,000 per month
- 2 400 x 400-pixel banner—\$10,000 per month
- 3 Sponsored content—\$6,000 weekly (text/copy only, no images)
(Email 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.
(Email mschaner@nada.org for blog post specifications and pricing.)
- 7 1200 x 100-pixel banner—\$6,500 per month

The screenshot shows the NADA HEADLINES e-newsletter layout. At the top, there's a header with the NADA logo and 'HEADLINES' in large letters. Below this, there are several sections: 'Top Stories' with a link to 'Hyundai Unveils New Model of Cuts EV That's Taking on Tesla', a 'Quotable' section with a quote from Jim Rowan, 'When your Marketing, Sales, Service, and Operations are all in sync, you win.' (with a small graphic), 'Upcoming Live Online Seminars' listing 'Advanced Vehicle Inventory and Marketing Management' and 'Financial Management', 'EV Startup Fisker Hires Executive from BMW to Lead Global Manufacturing', 'OSHA Housekeeping Checklist for Dealers' (sponsored content), 'NADA Issues Second Quarter 2022 U.S. Auto Sales and Economic Analysis', 'NADA Market Beat: June New Light Vehicle Sales Up Slightly from May 2022 But Down Year-Over-Year', 'NADA and The National Urban League Team Up as Part of NADA's Overall Diversity, Equity and Inclusion Focus', and 'NADASHOW Call for Speakers'. Each of these sections is circled in red and numbered 1 through 7.

➤ E-NEWSLETTERS

NADA HEADLINES PM

- “End-of-Day Recap” of top stories.
- Automotive stock ticker of the day’s movers and shakers in the industry.
- “Finish Line” —popular, compelling wrap-up article, often focused on dealership philanthropy.

Choice of four banners, **each with 100% share of voice:**

- 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

The screenshot shows the NADA HEADLINES PM e-newsletter layout for February 14, 2026. It features a top navigation bar with the NADA logo and 'HEADLINES PM' title. Below this is a main content area with several sections: 'End-of-Day Recap', 'Stocks', 'Helping Dealers Affected by the California Wildfires', 'Aston Martin', 'Grow beyond the showroom.', 'Huntington', 'Finish Line', and 'Help us promote your dealership!'. At the bottom, there is a 'FINANCIAL MANAGEMENT SEMINAR' banner. Four red callout boxes with numbers 1 through 4 highlight specific banners: 1. Accelerate My Deal Elite banner for Autotrader; 2. Grow beyond the showroom. banner for Ford; 3. Dealers are rethinking payment costs banner for Huntington; 4. FINANCIAL MANAGEMENT SEMINAR banner for NADA.

1 Accelerate My Deal Elite
THEY CHECKOUT ON AUTOTRADER
Autotrader
REQUEST DEMO

2 Grow beyond the showroom.
Add a car wash to your portfolio
Franchise with us

3 Huntington
Dealers are rethinking payment costs
Dual Pricing | Compliance | Profit Protection
Join the Webinar

4 FINANCIAL MANAGEMENT SEMINAR
RENTON, WA | MARCH 9-13
NADA

➤ ONLINE

NADA.ORG


Official NADA website, with links to all NADA departments and services:

- **Advocacy:** Priorities, alerts, press releases.
- **Education:** Academy, 20 Groups, webinars and more.
- **Events:** NADA Show, NY Auto Forum, Women Driving Auto Retail.
- **Industry Relations:** OEM outreach.
- **Research:** *Market Beat*, *NADA Data* reports and more.
- **NADA Foundation**


Choice of four banners, **each with a minimum 20% share of voice:**

- 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


NADA.ORG



1,268,061
TOTAL USERS

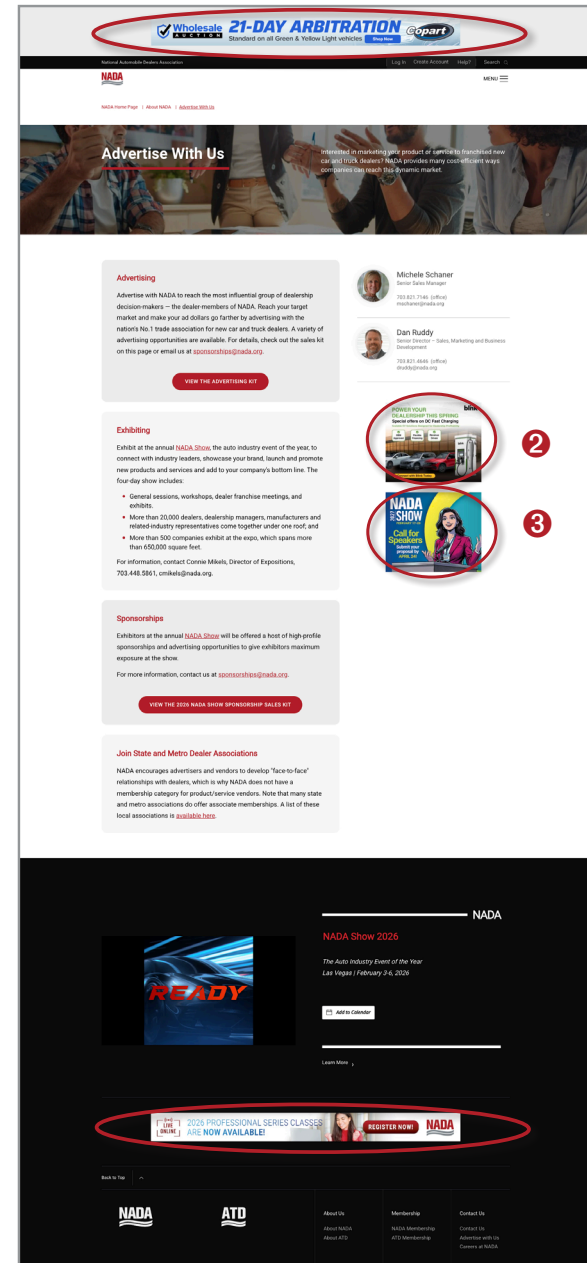


2,117,802
TOTAL SESSIONS



2,746,776
TOTAL PAGE VIEWS

Source: Google Analytics Jan. 1–Dec. 31, 2025



The screenshot shows the NADA website homepage. At the top, there is a navigation bar with the NADA logo and a '21-DAY ARBITRATION' badge. Below the navigation bar is a main content area with several sections: 'Advertise With Us', 'Advertising', 'Exhibiting', 'Sponsorships', and 'Join State and Metro Dealer Associations'. Each section contains text and links. On the right side, there are two circular callouts: one for 'Michele Schaner' and another for 'Dan Ruddy'. At the bottom of the page, there is a banner for '2025 PROFESSIONAL SERIES CLASSES' and a footer with various links and logos.

➤ ONLINE

NADA NEWS HUB AND BLOG POST

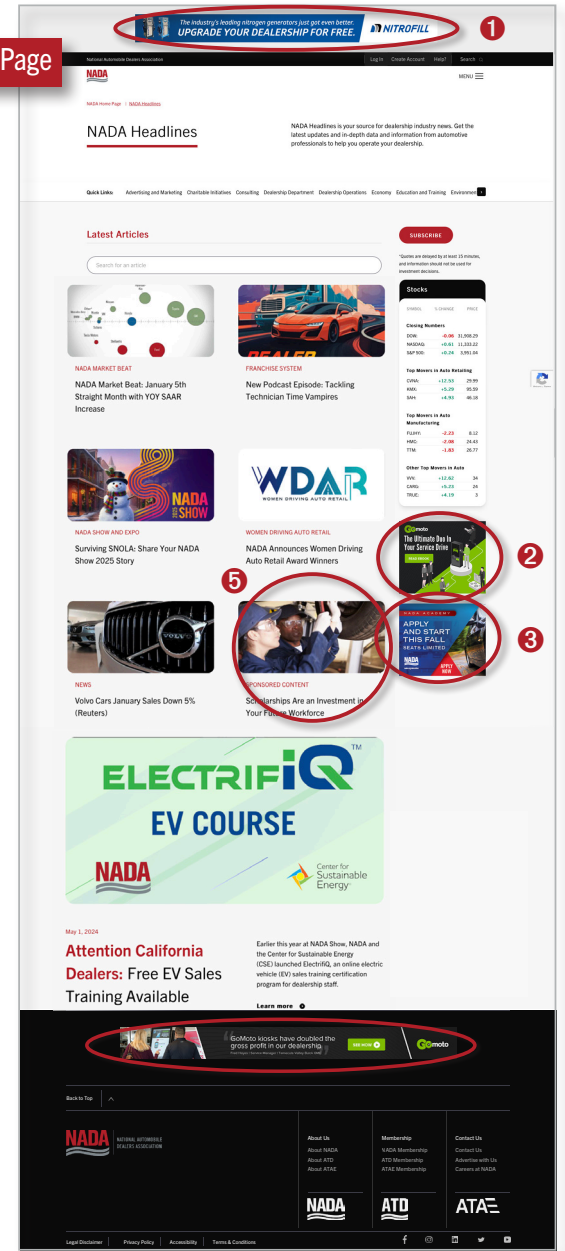
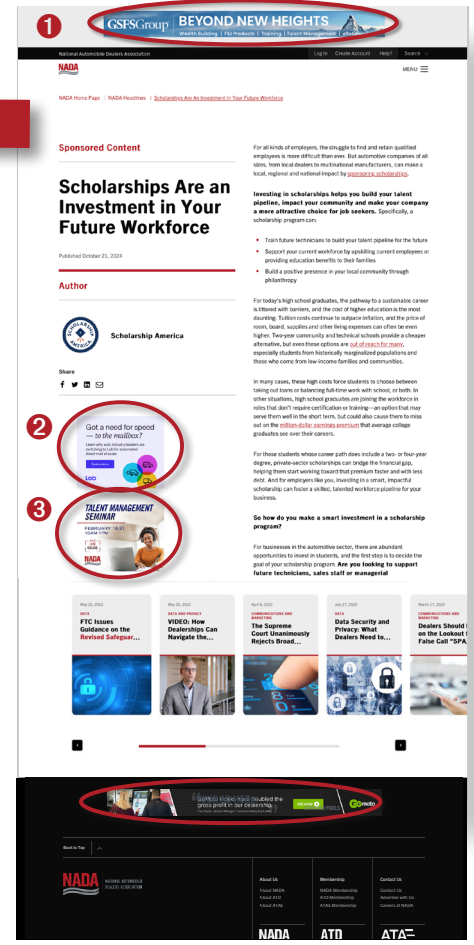
The NADA news hub and blog posts sections on nada.org showcase all public-facing messaging from NADA, as well as the latest auto-industry news from *NADA Headlines*.

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

- 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 for character count, complete specs and pricing.)

News Hub/Blog Home Page

Blog Post Page



➤ ONLINE

NADA.ORG RETARGETING

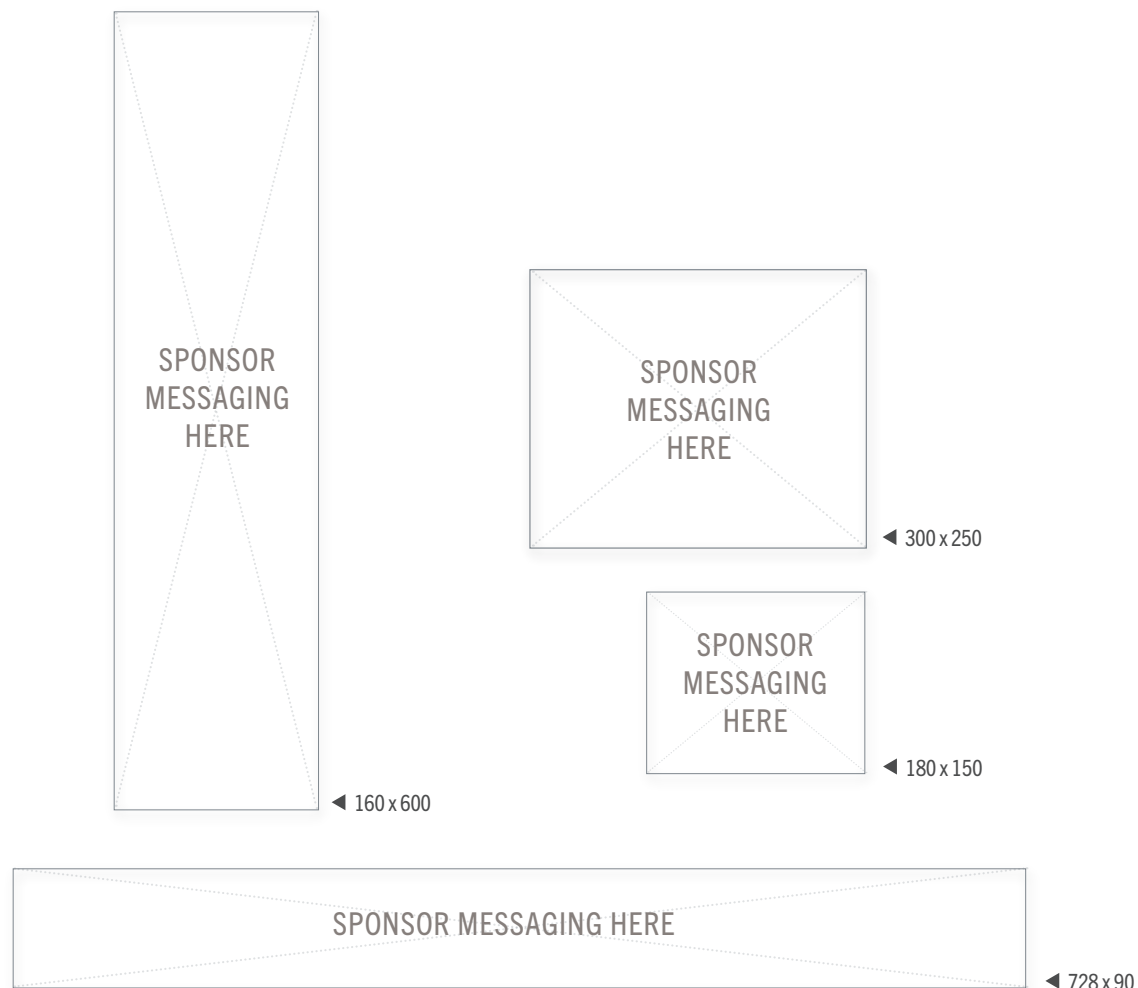
Targeted banner ads build brand awareness for companies looking to reach dealership decision-makers — the members of NADA. Cookies track visitors at nada.org. The ads are then served on numerous websites (across 95% of the consumer web) that visitors to nada.org visit during their online browsing. An advanced, real-time bidding algorithm optimizes campaigns for maximum exposure.

Minimum purchase requirement: 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 no more than two banner ad creatives per ad size listed.



➤ PODCAST

DEALER DRIVEN

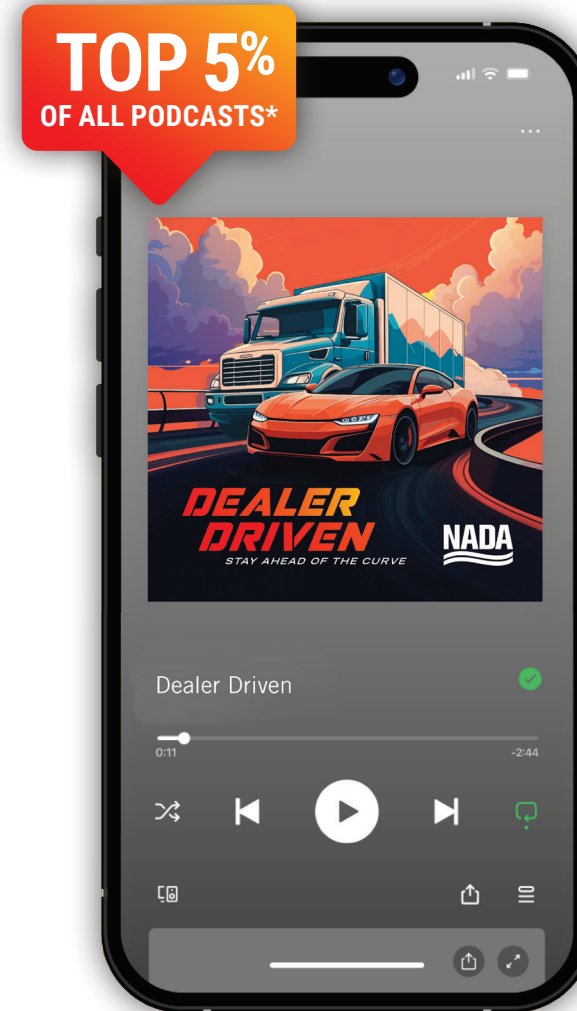
\$5,000 per episode

Now in the "top 5% of all podcasts"*, *Dealer Driven* tackles pressing topics in the industry. With a 71% average consumption rate, 4,700+ YouTube views, and 31,000+ downloads—*Dealer Driven* 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; 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.
- “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.

*Based on first week audience size. Source: <https://buzzsprout.com/stats>.



➤ WEBINARS

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 12:45 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](#).
- Post-webinar, the sponsor will receive a registration vs. attendee breakdown, the Q&A log, and poll responses if included.
- Suggested topics:
 - Dealership Operations
 - EV
 - Fixed operations
 - Variable operations
 - Business development
 - Digital
 - Financial
 - Human resources
 - Marketing
 - Succession planning



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.

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.

Sales Contacts

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Dan Ruddy 703.821.4646 druddy@nada.org

Revised: April 14, 2026

