



# **LIVE BROADCAST COMMERCIAL ADVERTISING PACKAGES**

## **2012 WORLD AUTOMOBILE AUCTIONEER CHAMPIONSHIPS**

**NIADA.TV presents live broadcast coverage  
of the 2012 World Automobile Auctioneer Championships  
Friday, March 30  
Noon-6pm ET**

**LIVE COVERAGE WEBCAST:** on the home pages of NIADA.TV, NIADA.COM, & WAACNET.NET

**EXPECTED VIEWING AUDIENCE:** Auto Dealers, Auction Industry Leaders & Executives, Auto & Auction Enthusiasts\*  
*\*NIADA.TV's last similar live broadcast of "Grant Miller's Classic Car Auction" attracted over 78,000 viewers*

## **LIVE BROADCAST COMMERCIAL ADVERTISING**

Deliver a high impact and very targeted message to key auto and auction industry decision makers and/or to auto and auction enthusiasts worldwide with a live broadcast streaming video commercial advertising package during the 2012 WAAC.

### **COMMERCIAL ADVERTISING AVAILABILITY**

Eight commercial breaks totaling opportunities for up to (18) :60 second commercial spots are now available for sale.

### **LIVE BROADCAST COMMERCIAL PLACEMENT COSTS**

*(Costs below based on placement of a :60 second spot) (times are approximate)*

**\$2,500/spot** OPENING BREAK: (2) :60 second spots; (12:10-12:12 pm ET)

**\$2,500/spot** BREAK JUST BEFORE ANNOUNCEMENT OF WINNER: (4) :60 second spots; (5:16-5:20 pm ET)

**\$2,250/spot** BREAK BETWEEN WINNER ANNOUNCEMENT & WINNER INTERVIEW (2) :60 second spots; (5:46-5:48pm ET)

**\$1,950/spot** MIDDLE BREAKS: (5) middle breaks total.; (2) :60 second spots per middle break

\* 12:24-12:26 pm ET

\* 1:31-1:33 pm ET

\* 2:21-2:23 pm ET

\* 3:01-3:03 pm ET (end of preliminary rounds of competition)

\* 3:23-3:25 pm ET (last break before uninterrupted coverage of final round of competition)

### **COMMERCIAL PRODUCTION**

Simply provide us your fully produced :30 or :60 second streaming video commercial, OR, let NIADA.TV produce a simple :30 or :60 second commercial video for you for pennies on the dollar compared to other television commercial production companies. Simply provide us the voice script, your logo, any images, graphics or still shots you would like to use, and we'll provide the rest.. Once fully produced and approved, the spot is yours to keep for your other marketing efforts (i.e.— as a reel for your expo booth, to display on your website, as a presentation leave behind or promotional item, etc)

### **RESERVE YOUR 2012 WAAC LIVE BROADCAST COMMERCIAL TODAY**

Contact Chase Tidwell or Troy Graff at 817-640-3838

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For More information on the 2012 WAAC, visit [http://www.niada.com/world\\_automobile\\_auctioneers\\_championship.php](http://www.niada.com/world_automobile_auctioneers_championship.php)