

ONLINE ADVERTISING

www.niada.com

- Expandable/Collapsible Leaderboard Banner displayed at the top of the home page of niada.com. Banner Sizes: 990x65 and 990x350 Static JPEG or animated GIF. **\$800 monthly**. (20,000 to 25,000+ impressions monthly.)
- (15) Exclusive Banner units displayed on the right side of almost every page of the niada.com website. Various Sizes. Static JPEG or animated GIF. **\$400 to \$650 per month**, depending on size and placement. Minimum six month run. Ask your advertising representative for availability. (16,000 to 20,000+impressions monthly.)
- (8) Scrolling Banners displayed at the bottom of almost every page of niada.com website. Banner Size: 200x90. Static JPEG or animated GIF. **\$350-\$375 per month** depending on placement and length of run. Minimum six month run. Ask your advertising representative for availability. (16,000 to 20,000+impressions monthly.)



www.niada.tv

- (1) Exclusive NIADA.TV "Home Page Leaderboard Banner." Banner Size: 728x90. Static JPEG or animated GIF. **\$650 per month**. Minimum three month run. (20,000 to 25,000 page views/impressions monthly.)



www.UsedCarDealerMagazine.com

- (2) Exclusive Banners displayed on the home page of each online issue. Banner Size 200x200. Static JPEG or animated GIF. **\$200 per month**. Minimum three month run. (700-900 unique visitors monthly, and 8,500 to 11,000 online issue page views monthly.)



NIADA'S ONLINE PROGRAMMATIC AD CAMPAIGNS

TARGET YOUR ONLINE ADS TO DEALERS ACROSS THE ENTIRE WEB.

THROUGH SOPHISTICATED TECHNOLOGY (we're not talking about basic retargeting) you can display advertising messages across most major website properties targeting independent dealers. This allows you to reach the exact right audience and achieve higher-quality clicks and traffic.



ACHIEVE MORE THAN 40,000 IMPRESSIONS PER MONTH and reach more than 14,000 verified NIADA members.

Rates start at just \$20 CPM for a minimum buy of 100,000 impressions. Purchase a maximum impression campaign to secure a \$15 CPM.

After booking your campaign you will have access to your own portal to review campaign performance and a team to help you adjust and optimize your campaign.

For more information contact Troy Graff at 817-640-3838 troy@niada.com



CAMPAIGNS CAN DELIVER THE FOLLOWING AD SIZES:

- 300 X 250
- 250 X 250
- 336 X 280
- 200 X 200
- 728 X 90
- MOBILE : 320 X 50
- 468 X 60
- MOBILE : INTERSTITIAL : 320 X 480

WE RECOMMEND UTILIZING THE MOST POPULAR SIZES WHICH ENSURE EFFICIENT USE OF IMPRESSIONS

- 300 X 250
- 728 X 90
- 160 X 600
- MOBILE : 320 X 50

Incorporate multiple ad sizes into any campaign as long as they all resolve to the same page in a campaign. Or setup multiple campaigns with multiple landing pages.

Max file size is 40kb

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