



# Online Advertising

## WWW.NIADA.COM

- (8) Exclusive Banner Boxes seen on all pages on NIADA website. Various Sizes. Animated GIFS are accepted for exclusive banners.
- (8) Scrolling Bar Web Banners at the bottom of NIADA website seen on all pages of the NIADA website. Scrolling Bar banners are static jpeg images only (no animated gifs.)

### Banner Sizes/Cost

- (1) Exclusive Top Banner: 200 x 200 pixels. \$600-\$625 per month. Minimum 6 month commitment.
- (5) Exclusive Rectangle Banners: 200 x 90 pixels. \$500-\$525 per month. Minimum 3 month commitment.
- (2) Exclusive Vertical Banners: 90 x 300 pixels. \$500-\$525 per month. Minimum 3 month commitment.
- (8) Scrolling Bar Web Banners: 200 x 90 pixels. \$375-\$400 per month. Minimum 3 month commitment.

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

- Menu page leaderboard banners are available on both sites. Animated GIFS are accepted for both sites.

### Banner Sizes/Cost

- (1) Leaderboard Banner/site- 260 x 105 pixels. \$275-\$300 per month. Minimum 6 month commitment.

## WWW.USEDCARDEALERMAGAZINE.COM

- (2) Exclusive Sponsorship banners are available. Animated GIFS are accepted.

### Banner Sizes/Cost

- (2) Exclusive Banners: 200 x 90 pixels. \$200-\$225 per month. Minimum 6 month commitment.

## NIADA ASS'N E-NOTES EMAIL NEWSLETTER

- (10) Exclusive Banner Spots are available. Animated GIFS are accepted.

### Banner Sizes/Cost

- (10) Exclusive Banners: 200 x 90 pixels. \$250-\$275 per month. Minimum 3 month commitment.



The screenshot shows the NIADA website interface with various advertising options. On the right side, there are several 'EXCLUSIVE HORIZONTAL BANNER' spots with pricing ranging from \$500-\$525 per month to \$600-\$625 per month. At the bottom, there is a 'QUICK LINKS' section and a table of advertising rates for different banner sizes and durations.

MOVING BAR BANNER	BOTTOM MOVING BAR BANNER	BOTTOM MOVING BAR BANNER	BOTTOM MOVING BAR BANNER	BOTTOM MOVING BAR BANNER
200 x 90 \$275 per month (minimum 3 month commitment) (animated gif)	200 x 90 \$200-\$225 per month (minimum 3 month commitment) (static jpeg)	200 x 90 \$200-\$225 per month (minimum 3 month commitment) (static jpeg)	200 x 90 \$200-\$225 per month (minimum 3 month commitment) (static jpeg)	200 x 90 \$200-\$225 per month (minimum 3 month commitment) (static jpeg)



## ONLINE STATISTICS

**NIADA.COM:**  
303,490+ visitors per year. 7,036,092+ page views per year.

**NIADA.TV:**  
180,000+ visitors per year. 30,000+ video views per month.

**USEDCARDEALERMAGAZINE.COM:**  
Over 400 Unique visitors per month, and 8,000+ magazine page views yearly.

**ASS'N E-NOTES E-MAIL NEWSLETTER:**  
Distributed to over 28,000 dealer and industry e-mails monthly