



**NIADA**

Media Kit 2022

# Your Access to the Used Car Dealer Community

---

# OVERVIEW

---

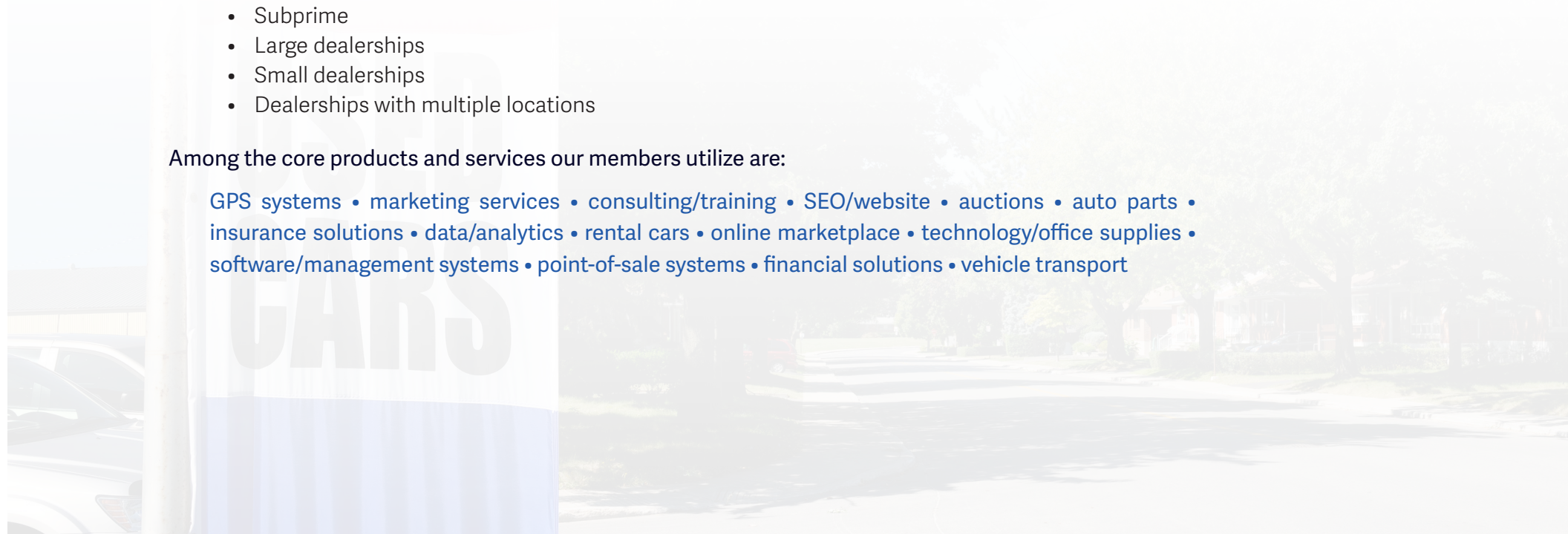
**The National Independent Automobile Dealers Association connects you with the world's largest, most engaged network of used auto dealers.**

The National Independent Automobile Dealers Association is the largest trade association in the used automobile industry. Our members represent all segments of the industry and are comprised of key decision makers. The segments include:

- BHPH
- LHPH
- Retail
- Subprime
- Large dealerships
- Small dealerships
- Dealerships with multiple locations

Among the core products and services our members utilize are:






GPS systems • marketing services • consulting/training • SEO/website • auctions • auto parts • insurance solutions • data/analytics • rental cars • online marketplace • technology/office supplies • software/management systems • point-of-sale systems • financial solutions • vehicle transport



# WHAT ARE YOUR GOALS?

Whether you want to showcase your expertise, create buzz about your brand or close sales, NIADA can help.

The National Independent Automobile Dealers Association has a variety of traditional and customized solutions to help your company actively engage with auto dealers. Whether your firm is making an auto industry debut, strategically launching a new product or planning a multi-platform marketing campaign with lead generation tactics, NIADA has the strongest reach and array of customized solutions to deliver results.

					
Advertising Opportunity	Lead Generation	Thought Leadership	Speaking Opportunities	Brand Awareness	Event Engagement
Corporate Partners	✓	✓	✓	✓	✓
Webinars	✓	✓	✓	✓	
E-Newsletter	✓	✓		✓	
Banner Ads	✓			✓	
Programmatic	✓			✓	
Conference/Expo	✓	✓	✓	✓	✓
Sponsored Content		✓			
Benefit Program	✓			✓	

# Corporate Partners

---





**NIADA**



# NATIONAL CORPORATE PARTNER

The National Corporate Partner (NCP) program grants exclusive access and marketing opportunities not made available to other companies.

NCPs are cornerstone supporters of NIADA and in return NCPs receive maximum business exposure, including exclusive opportunities, for their advertising dollar. This long-term partnership is the most cost-efficient and ubiquitous way to connect with the used auto dealer community.

Level	Minimum Investment*					Print/Ad Discount	Digital Ad Discount	Quarterly Listing in UCD
		Sponsored Emails - Up To	Listed on NCP Web Page	Logo on NIADA.com Homepage	Logo in Convention UCD Ad			
Diamond	\$100,000	4	Featured	✓ + link	✓	25%	25%	✓
Platinum	\$75,000	3	✓	✓	✓	20%	20%	✓
Gold	\$50,000	2	✓			15%	15%	✓
Bronze	\$25,000	1	✓			10%	10%	✓

## Additional Benefits:

- Priority booth placement
- Priority ad placement
- Unlimited usage of NCP logo
- First rights to new marketing opportunities
- Optional inclusion in convention Scavenger Hunts

\*Minimum investment includes licensing fee. Sponsored emails are optional and purchased emails count towards minimum investment.

# **NATIONAL MEMBER BENEFIT**

---

## **Drive traffic and convert sales by participating in The National Member Benefit program.**

Do you have a product or service you would like to offer to the NIADA Members? Get in front of the NIADA Membership base in the most exciting of ways because some truly are in it just for the discounts.

### **WHAT WE NEED FROM YOU**

- A meaningful discount offering for NIADA Members towards company products and/or services
- Yearly branding licensing fee of \$4,000
- Yearly minimum advertising spend of \$11,000

### **WHAT YOU GET FROM US**

- A quarterly listing in Used Car Dealer Magazine
- Listing in Member Benefits in NIADA Member web-based portal - Growth Zone
- Strategic marketing planning assistance



# Digital

---

**NIADA**

# NIADA.COM BANNER ADS

Growing your visibility online is easy with the active and engaged NIADA audience.

NIADA.com/Dashboard, our News pages, is a multi-media hub that offers exclusive resources, industry education, insights and data, policy information and news for each niche of the used auto industry. The construction of Dashboard allows for user-friendly browsing, sharing and searches resulting in longer sessions.

Reach your target audience, increase brand awareness and capture leads utilizing web banner advertising. Take brand awareness and product education to the next level with video advertising.

U.S. adults spend **12 hours** per day connected to media.<sup>1</sup>

American adults spend **5.5 hours** per day consuming video content.<sup>2</sup>

Position	Specs	Rate per Month
Dashboard Home Leaderboard	970 x 66	\$1,600
Dashboard Home Mega Banner	1200 x 250	\$1,600
Dashboard In-article Road Block	700 x 180 300 x 600	\$1,600
Dashboard Videos pre-roll	15 seconds 30 seconds	Contact Your Rep

1. Nielsen April 2020 Total Audience Report; average time spent per Adult 18+ per day for Q4 2019, based on total U.S. population.

2. Nielsen April 2020 Total Audience Report; average time spent per Adult 18+ per day on video for Q4 2019, based on total U.S. population.



# NIADA.COM BANNER ADS

## Specifications & Placement

Format: JPEG or GIF file; three loop animation; 40 kb max. Artwork delivered 5 business days before the month of placement.

### DASHBOARD HOMEPAGE

The screenshot shows the NIADA Dashboard homepage with a navigation bar at the top containing links for RETAIL, BHPH, TECHNOLOGY, FINANCE & INSURANCE, SALES & MARKETING, and VIDEOS. Below the navigation bar, there are three featured articles in a row, each with a thumbnail image and a title. Below these articles, there is a large blue banner labeled 'leaderboard 970 x 66'. Further down, there is a section titled 'FEATURED' and 'DASHBOARD'S TOP 8' which displays four more articles in a grid. At the bottom of the page, there is a large blue banner labeled 'mega banner 1200 x 250'.

### IN-ARTICLE - ROAD BLOCKING

The screenshot shows an in-article banner ad placement on the NIADA website. The article is titled 'Putting Digital Ad Dollars to Work Using AI' by Neal Gann, dated August 25, 2021. The banner ad is a large blue rectangle with the text 'in-article 700 x 180'. Below the banner, there is a paragraph of text. To the right of the article, there is a sidebar with a section titled 'TOP POSTS' which lists several other articles. At the bottom right of the page, there is a large blue rectangle with the text 'in-article skyscraper 300 x 600'.

# PROGRAMMATIC

Extend the reach and precision of your NIADA banner ads marketing campaign by including programmatic.

Studies show that brand awareness through repeat exposure drives purchasing relationships. Now you can be omnipresent.

Your campaigns will target our extensive database of used auto dealers as they visit 100s of the most trafficked websites on the internet, such as: Yahoo! News, Facebook, FoxNews, WSJ, CNBC, MSN, CNN, NY Times, ESPN, USA Today, FoxSports, CBS Sports, NBC News, BuzzFeed, Washington Post, Huffington Post and many more.

Rates Start at: **\$2,550/month (Diamond Partner Rate)**

Minimum Impressions: **100,000**

Specs: **300 x 250, 728 x 90, 160 x 600, 320 x 50**


## Additional Features:

- A/B testing available
- Results report per month
- Native ads available
- Video available



## BHPHINFO.COM BANNER ADS

### HOMEPAGE


[Stay Connected](#) • [Home](#) • [NIADA](#) • [NABD Expo](#) • [BHPH Library](#) • [Magazines](#) • [Resources](#) •

[Join Us!](#)

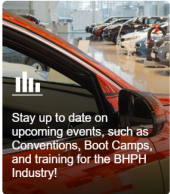
### Join. Benefit. Profit. Grow.

NABD is the only national organization created to represent Buy Here-Pay Here Dealers and the BHPH industry, providing BHPH-specific education and information, and advocating for the BHPH industry in Washington and across the nation.

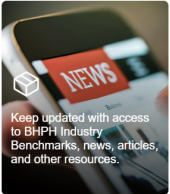
[Become a Member](#)
[How NABD Works](#)

leaderboard 1150 x 150

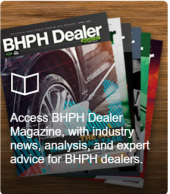
#### What can NABD help you do?



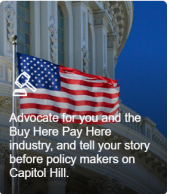
Stay up to date on upcoming events, such as Conventions, Boot Camps, and training for the BHPH Industry!



Keep updated with access to BHPH Industry Benchmarks, news, articles, and other resources.



Access BHPH Dealer Magazine, with industry news, analysis, and expert advice for BHPH dealers.



Advocate for you and the Buy Here Pay Here industry, and tell your story before policy makers on Capitol Hill.

square 200 x 200

square 200 x 200

square 200 x 200


square 200 x 200

### HOMEPAGE CONTINUED

### Get the knowledge and expertise necessary to operate your business more profitably.

The National Alliance of Buy Here, Pay Here Dealers (NABD) is an association focusing exclusively on the needs of the BHPH industry and is dedicated to improving the quality of BHPH dealers through education, ongoing training, and by promoting the interests of self-finance dealers nationwide.

[BHPH Library](#)



island 200 x 90

island 200 x 90

island 200 x 90

island 200 x 90

island 200 x 90

island 200 x 90

island 200 x 90

island 200 x 90

Format: JPEG or GIF file; three loop animation; 40 KB max. Artwork delivered 5 business days before the month of placement.

Position	Specs	Rate per Month
Leaderboard	1150 x 150	\$600
Square	200 x 200	\$400
Island	200 x 90	\$250

# UCD.COM BANNER ADS

## Specifications & Placement

### HOMEPAGE

USED CAR DEALER MAGAZINE

UCD

leaderboard 928 x 90

Used Car Dealer, the official monthly magazine of NIADA, offers current news and info on industry trends, technology, financing, marketing and dealership operations designed to increase profitability.

Current Issue

Exclusive Online Articles

**Get Back**  
To Maximize Profit with Inventory Low and Prices High, the Back End is the Place to Start

**Dust Off Your 2008 Playbook**  
You Might Want to Forget the Great Recession, But Its Lessons Are Worth Remembering in the COVID Era

**The Difference-Maker**  
Raise Your Digital Merchandising Game to Ramp Up Your Online Showroom And Maximize Conversion

**Social Media**  
Now Is the Time to Revise Your Social Media Strategy

**The Express Lane**  
Learning About Your Customer Is the Key to a Four-Step Process to Close – and Speed Up – Your Sales

More Exclusive Online Articles

UCD

WWW.USEDCARDEALERMAGAZINE.COM

\$80 ANNUALLY

CLICK HERE TO SUBSCRIBE

Format: JPEG or GIF file; three loop animation; 40 KB max. Artwork delivered 5 business days before the month of placement.

Position	Specs	Rate per Month
Leaderboard	928 x 90	\$500
Square	200 x 200	\$250

square  
200 x 200

square  
200 x 200

square  
200 x 200

square  
200 x 200



# DAILY INDEPENDENT

The Daily Independent, positioned as an authoritative voice in the industry, is a great vehicle for your message.

First thing each morning, NIADA members and thousands of others receive the latest and most valuable news from the auto industry in this streamlined, news headlines email.

## PLACEMENT & RATES PER WEEK

### LEADERBOARD

Rate: \$2,750

Specs: 600X66, jpg or gif, 30 - 50K, no flash, include url

### ISLAND

Rate: \$2,750

Specs: 150x150, jpg or gif, 30 - 50K, no flash, include url

### BOTTOM BANNER

Rate: \$1,750

Specs: 600x66, jpg or gif, 30 - 50K, no flash, include url



December 8, 2021

leaderboard 600 x 66

#### Auto Market Weekly Summary

New daily COVID-19 cases increased week over week as cases remain elevated about where they have been for the last two weeks...

[Get the Full Story: Cox Automotive](#)

#### 3 Enhancements to AgoraInsights

Agora Data added more technological horsepower to its platform aimed to help buy-here, pay-here dealerships gain more financial information...

[Get the Full Story: BHPH Report](#)

#### 2022 Forecast Calls for 15.5 Million U.S. Sales, Up 2.7%

Analysts for IHS Markit expect U.S. light-vehicle sales and North American production to rebound in 2022 and 2023, but they predict supply-chain problems and the resulting new-vehicle shortage...

[Get the Full Story: Wards Auto](#)

#### WHY JOIN NIADA

[contact us](#)

[dashboard home](#)

island  
150 X 150

bottom banner 600 x 66

# SPONSORED CONTENT

Position your company as a thought leader through our high-profile content marketing opportunities.

Deploy non-promotional thought leadership, published as sponsored content. A sponsored content article has the look and feel of a NIADA.com/Dashboard article and is inserted directly into the online editorial flow of Dashboard.

## ARTICLE

Article Rate: [contact us for pricing](#)

Article Specs: 500 - 1000 words, informative/educational, headline, sub-headline, header, logo

## VIDEO

Video Rate: [contact us for pricing](#)

Video Specs: 30 seconds - 5 minutes maximum, informative/educational

## Additional Features:

- One feature share across all NIADA social media platforms
- Assistance in article content creation
- Content live for 1 full year - 1 week in Dashboard Top 8

## DASHBOARD'S TOP 8



### NIADA NEWS

NIADA Statement Regarding NYC DCWP Investigation



### SPONSORED

Dealership Compliance Tips



### FROM THE CEO

State of the Association – Opening Remarks From NIADA 2021 Convention



### BHPH

Best Ways to Bounce Back



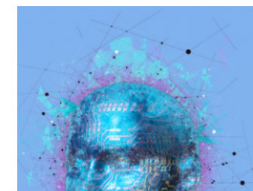
### TECHNOLOGY

Lean on Private Purchases to Source Inventory



### TECHNOLOGY

New Technology Changes the Way Dealerships Do Business



### TECHNOLOGY

Putting Digital Ad Dollars to Work Using AI



### TECHNOLOGY

Personal information stored inside cars presents a potential risk to dealers who buy and sell them

# Print

---

**NIADA**

## PRINT

### Used Car Dealer Magazine

The official monthly magazine of NIADA with a circulation of 17,000.



### EDITORIAL CALENDAR

#### JANUARY

##### CPO

Advertising space reservation: Dec. 1

Advertising materials due: Dec. 10

#### FEBRUARY

##### Operations

##### Inventory

Advertising space reservation: Jan. 1

Advertising materials due: Jan. 10

#### MARCH

##### The Marketing Issue

Advertising space reservation: Feb. 1

Advertising materials due: Feb. 10

#### APRIL

##### Sales Strategy

Advertising space reservation: Mar. 1

Advertising materials due: Mar. 10

#### MAY

##### Convention Preview

##### The Service Issue

Advertising space reservation: Apr. 1

Advertising materials due: Apr. 10

#### JUNE

##### Convention Special Issue\*

##### Online Strategy

Advertising space reservation: May 1

Advertising materials due: May 10

#### JULY

##### Innovation Issue

Advertising space reservation: Jun. 1

Advertising materials due: Jun. 10

#### AUGUST

##### Post Convention Special Issue\*

##### National Quality Dealer

Advertising space reservation: Jul. 1

Advertising materials due: Jul. 10

#### SEPTEMBER

##### Auction Special Issue\*

Advertising space reservation: Aug. 1

Advertising materials due: Aug. 10

#### OCTOBER

##### Compliance

Advertising space reservation: Sept. 1

Advertising materials due: Sept. 10

#### NOVEMBER

##### F&I Issue

Advertising space reservation: Oct. 1

Advertising materials due: Oct. 10

#### DECEMBER

##### Staffing

Advertising space reservation: Nov. 1

Advertising materials due: Nov. 10

\*Extra distribution.



# PRINT

## Used Car Dealer Magazine Ad Rates

**NIADA**



Ad Size	1x Rate	3x Rate per Insertion	6x Rate per Insertion	12x Rate per Insertion
Full Page	\$4,000	\$3,800	\$3,500	\$3,000
2/3 Page	\$3,500	\$3,300	\$3,000	\$2,500
1/2 Page	\$2,800	\$2,600	\$2,300	\$2,000
1/3 Page	\$2,400	\$2,200	\$2,000	\$1,800

# PRINT

## BHPH Dealer Magazine

Bi-monthly magazine, distributed to 12,000, that focuses exclusively on topics associated with the BHPH industry

### EDITORIAL CALENDAR

#### FEBRUARY

##### The Marketing Issue

Advertising space reservation: Jan. 1

Advertising materials due: Jan. 10

#### APRIL

##### The Finance Issue

Advertising space reservation: Mar. 1

Advertising materials due: Mar. 10

#### JUNE

##### Benchmark Issue

Advertising space reservation: May 1

Advertising materials due: May 10

#### AUGUST

##### Convention Preview

Advertising space reservation: Jul. 1

Advertising materials due: Jul. 10

#### OCTOBER

##### Special Convention Issue Extra Distribution

Advertising space reservation: Sep. 1

Advertising materials due: Sep. 10

#### DECEMBER

##### Convention Highlights

Advertising space reservation: Nov. 1

Advertising materials due: Nov. 10

### RATES

Ad Size	Rate Per
Full Page	\$2,600
2/3 Page	\$2,200
1/2 Page	\$1,800
1/3 Page	\$1,050



# PRINT

## Used Car Industry Report

Dynamic economic factors and market trends continually influence the used auto industry. The Used Car Industry Report (UCIR) provides data analysis, forecasts and reports to enhance the understanding of how these factors affect the automotive marketplace.

UCIR is widely distributed at conventions, sold on the NIADA website, and mailed to members and industry partners.

### RATES

Ad Size	Rate Per
Back Cover	\$6,000
Inside Front Cover	\$5,000
Full Page	\$4,500
1/2 Page	\$3,500



## Auto Auction Directory

The Auto Auction Directory is published each month in the widely distributed Used Car Dealer magazine and lives online at NIADA.com and NAAA.com. Don't miss this opportunity to put your auction information in front of dealers.

### OPTION A - \$840/yr

- Contact info
- Up to 5 employees
- Sale dates and times
- Unlimited consignor notations
- Up to 3 color logos
- Payment due in advance

### OPTION B - \$695/yr

- Contact info
- Up to 3 employees
- Sale dates and times
- Up to 10 consignor notations
- One color logo
- Payment due in advance



**ASK US ABOUT THE  
NAAA MEMBER DISCOUNT**



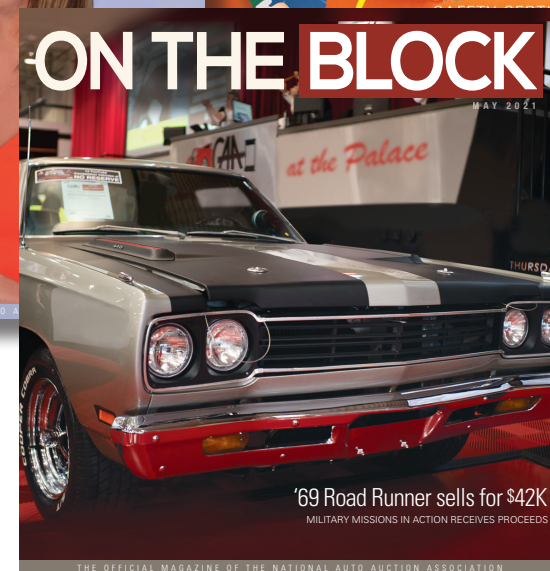
# PRINT

## NAAA On The Block Magazine

NAAA's On The Block magazine is the official bi-monthly magazine publication of the National Auto Auction Association. Co-printed with UCD magazine, On The Block is then distributed, in the odd months, to all NIADA and NAAA Members - 18,400 distribution.

### RATES

Ad Size	Rate Per
Full Page	\$2,600
2/3 Page	\$2,200
1/2 Page	\$1,800
1/3 Page	\$1,050

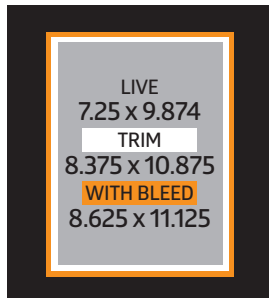




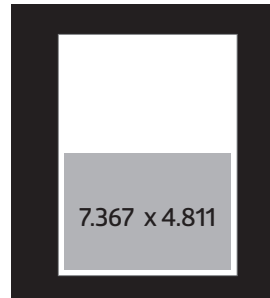
# PRINT AD SPECIFICATIONS

Used Car Dealer Magazine | BHPH Dealer Magazine | On The Block | Used Car Industry Report

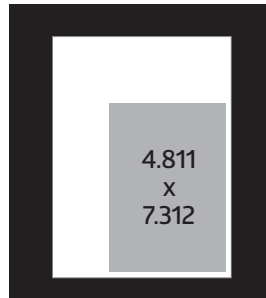
FULL PAGE



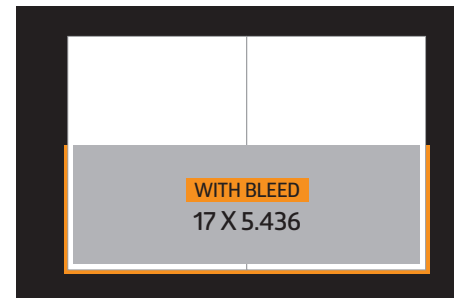
1/2 PAGE HORIZONTAL



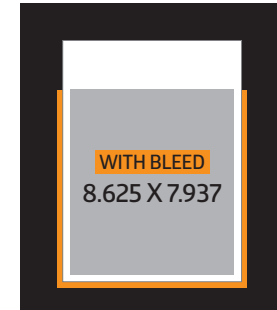
1/2 PAGE VERTICAL



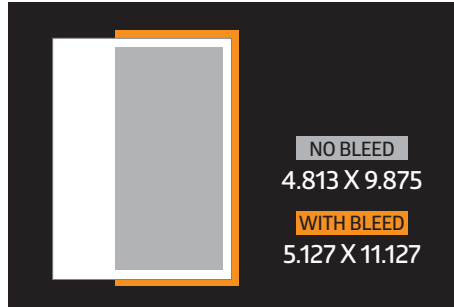
1/2 PAGE SPREAD



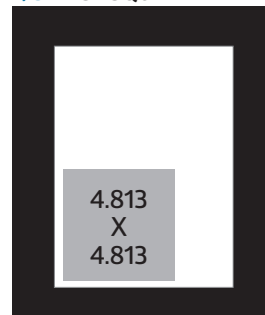
2/3 PAGE HORIZONTAL



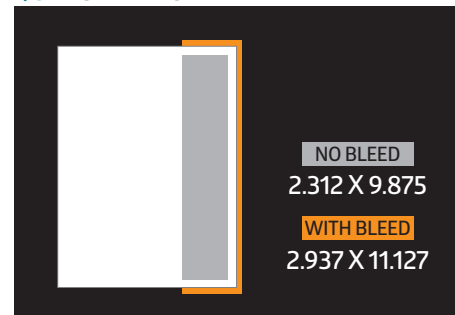
2/3 PAGE VERTICAL



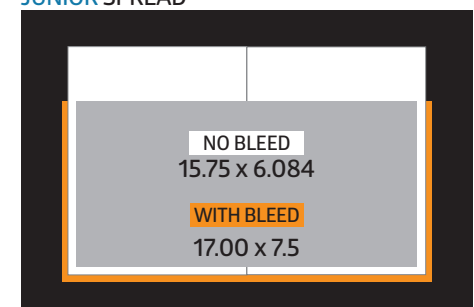
1/3 PAGE SQUARE



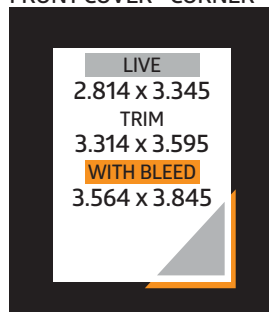
1/3 PAGE VERTICAL



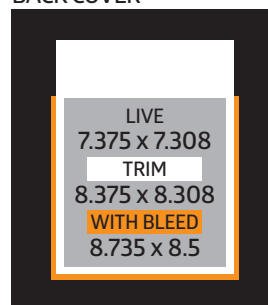
JUNIOR SPREAD



BHPH DEALER MAGAZINE  
FRONT COVER - CORNER



BHPH DEALER MAGAZINE  
BACK COVER



# Thought Leadership

---

**NIADA**

# WEBINARS

**Position your company as the foremost expert on an industry topic through sponsored webinars.**

Sponsored webinars are educational webinars which are produced and presented by sponsors. Each year there are a limited number of webinars offered. Hurry, they sell fast.

## EXPRESS WEBINAR PACKAGE \$4,750

- Webinar Registration landing page
- 1 social media post and inclusion in 1 Training/Events email to NIADA database to promote the webinar
- Listed on niada.com Course Schedule page
- 5 min dry run, 15 min sound check (dry run can be combined w/ sound check)
- Default registration & survey questions as listed on webinar request form
- Live technical support & assigned moderator
- Live Viewership Tracking
- Chat Function during webinar
- Survey of all live participants following the webinar and one time report pull one week after webinar.
- Follow up email - recording info/survey/ participant questions (client to provide one back end moderator to assist with chat/ questions)

## STANDARD WEBINAR PACKAGE \$6,000

- All of tier 1 plus the following:
- 1 additional social media post
- 30 Min dry run 15 min sound check (Dry run cannot be combined w/ sound check)
- Customizable registration & Survey questions
- Downloadable Handouts available to participants during the webinar
- Custom waiting room with info about speaker/moderator headshot and bios and outline of presentation
- On Demand webinar recording accessible for three months post webinar via NIADA.com/Dashboard

## PREMIUM WEBINAR PACKAGE \$7,500

- All of tier 1 and 2 plus the following:
- 1 stand-alone marketing email to the entire database
- 30-45 min dry run (Dry run cannot be combined w/ sound check)
- Video capability within the live webinar , and placement of a commercial provided by client just prior to start of the start of webinar by the moderator
- Interactive Live Polls
- Custom confirmation landing page (that can re-direct to a vendor landing page)
- On Demand webinar recording accessible for six months post webinar via NIADA.com/Dashboard

# EVENTS

---

## Leverage NIADA Industry Leading Events to Connect With The Core of the Industry.

The National Independent Automobile Dealers Association draws engaged auto dealers to events to discover helpful products and services. Don't miss these opportunities to tell them about your solutions.

### 2022 NIADA CONVENTION & EXPO

---

Our largest gathering, the annual convention and expo brings together auto dealers from across the U.S. for engaging in professional development, networking, discovering industry partners in expo.

The annual NIADA Convention will be held June 20 - 23 at the MGM Grand in Las Vegas.

**Reserve your booth space now - \$35/sq. ft.**

### 2022 NIADA POLICY CONFERENCE

---

The industry's opportunity to spend 3 days meeting with key policy makers to discuss legislation that could affect the used auto industry.

September 19 - 21 at the Ritz-Carlton Pentagon City.

### 2022 NABD BHPH FINANCE EXPO

---

The industry's leading finance meeting includes education, meetings and events centered on BHPH, finance and accounting topics.

**Reserve your booth space now - \$30/sq. ft.**

# CONTACT US

---

For more information regarding sponsorship and advertising opportunities ,contact one of our marketing professionals.

The NIADA difference is our people. Our marketing experts will assist you in crafting a customized program to meet your company's goals.



**Jim Gibson**

**VICE PRESIDENT OF MEMBER SERVICES**

jim@niada.com

703.215.4407



**RJ Allen**

**SALES MANAGER**

reginald@niada.com

832.767.4761



**Joe Kearse**

**SALES MANAGER**

joe@niada.com

832.767.4762