



NIADA.TV is a free network of educational and training videos available for all franchise and used car dealers, NAAA members, industry leaders, vendors, and all dealership staff. NIADA.TV includes over 500 hours of free dealer educational videos, industry news programs, industry highlights, monthly special program series, as well as live webcasts of industry events and educational sessions. The NIADA.TV network is divided into 10 Channels, each designed to assist dealers and their staff in establishing and expanding their dealership operations and profitability. The leading trainers, researchers and experts in the automotive field are highlighted in videos throughout each channel.

**REGULAR PROGRAMMING**

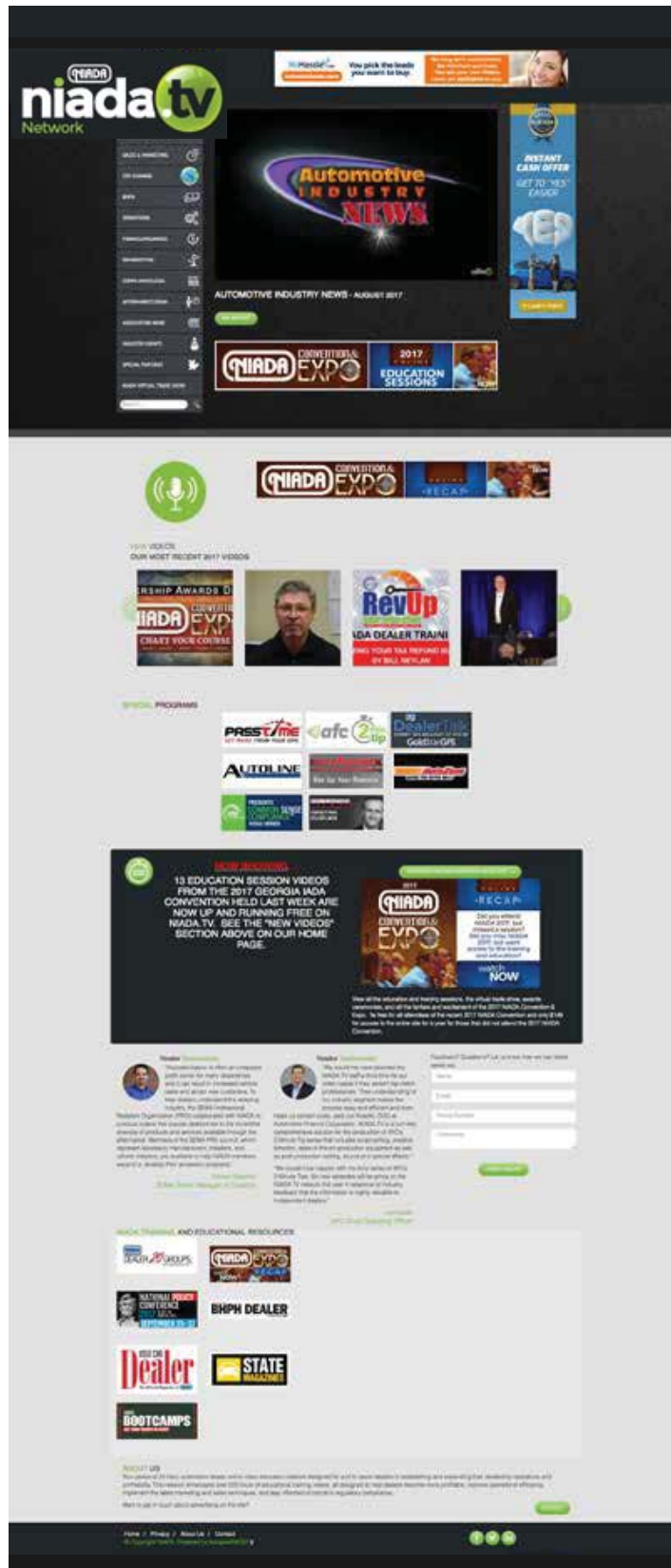
Dealer educational sessions are filmed regularly at various automotive conferences, national and state conventions, and at industry events throughout the year. Programming is updated regularly on the site, and placed within the appropriate network channel. The channel menu is located to the left of the home page. Channels include Sales/Marketing, CPO, BHPH, Operations, Finance/Insurance, Remarketing, Compliance/Legal, Aftermarket/SEMA, Association News, Industry Events, and Special Features. Dealers can also share all NIADA.TV videos via their social media outlets, and can rate and provide feedback and comments on all videos offered throughout the site. If you are interested in NIADA.TV filming your upcoming convention, conference, or automotive special event, contact NIADA at 817-640-3838.

**SPECIAL MONTHLY PROGRAMMING**

Many industry partners and vendors team with NIADA.TV to provide a series of monthly short video tips and tools of the trade to assist in your everyday business. Each series has its own dedicated web page on NIADA.TV. These series can be found midway down the home page of [www.niada.tv](http://www.niada.tv). NIADA.TV promotes these special program series updates monthly via email campaigns, on the NIADA Facebook Page, and in various other NIADA dealer communications. If you would like to team with NIADA.TV to offer a monthly special program series, call NIADA at 817-640-3838.

**LIVE WEBCASTS**

NIADA.TV provides live coverage of industry events throughout the year via our live online webcasts, such as the yearly World Automobile Auctioneer Championships (WAAC), the yearly NIADA National Quality Dealer of the Year Awards, and other live automotive events and live educational opportunities. Simply go to the home page of [www.niada.tv](http://www.niada.tv) and click on the live webcast promo banners to have a front row seat to the biggest and best automotive events in the industry. If you are interested in NIADA.TV filming and offering your special event via our live webcast services, contact NIADA at 817-640-3838.



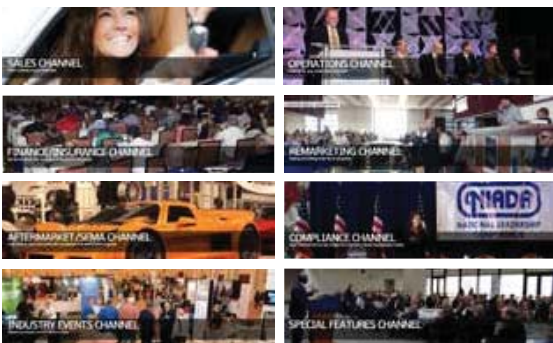
# ADVERTISING/SPONSORSHIP RATES

## www.niada.tv CHANNEL SPONSORSHIPS

NIADA.TV network programming is divided into 10 Channels, each providing advertisers a very highly targeted opportunity to market products and services directly related to the content of each channel. Each channel has its own dedicated web page displaying and listing all of the videos and program titles within that particular channel.

### INDIVIDUAL CHANNELS

- **SALES/MARKETING**  
Sales Training at your Fingertips
- **CPO**  
How to Develop a Profit from a CPO Program
- **BHPH**  
How to profit from your BHPH business.
- **OPERATIONS**  
Training for your entire dealership staff.
- **FINANCE/INSURANCE**  
Get the latest on the lending and insurance landscapes.
- **REMARKETING**  
Buying and Selling is the key to all profits.
- **COMPLIANCE/LEGAL**  
Stay informed and on top of legal and regulatory issues facing dealers today.
- **AFTERMARKET/SEMA**  
Learn how to start and profit with accessories and aftermarket products.
- **ASSOCIATION NEWS**  
Get your Local, state and national information here.
- **INDUSTRY EVENTS**  
Missed an industry event? Watch it here.
- **SPECIAL FEATURES**



### CHANNEL SPONSOR PACKAGE INCLUSIONS

1. 30 second video commercial that automatically launches in front of every video listed within that channel
2. 728x90 web banner on the channel page - includes link to your web page
3. 185 x 600 banner next to the video player of every video within that channel - includes link to your web page

### CHANNEL SPONSORSHIP RATES:

SPONSORSHIP OF 1 CHANNEL  
\$700/MONTHLY

SPONSORSHIP OF 2 CHANNELS  
\$625 PER CHANNEL PER MONTH

SPONSORSHIP OF 3-4 CHANNELS  
\$575 PER CHANNEL PER MONTH

EXCLUSIVE SPONSOR OF ALL CHANNELS  
\$500 PER CHANNEL (\$5000 MONTHLY)

\*\*Costs based on minimum three month consecutive commitment.

NIADA.TV'S Automotive Industry News is a weekly news magazine that brings you a variety of news, information, trends, highlights of NIADA events and fun features from throughout the automotive world. Automotive Industry News is brought to you in streaming video over the Internet on the home pages of NIADA.TV and NIADA.com, as well as on NIADA's YouTube channel. NIADA promotes this streaming video news magazine to thousands of industry emails throughout the country. Commercial advertising is available throughout the webcast. **Contact Chase Tidwell or Troy Graff for more information.**



### AIN WEEKLY SPONSORSHIP PACKAGE INCLUSIONS

The weekly NIADA.TV Automotive Industry News Sponsorship package is the best online advertising package that NIADA offers. The combined impressions of all of the creative units included in this sponsor package below **22,000 total impressions per week.**

Sponsor Package includes the following creative units and impressions:

1. Video opening sponsorship mention (10 second script)
2. Video opening logo swoop as sponsor voice over is heard
3. (2) Commercial spots within the weekly AIN news program
4. 185X600 web banner home page of niada.tv
5. 200x90 logo, one sentence company description, and 185 x 600 web banner for the weekly AIN email promo that NIADA sends out to over 20,000 dealer and industry emails to promote the new weekly show
6. Sponsorship mention within the weekly AIN Facebook wall post.

### AIN WEEKLY SPONSORSHIP COSTS

One Week of AIN Package Sponsorship: **\$1,750 net per week**

3-6 weeks of AIN Package Sponsorship: **\$1,700 net per week**

7+ weeks of AIN Package Sponsorship: **\$1,600 net per week**

### WEEKLY AIN IMPRESSIONS & VIDEO VIEWS

Weekly Impressions from video: 15,000 to 20,000

Weekly impressions from home page AIN banner: 8,000 to 10,000

Weekly Impressions from weekly AIN email promo: 4,000 to 7,000

Weekly Impressions from Facebook AIN promo: 300-750

**Total Weekly AIN Impressions: 75,000 to 100,00**



### NIADA.TV NOTES: