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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.

- **New-car dealers who are NADA members**: 91%
- **NADA’s membership retention rate**: 98%
- **New-car dealerships**: 16,657
- **New vehicles sold or leased by new-car dealers**: 14.9 million
- **Used vehicles sold by new-car dealers**: 14.7 million
- **Total advertising expenditures by new-car dealers**: $8.2 billion
- **Total new-car dealership sales**: $1.18 trillion
- **Number of workers employed at new-car dealerships across the country**: 1.06 million
- **Ad dollars new-car dealers spend on internet advertising**: 63.6%
- **Service, parts and body shop sales by new-car dealers**: $125.6 billion
Pricing:

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

HOW DEALER-MEMBERS ACCESS NADA.ORG

76% DESKTOP

23% MOBILE

1% TABLET

NADA.ORG VISITORS

90% NEW

10% RETURNING

AVERAGE SESSIONS PER MONTH

95,000+

AVERAGE PAGE VIEWS PER MONTH

184,000+

Source: Google Analytics Jan. 1−Dec. 31, 2021
Pricing:

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 content—text/copy and images; call for character count/complete specs and pricing.
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 to 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.

<table>
<thead>
<tr>
<th>Impressions</th>
<th>Pricing</th>
</tr>
</thead>
<tbody>
<tr>
<td>250,000</td>
<td>$14,000 (this number of impressions is best delivered over 2-3 months)</td>
</tr>
<tr>
<td>100,000</td>
<td>$7,500</td>
</tr>
<tr>
<td>50,000</td>
<td>$5,000</td>
</tr>
</tbody>
</table>

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.
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 nearly 60,000 subscribers, including dealers, general managers, automakers, suppliers and the media with an average open rate of 26 percent. Choice of banners or sponsored content; each has 100% SOV.

Pricing:

1. 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 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. NADA blog sponsored content — text/copy and images on both the blog and in NADA Headlines; contact us for character count/complete specs and pricing
7. 1200 x 100-pixel banner — $6,500 per month
NADA HEADLINES PM
NEW LOOK, MORE AD PLACEMENTS, SAME GREAT ANALYTICS (Starting January 2023)

NADA HEADLINES PM—launched in September of 2018—complements the popular NADA Headlines morning e-newsletter. With a new design and two additional banner placements, 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 26 percent.

Choice of four banners and pricing: (each banner has 100% SOV)

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
NADA EDUCATION—WEBINARS

$7,500 per webinar (for webinars presented after 1/1/2023)
Package discounts:
Three (3) webinars per calendar year: $18,000 total
Five (5) webinars per calendar year: $25,000 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 to NADA & ATD Members only.
- 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
  - EV
  - Fixed operations
  - Variable operations
  - Business development
  - Digital
  - Financial
  - Human resources
  - Marketing
  - Succession planning
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**

- 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**

- 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.

**Sales Contacts**

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