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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.

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

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.
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 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>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

NADA Headlines PM—the most recent addition to NADA’s digital offerings—complements the popular NADA Headlines morning e-newsletter. 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 nearly 60,000 subscribers and benefit from an average open rate of 26 percent.

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

1. 1200 x 100-pixel banner—$5,000 per month
2. 1200 x 100-pixel banner—$4,000 per month
NADA EDUCATION—WEBINARS

$5,000 per webinar
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, 1:00-1:30 ET
- Free to NADA members and non-members
- Recorded and available “on-demand” through nada.org for two years
- Up to 1,500 attendees (no minimum guaranteed)
- Deadlines and presentation requirements available on request
- Suggested topics:
  - Dealership Operations
  - 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 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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