

NADA's AutoExec

NADA HEADLINES E-NEWSLETTER SPONSORSHIPS

NADA Headlines is NADA's daily e-newsletter communication, distributed to more than 35,000 subscribers, including NADA Members, Dealers, and all media.

NADA HEADLINES ONLINE FACTS

- 30% average open rate
- 2% unsubscribe rate

SITE PLACEMENT



NADA HEADLINES
A Service of the Public Affairs Group at the National Automobile Dealers Association

Thursday, Jan. 29, 2009

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At a Glance...

TOP STORIES

- ▶ More Consumers Ready to Buy Cars, Data Show
- ▶ Auto Dealers See Uptick at Lots Since Bailout
- ▶ Ford Loses \$5.9B in 4Q, Says Still Won't Seek Aid
- ▶ GM Ends Job Bank; Chrysler Warns Suppliers
- ▶ Struggling Auto Parts Suppliers Prepare to Seek Federal Aid
- ▶ Ford Hybrid Owners to Get Tax Credit
- ▶ Toyota Recalls Yaris Cars Over Safety Issue

NADA UPDATE

- ▶ NADA Study Finds Double Regulating Fuel Economy by States Harmful to Struggling Auto Industry
- ▶ NADA, SBA and NAMAD Launch Campaign on Dealer Eligibility for SBA Guaranteed Loans
- ▶ Understanding TALF

Featured Video



Click here to see why New Orleans is still America's premier convention city.

TOP STORIES

[More Consumers Ready to Buy Cars, Data Show](#)

Your Info Here



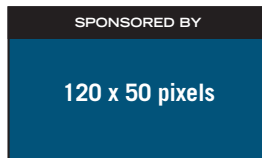
NADA, the Voice of the Dealer, represents more than 20,000 new car and truck dealers, with more than 43,000 franchises, both domestic and international.

2009 NADA HEADLINES SPECS & RATES

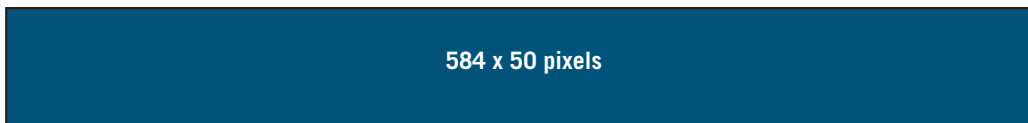
AD SIZES & SPECIFICATIONS

E-newsletter Sponsorships will be static or animated files, customized with a black bar on top announcing “SPONSORED BY.” The sponsorship will appear in the upper right-hand corner of the e-newsletter, next to “NADA Headlines.” The thumbnail will be provided by the advertiser as a JPG or GIF file, and can contain a logo, method of contact, and tag line. Each thumbnail will link to the sponsor’s specified Web page. The sponsorship also includes a horizontal banner ad at the footer of the page. Third-party ad tags are accepted.

- Thumbnail specs: 120 x 50 pixels, 72dpi, not to exceed 15K



- Banner specs: 584 x 50 pixels, 72dpi, not to exceed 20K



BONUS SPONSORSHIP

Includes exclusive sponsorship of the NADA Headlines page: www.NADA.org/NADAheadlines.

NADA HEADLINES RATES

\$6,325 gross/monthly sponsorship

DISCOUNTS

AutoExec print advertisers receive a 10% discount on NADA.org online advertising sponsorships. Six-month insertions receive a 10% discount. Twelve-month insertions receive a 15% discount.

PRODUCTION INFORMATION

E-mail materials to caddington@nada.org. Include all files, URL details, alt text (maximum of 10 words), and any other instructions. Creative is due 10 business days prior to the first of the month.

GENERAL INFORMATION

NADA has the right to refuse placement of any advertisement that violates NADA advertising guidelines.