



# ONLINE ADVERTISING

## WWW.NIADA.COM

- 5 Web Banner Rectangles on niada.com
- Each rectangle contains max of four client banners
- 4 Banners within a rectangle rotate every 10 sec.
- Monthly order rotation for maximum exposure
- Shared banners are static. Exclusive banner space can be animated

### WEB BANNER STATISTICS

- The Web banners on niada.com can be seen on all 550+ pages of our Web site.
- Over 500,000 visitors and over 1.7 million pageviews yearly  
Yearly impressions equal over 1.5 million per web banner

#### COSTS:

6 months - \$500/month  
12 months - \$475/month



**EXCLUSIVE BANNER \$700**

## WWW.NIADA.TV WWW.AUTOMOTIVECONSUMER.TV

- Menu page leader board web banners are available on both sites measuring 260x105 pixels
- Animated & static banners are accepted

### WEB BANNER STATISTICS

- Menu page banners can be seen on every page of the niada.tv Web site
- Over 30,000 video views per month on average
- Over 180,000+ visitors yearly

#### COSTS :

6 months - \$300/month  
12 months - \$275/month



**BANNER SPECS RECTANGLE BANNER: 185 X 60 PIXELS JPEG OR PDF**

# SPACE/ARTWORK DEADLINES 26TH OF THE MONTH PRIOR TO START OF EACH MONTH.

## WWW.USEDCARDEALERMAGAZINE.COM

- 2 exclusive animated banner placements available
- Banners viewed on the menu page of the website only
- Online advertising packages within the magazine are detailed on page 3 of this media kit

### WEB BANNER STATISTICS

- Over 7,750 online magazine page views per month
- Over 350 unique visitors per month

#### COSTS :

6 months - \$225/month  
12 months - \$200/month



## NIADA ASS'N ENOTES EMAIL NEWSLETTER

- Web banner placements available along the entire right side of the email
- Animated banners are accepted
- Monthly order rotation for maximum exposure

### ASS'N ENOTES STATISTICS

- eNotes distributed to over 35,000 dealer member an dealer industry emails at the end of each month

#### COSTS:

6 months - \$275/month  
12 months - \$250/month





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## NETWORKS



### DEALER NETWORK

A free network of educational training programs available exclusively for NIADA, NADA and NAAA members, their employees, and industry leaders and vendors. Located at [www.niada.tv](http://www.niada.tv), this network includes over 400 hours of educational training programs, industry news programs, industry highlights, as well as live broadcasts of industry events and educational sessions. All of these programs are designed to assist dealers in establishing and expanding their dealership operations and profitability.



## NIADA.TV ALSO HOSTS SEVERAL WEEKLY AND MONTHLY SPECIAL PROGRAMS AND LIVE BROADCASTS THROUGHOUT THE YEAR



### AUTOMOTIVE CONSUMER TELEVISION NETWORK

The Automotive Consumer Television Network, located at [www.autoconsumer.tv](http://www.autoconsumer.tv), provides consumers and car buyers free access to hundreds of auto-related short program segments and helpful hints. Programs on this network cover auto research, auto buying tips and paperwork issues, as well as post-purchase programs and tips covering topics such as warranties, insurance, service issues and auto maintenance. Also, tune in frequently for special entertainment and general automotive interest features.



### AUTOMOTIVE INDUSTRY NEWS

NIADA.TV's new "Automotive Industry News" program brings you the most up-to-date breaking news for both the franchise and independent dealer marketplace. Automotive Industry News brings it all to you as it happens, and also includes automotive industry analysis, new industry product and service offerings, technology updates, auction news, automotive stock market information and analysis, etc.etc. Automotive Industry News is brought to you in streaming video over the internet on [niada.com](http://niada.com), NIADA.TV, as well as on the Automotive Consumer Television network. As important news breaks, NIADA promotes this streaming video news segment to thousands of industry emails throughout the country. Commercial advertising is available throughout the broadcast.



## DEALER NETWORK

### REGULAR PROGRAMMING

- Training programs, seminars and educational sessions filmed nationwide at various automotive industry conferences and industry events.
- Programs focus on every aspect of the business, including Sales, Dealer Operations and Management, Legal/Regulatory Issues, Finance, Service, Motivational, etc.

### SPECIAL PROGRAMMING

- Programs covering special industry events
- Monthly "Street Smarts" program featuring Paul Webb
- "Tips Of The Week" & the monthly "Unbankable Customer", featuring George Dans
- "For Fun & Profit" featuring Jay Rose

### LIVE BROADCASTS

- Free and open to everyone who logs on to the network during the live broadcast and free rebroadcast time periods
- Unique educational and training seminars
- Coverage of live automotive special events and conferences
- Live Programs are re-broadcast throughout the year

### NIADA.TV STORE

- The NIADA.TV store offers one of a kind merchandise not found anywhere else on the Web.
- The NIADA.TV store offers DVD's and CD's of any and all educational programs on the network.



## WHO TUNES INTO NIADA.TV

The new NIADA.TV Network is freely accessible by all:

- 19,500+ NIADA Members (Independent Used Car Dealers)
- 18,000+ NADA Members (Franchise/New Car Dealers)
- 350+ NAAA Members (All auto auctions)
- 1,500+ Industry Leaders and Vendors
- **FREE FOR ALL VISITORS TO THE SITE.**

## AUTOMOTIVE CONSUMER TELEVISION NETWORK

### UNIQUE PROGRAMMING

- Hundreds of short program segments consisting of auto-related topics and helpful hints, specifically geared for the consumer.
- Ask the Car Counselor
- How to Buy a Car in 8 Steps
- Auto Buyer Insider
- Before You Buy

### AUTOMOTIVE ENTERTAINMENT FEATURES

- Unique programs produced for automotive enthusiasts.

### AUTOMOTIVE VENDOR INFORMERCIALS

- View info on the latest automotive products & services available to consumers.



## WHO TUNES INTO AUTOMOTIVE CONSUMER TELEVISION

- Consumers nationwide and abroad
- Consumers searching for automotive related topics & automotive products
- Consumers searching for car buying, helpful service tips & services
- Automotive enthusiasts looking for special entertainment features

# PROGRAMMING CATEGORY ADVERTISING/SPONSORSHIP RATES

NIADA.TV NETWORK PROGRAMMING IS DIVIDED INTO MAJOR CATEGORIES. BELOW ARE THE CATEGORY LISTINGS, AVERAGE YEARLY VIDEO VIEWS PER CATEGORY, AND THE ADVERTISING PACKAGE COST FOR EACH CATEGORY. SEE BOTTOM OF PAGE FOR ADVERTISING PACKAGE INCLUSIONS.

## REGULAR PROGRAMMING:

	AVG. YEARLY Video Views	MONTHLY Costs**
NEW PROGRAMS SECTION	14,432	\$1,000
OPERATIONS	32,704	\$1,500
SALES	35,802	\$1,500
REMARKETING	9,808	\$1,000 (SOLD)
LEGAL/REGULATORY	13,646	\$1,000
COMPLIANCE	13,380	\$1,000
F & I	30,454	\$1,500
SPECIAL FEATURES	14,432	\$1,000

## SPECIAL PROGRAMMING:

TIPS OF THE WEEK	20,616	\$1,500
STREET SMARTS	24,457	\$1,000
UNBANKABLE CUSTOMER	21,758	\$1,000
FOR FUN & PROFIT	10,056	\$500
AUTOMOTIVE DIGEST NEWS	5,045	\$300



## NEWS & LIVE BROADCAST COMMERCIAL PACKAGES: AUTOMOTIVE INDUSTRY NEWS

(One news program weekly if sponsored. News runs on both niada.tv and niada.com home pages, and emailed weekly to over 35,000 dealer and industry emails)

<b>ONE WEEK OF SPONSORSHIP</b> (ONE NEWS SHOW PER WEEK)	<b>\$3,000</b>
<b>ONE MONTH OF SPONSORSHIP</b> (MAX OF FOUR NEWS SHOWS PER MONTH)	<b>\$8,000</b>

\*\* COSTS BASED ON MINIMUM THREE MONTH COMMITMENT FOR EACH CATEGORY SPONSORSHIP.

## CATEGORY ADVERTISING PACKAGE INCLUSIONS

Each category listing has its own dedicated web page listing all of the program titles and program descriptions within that particular category. Each category web page will include:

- **CATEGORY PAGE STREAMING VIDEO COMMERCIAL:** When a viewer clicks on a particular category, a streaming video advertisement or sponsorship opening will automatically launch in a windows media player at the top of the category heading. We will accept a pre-produced :30 or :60 second spot from advertiser/sponsor OR NIADA.TV will create at no additional charge a simple category sponsorship intro for the client. Intro includes category sponsor "brought to you by" mention, logo swoop, company's tagline voiceover, and a graphic and voice-over listing contact information and website address. The automatic launch on the category page ensures a view even if they do not click on an actual video within that category.
- **SPONSOR WEB BANNER:** (185 x 600) with hyperlinks to your web site, placed to the far right of the category web page. Web banner can be animated and may also loop.
- **SPONSOR LOGO** and 2-3 sentence company description placed on the top of category web page next to the category video commercial.
- **WEBSITE LINKS:** Advertiser may also post NIADA.TV hyperlink to the category web page or to NIADA.TV home page from their web site.

## NOTE: SPECIAL PROGRAM SPONSORS

**ALSO RECEIVE SPONSORSHIP MENTION AND LOGO WITHIN THE WEEKLY OR MONTHLY SPECIAL PROGRAM EMAIL PROMOTIONS DISTRIBUTED TO OVER**

**35,000+ DEALER AND INDUSTRY EMAILS.**

# 2010 CLASSIC CAR AUCTION CIRCUIT

## SPONSORSHIP PACKAGES

ClassicCar.TV, NIADA.TV and Automotive Consumer Television present four action-packed live internet broadcasts of the country's largest and most outrageous Classic Car Auctions in 2010. Classic car enthusiasts from around the globe can easily catch all of the thrills by watching the most exciting classic car events via streaming video on the internet by simply logging onto [www.classiccar.tv](http://www.classiccar.tv), [www.niada.tv](http://www.niada.tv), or [www.autoconsumer.tv](http://www.autoconsumer.tv) during the event show times. Each event will also be re-broadcast on-demand for an entire year on all three automotive online networks, inclusive of all sponsor advertisements, commercials and web banners.



### FORT LAUDERDALE BEACH COLLECTOR CAR AUCTION • WAR MEMORIAL MUSEUM- FORT LAUDERDALE, FL

**JANUARY 8-10, 2010**

Hollywood Wheels starts out the new year with a bang hosting one of the most outrageous and exciting annual classic car auctions in the country. Last year's action packed 3-day event saw over 500 vehicles pass through the auction lanes, with one particular Cobra vehicle breaking a record by selling for well over \$3 million dollars. Thousands flock to Fort Lauderdale every January from countries across the globe to kick off the new classic car season in sunny South Florida, a mecca for classic car enthusiasts. The War Memorial Museum serves as the perfect backdrop for the event, providing a truly old-style classic ambiance.

### TOM MACK COLLECTOR CAR AUCTION • LOWES MOTOR SPEEDWAY - CHARLOTTE, NC

**APRIL 8 & 9, 2010**

Lowe's Motor Speedway's Food Lion AutoFair in Charlotte, NC is the World's Largest Automotive Extravaganza, offering something to please all car enthusiasts, no matter their particular field of interest. The four-day Food Lion AutoFair includes a two day collector car auction conducted by Tom Mack, as well as a three day car corral featuring nearly 1,500 vehicles of all makes and models from more than 50 clubs; thousands of parts and memorabilia vendors; unusual attractions. 300,000 participants attend this event annually.

### GRANT MILLER'S 9TH ANNUAL ANTIQUE & CLASSIC AUCTION • CENTRAL PENNSYLVANIA AUTO AUCTION - LOCKHAVEN, PA

**JULY 16 & 17, 2010**

Grant Miller's Antique and Classic car auction located in LockHaven, PA consigns some of the greatest collectible autos and trucks known to the industry and has buyers and sellers attending from 28 states. The 2009 auction sold 210 units out of 350 consignments with sales of over 5 million dollars. A car corral, located onsite, features nearly 200 vehicles of all makes and models that are available for sale or trade. Over 3,000 participants attend this event annually. The NIADA.TV live broadcast of the 2009 event drew over 100,000 live and re-broadcast viewers.

### WILDWOOD NJ BOARDWALK CLASSIC CAR AUCTION • WILDWOODS CONVENTION CENTER - WILDWOOD, NJ

**SEPTEMBER 24 & 25, 2010**

The Wildwood NJ Boardwalk Classic Car Auction boasts over two miles of classic cars and trucks from across the northeast and across the country. Hundreds of antique classic cars will be on display and over 325 cars will be offered for sale through this annual auction. This auction also includes a vendor fair with many car collectibles, parts and accessories, as well as a free concert on Friday night.

Classic car enthusiasts, dealers and automotive consumers from across the country will attend live and tune in to watch all the thrills and excitement for several of the country's best Classic Car Events. A live and highly-targeted viewing audience of over 350,000 is expected for all four events combined. Over 300,000 additional viewers are expected to tune in at their leisure to watch the re-broadcast of all four events on all three internet networks throughout the year. Over 10,000 participants will be attending the actual live events.

Each of the four (4) events offer the following items as sponsorship packages so as to maximize your exposure and to highlight your products and services to this huge and highly targeted live and viewer audience:

- Live broadcast online streaming video commercial advertising during each event (two (2) :30-:60 second commercial placements each day of the event) (and for the year long re-broadcast of the events on CLASSICCAR.TV, NIADA.TV, and AUTOCONSUMER.TV)
- Live Sponsor Interviews during the live broadcast of each event (for lead sponsors only)
- Display booths at the actual live event/free access to the event
- Sponsor logo recognition on Banners/Signage at the live event
- Web Banners on all three web sites where each actual event will be telecast online via streaming video
- Program Guide ads and pre-event sponsor recognition (where applicable)

## ADVERTISING PACKAGE RATES

PLATINUM "LEAD SPONSOR" PACKAGE (lead sponsor all four events) → \$ 20,000/YR  
 GOLD SPONSOR PACKAGE (lead sponsor for two of the four events) → \$ 12,000/YR

### INDIVIDUAL EVENT PACKAGE SPONSORSHIPS

FORT LAUDERDALE BEACH COLLECTOR CAR AUCTION, FORT LAUDERDALE, FL; January 8-10, 2010 → \$ 6,500.00  
 TOM MACK - COLLECTOR CAR AUCTION LOWES MOTOR SPEEDWAY, CHARLOTTE, NC; April 8-9, 2010 → \$ 6,900.00  
 GRANT MILLER'S ANTIQUE & CLASSIC AUCTION CENTRAL PA A/A, LOCKHAVEN, PA; July 16-17, 2010 → \$ 6,500.00  
 WILDWOOD NJ BOARDWALK CLASSIC CAR AUCTION WILDWOODS CONVENTION CENTER; Sept. 24-25, 2010 → \$ 6,500.00

### INDIVIDUAL COMMERCIALS

:60 SECOND Commercial (includes production and one (1) commercial placement at one event) → \$ 2,995.00  
 :30 SECOND Commercial (includes production and one (1) commercial placement at one event) → \$ 2,500.00  
 (additional commercial placements are \$500 per commercial spot after first placement)

## ALL PACKAGES INCLUDE FREE PRODUCTION OF A SIMPLE :30 COMMERCIAL SPOT

(WORTH THE PRICE OF EACH PACKAGE ALONE, AND PERMISSION TO USE THE COMMERCIAL IN OTHER MARKETING EFFORTS)