

NADA's AutoExec

	JAN	FEB	MAR	APR	MAY	JUN
	AD CLOSE 11-24-08 MATERIALS 12-01-08	AD CLOSE 12-11-08 MATERIALS 12-15-08	AD CLOSE 2-02-09 MATERIALS 2-09-09	AD CLOSE 3-02-09 MATERIALS 3-09-09	AD CLOSE 4-02-09 MATERIALS 4-09-09	AD CLOSE 5-04-09 MATERIALS 5-11-09
	CONVENTION				NADA DATA	
EDITORIAL FOCUS	<ul style="list-style-type: none"> ▼ NADA Pre-Convention Issue ▼ Year 2009 Forecast 	<ul style="list-style-type: none"> ▼ NADA Convention Issue 	<ul style="list-style-type: none"> ▼ NADA Post-Convention Issue ▼ Annual Directory of Key Dealer/Automaker Contacts ▼ Annual Training/Retaining Issue 	<ul style="list-style-type: none"> ▼ Dealer Financing Update ▼ Computer/High-Tech: Latest Products for the Dealership 	<ul style="list-style-type: none"> ▼ NADA Data 2009: Department-By-Department Stats and Trends 	<ul style="list-style-type: none"> ▼ Service/Parts/Body Shop ▼ Summer Sales/Financing Tips
		<p>BONUS DISTRIBUTION</p> <p>NADA Convention & Exposition January 24-27, 2009 New Orleans, LA</p> <p>ADVERTISER EXTRA</p> <p>Free Laminate Ad Display Easels For Exhibitors</p>			<p>BONUS DISTRIBUTION</p> <p>ATD (American Truck Dealers) Convention & Exposition April 18-20, 2009 Gaylord National, Washington, DC</p>	<p>BONUS DISTRIBUTION</p> <p>Other Key NADA Events Throughout the Year</p>

CONVENTION GUIDE

AD CLOSE 12-11-08
MATERIALS 12-15-08

▼ NADA Official
Convention Guide

BONUS DISTRIBUTION
inserted in Attendee Bags
NADA Convention & Exposition
New Orleans, LA ▼ January 24-27, 2009

2009 EDITORIAL CALENDAR

BUILD YOUR BRAND ALONGSIDE THE INDUSTRY'S MOST TRUSTED BRAND

JUL	AUG	SEP	OCT	NOV	DEC
AD CLOSE 6-02-09 MATERIALS 6-09-09	AD CLOSE 7-02-09 MATERIALS 7-09-09	AD CLOSE 8-03-09 MATERIALS 8-10-09	AD CLOSE 9-03-09 MATERIALS 9-10-09	AD CLOSE 10-02-09 MATERIALS 10-09-09	AD CLOSE 11-02-09 MATERIALS 11-09-09
GREEN ENERGY					CONVENTION
<ul style="list-style-type: none"> ▼ Annual Green/Energy Issue ▼ NADA Dealer Attitude Survey 	<ul style="list-style-type: none"> ▼ Online Overview ▼ Dealer Financing Special Section 	<ul style="list-style-type: none"> ▼ Used Car/Leasing/Auctions ▼ Sales and Financing ▼ Special Child Safety Seat Campaign 	<ul style="list-style-type: none"> ▼ Advertising/Marketing/Promotions ▼ eSales, eService, and eFinance 	<ul style="list-style-type: none"> ▼ Aftermarket Roundup ▼ Dealer Financing Forum ▼ Annual Special Advertorial Section 	<ul style="list-style-type: none"> ▼ Who's In, Who's Out at the Automakers ▼ Best & Worst of 2009 ▼ NADA Dealer Attitude Survey
<p>BONUS DISTRIBUTION</p> <p>NADA Board of Directors Meeting</p> <p>ADVERTISER EXTRA</p> <p>Free Ad-Performance Study</p>		<p>BONUS DISTRIBUTION</p> <p>NADA's Annual Washington Conference</p>	<p>BONUS DISTRIBUTION</p> <p>SEMA Pre-show Issue</p> <p>NADA Board of Directors Meeting</p>		<p>ADVERTISER EXTRA</p> <p>Discount for advertisers starting their 2010 NADA Convention campaigns in this issue</p>

EDITORIAL FOCUS

FEATURED EACH MONTH

- ▼ Dealer Financing
- ▼ Vehicle Sales
- ▼ Fixed Ops
- ▼ Web Update
- ▼ Aftermarket
- ▼ 20 Group Tips
- ▼ Buyer's Guide