



# NIADA

Media Kit 2023

## Premier Access to the Used Car Dealer Community

# OVERVIEW

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**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 • online marketplace • technology/office supplies software/management systems • point-of-sale systems • financial solutions • vehicle transport services

# 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

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**NIADA offers two exclusive partnership programs designed to maximize your exposure to our more than 15,000 member dealers nationwide.**

The first opportunity is a four-tiered National Corporate Partnership Program, NIADA's most prestigious partnership level, with a minimum combined annual branding/ licensing fee and member marketing investment of only \$25,000.



The second is NIADA's National Member Benefit Program, whereby the vendor partner must offer a highly relevant or leading edge product/solution and a corresponding unique NIADA member product/ service discount or special offer, along with a minimum combined annual branding/ licensing fee and member marketing investment spend of \$15,000.





**NIADA** | NATIONAL MEMBER  
BENEFIT PROGRAM

Exclusive partnerships are NOT permitted within industry and vendor segments with either program.

# 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

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**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 and search resulting in longer sessions.

NIADA drives traffic to Dashboard via social media sharing, SEO, the Daily Independent and other member communications.

Choose from Dashboard homepage banners or, if you prefer to block-out all the noise, choose in-article road-blocking.

Position	Specs	Rate Month
NIADA.com Homepage Leaderboard	970 x 66	\$1,000
NIADA.com Homepage Square	300 x 300	\$750
Dashboard Home Mega Banner	1200 x 250	\$750
Dashboard In-Article Road Block	700 x 180 300 x 600	\$750
Dashboard Videos Pre-Roll	15 Seconds 30 Seconds	Contact Rep
NIADA Mobile App	1200 x 200	\$750

U.S. adults spend **40% of their day** connected to the internet. <sup>1</sup>

In 2022, American adults spend **19 hours** per week consuming video content, up from 10.5 hours in 2018. <sup>2</sup>

1. DATAREPORTAL Digital Report Q1 2022
2. Dash Report 2022 (Sources: Wyzowl, Vidyad, HubSpot, MotionCue, Facebook, Instagram)

# NIADA.COM BANNERS ADS

## Specifications & Placement

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

**NIADA.COM HOMEPAGE**

leaderboard 970 x 66

NIADA

[Membership](#)
[Events](#)
[Learn](#)
[News](#)
[Advocacy](#)
[About](#)
[Services](#)
[Resources](#)

[Login](#)
[Join](#)

Safeguards Compliance Course

Keep your dealership compliant with the FTC's Safeguards requirements. Ensure your staff knows how to protect consumer information to comply with the FTC requirements and avoid inadvertent exposure of your customer's information, government enforcement actions, lawsuits, and bad press.

Enroll now

Why NIADA?

The National Independent Automobile Dealers Association (NIADA) has advanced independent automobile dealers since 1946 through advocacy, education and promotion.

Membership provides a multitude of opportunities and resources to enhance professional skills and maximize profitability. Simply leveraged, it's a small investment that yields massive returns.

Join the tens of thousands of independent car dealers who are capitalizing on the advantages of membership.

Become a member

square 300 x 300

square 300 x 300

# 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 with images and titles: 'Best Ways to Bounce Back', 'Leap on Private Purchases to Source Inventory', and 'New Technology Changes the Way Dealerships Do Business'. A large blue banner ad labeled 'leaderboard 970 x 66' is positioned below these articles. Further down, a section titled 'FEATURED' and 'DASHBOARD'S TOP 8' displays four smaller article thumbnails with titles: 'NIADA Statement Regarding NYC DCWP Investigation', 'Hidden Figures: Women in F&I', 'State of the Association - Opening Remarks From NIADA 2021 Convention', and 'Best Ways to Bounce Back'. At the bottom of the page, a large blue banner ad labeled 'mega banner 1400 x 222' is displayed.

### IN-ARTICLE - ROAD BLOCKING

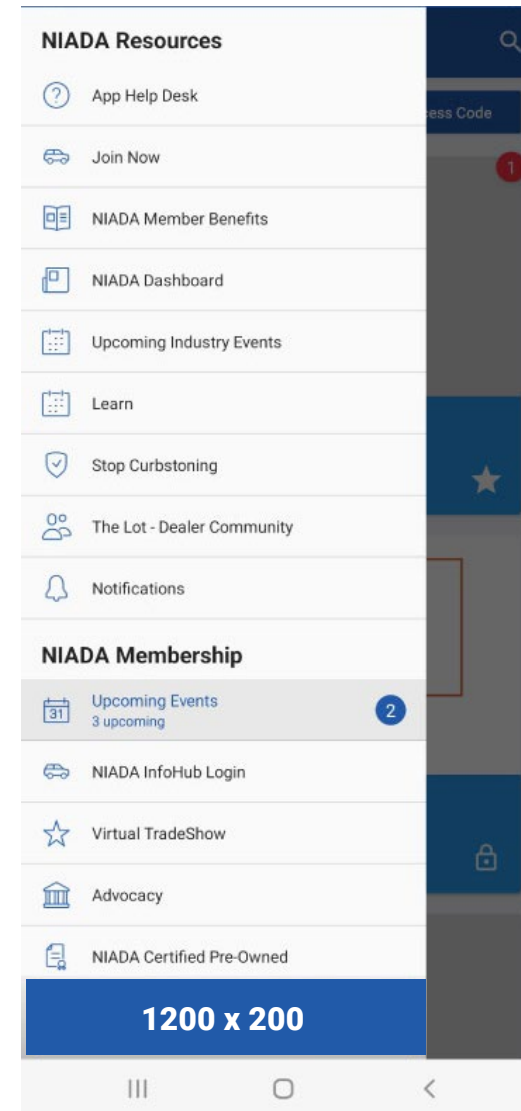
The screenshot shows an in-article banner ad placement on the NIADA website. The banner is a large blue rectangle labeled 'in-article leaderboard 970 x 250'. Below the banner, there is a section titled 'Putting Digital Ad Dollars to Work Using AI' by Neal Gann, dated August 25, 2021. The article text discusses the global pandemic's impact on societal behavior and digital advertising. To the right of the article, there is a 'TOP POSTS' section with four smaller article thumbnails and titles: 'NIADA Statement Regarding NYC DCWP Investigation', 'Hidden Figures: Women in F&I', 'Bob Voltmann Leadership Awards Speech', and '2021 NIADA Convention Recap'. At the bottom right of the page, there is a blue box labeled 'in-article island 300 x 250'. At the bottom left of the page, there is a blue box labeled 'in-article skyscraper 300 x 600'.

# NIADA Mobile App

## Specifications & Placement

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

### APP HOMEPAGE





# 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: **\$3,400 per month**

Minimum Impressions: **100,000**

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

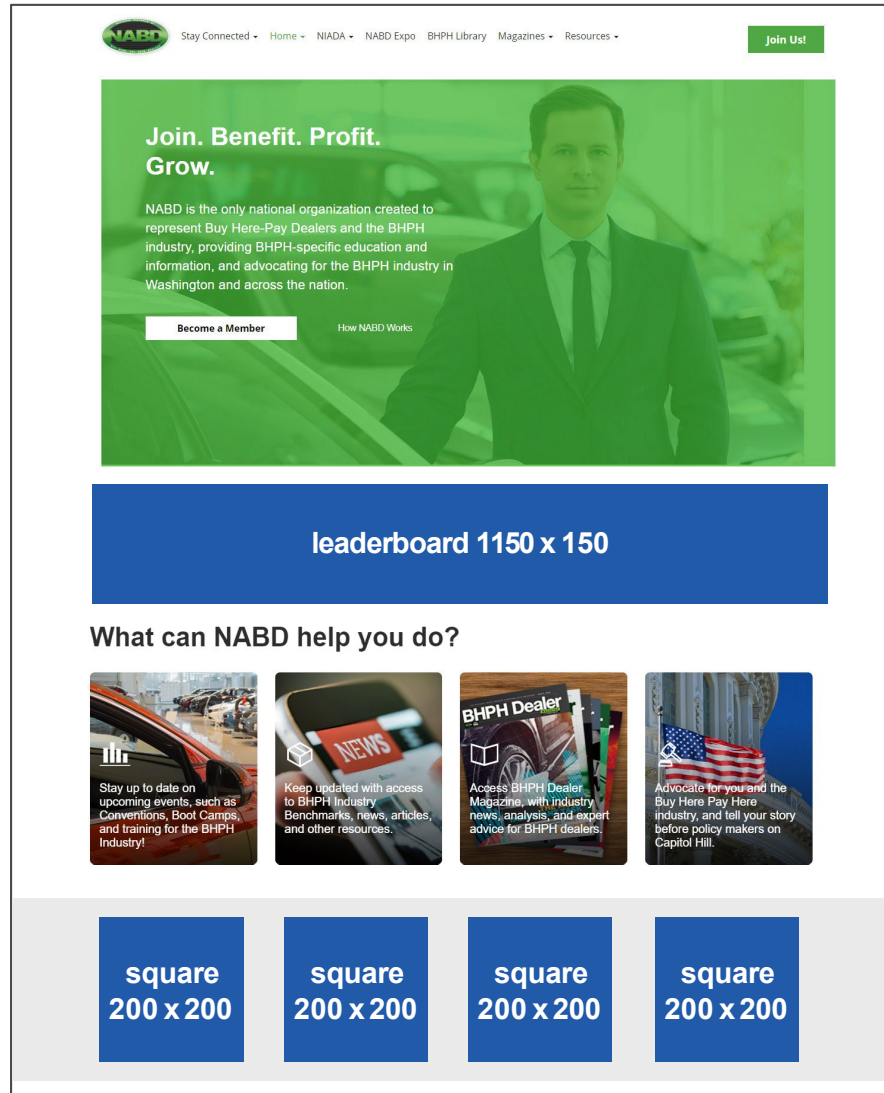
## Additional Features:

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



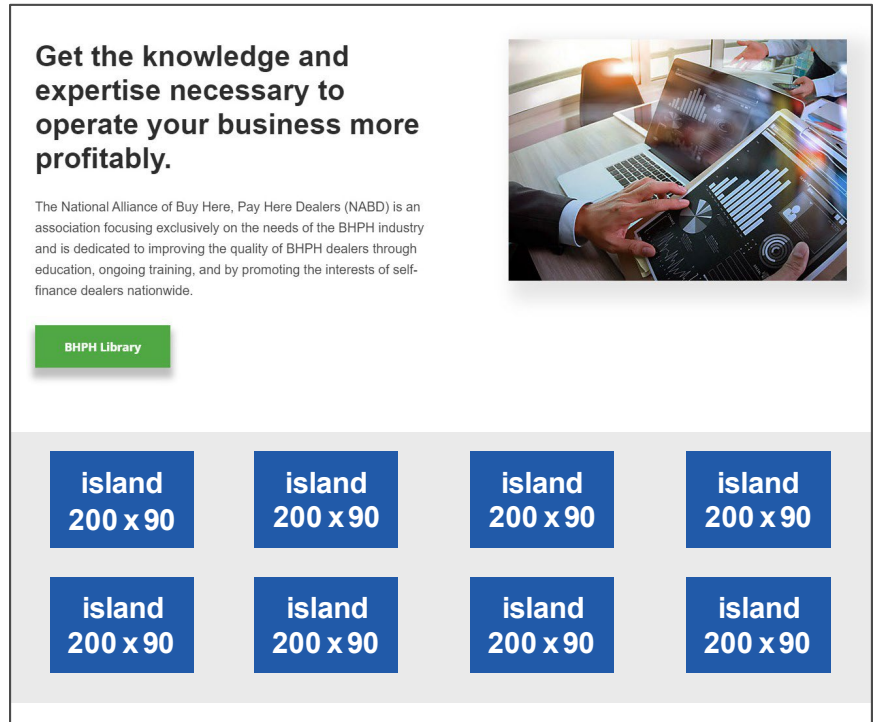
## BHPHINFO.COM BANNER ADS

### HOMEPAGE



The screenshot shows the top section of the NABD website. At the top is a navigation bar with the NABD logo and links: Stay Connected, Home, NIADA, NABD Expo, BHPH Library, Magazines, and Resources. A green 'Join Us!' button is on the right. Below the navigation bar is a large green banner with a man in a suit. The text reads: 'Join. Benefit. Profit. Grow.' followed by a paragraph about NABD being the only national organization for Buy Here-Pay Here dealers. Below this are two buttons: 'Become a Member' and 'How NABD Works'. At the bottom of the banner is a blue box with the text 'leaderboard 1150 x 150'. Below the banner is a section titled 'What can NABD help you do?' with four icons: a car, a smartphone with 'NEWS', a magazine titled 'BHPH Dealer', and an American flag. Each icon has a short description of the service. At the bottom of the page are four blue boxes, each labeled 'square 200 x 200'.

### HOMEPAGE CONTINUED



The screenshot shows the content area of the NABD website. It features a headline: 'Get the knowledge and expertise necessary to operate your business more profitably.' followed by a paragraph about the NABD association. To the right is an image of a person using a laptop. Below the text is a green button labeled 'BHPH Library'. At the bottom is a grid of eight blue boxes, each labeled '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

The screenshot shows the homepage of UCD.COM, the official monthly magazine of NIADA. The layout includes a header with the UCD logo and a navigation bar. Below the header, there's a section for 'Current Issue' featuring a large image of a hand holding a coin, with text 'GET YOUR CUSTOMERS FUNDED'. To the right of this, there's a section for 'Exclusive Online Articles' with links to 'Get Back', 'Dust Off Your 2008 Playbook', 'The Difference-Maker', 'Social Media', and 'The Express Lane'. At the bottom, there's a footer with the UCD logo, a small image of the magazine cover, and a subscription link that says '\$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

### Leader Board

Rate: \$2,750 Weekly / \$10,000 Monthly\*

Specs: 500X66, jpg or gif, 30 - 50K, no flash, include url

### Island

Rate: \$2,750 Weekly / \$10,000 Monthly\*

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

### Bottom Banner

Rate: \$1,750 Weekly/ \$6,000 Monthly\*

Specs: 500x66, jpg or gif, 30-50K, no flash, include url

\* Please provide 4 different ad options for rotation.



leaderboard 500 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](#)

**Island  
150 x 150**

bottom banner 500 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



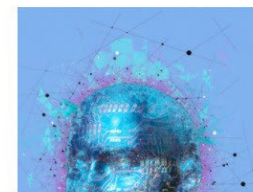
### TECHNOLOGY

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

#### Groups/Peer Learning

Advertising space reservation: Dec. 1

Advertising materials due: Dec. 10

### FEBRUARY

#### CPO

Advertising space reservation: Jan. 1

Advertising materials due: Jan. 10

### MARCH

#### Operations

Advertising space reservation: Feb. 1

Advertising materials due: Feb. 10

### APRIL

#### Marketing/Sales

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

#### 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

#### National Quality Dealer

Advertising space reservation: Jul. 1

Advertising materials due: Jul. 10

### SEPTEMBER

#### Auction 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



# PRINT

## Used Car Dealer Magazine Ad Rates



Ad Size	1xRate	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 BHPH

#### 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

###### Customer Experience

Advertising space reservation: Sep. 1

Advertising materials due: Sep. 10

##### DECEMBER

###### Convention Highlights/Operations

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. Don't miss this opportunity to put your auction information in front of independent 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

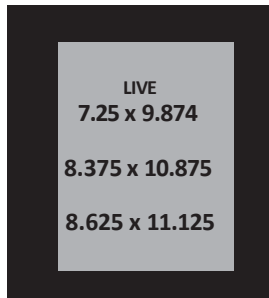


**ASK US ABOUT THE  
NAAA MEMBER DISCOUNT**

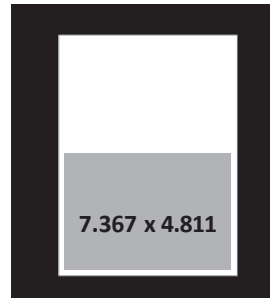
# PRINT AD SPECIFICATIONS

Used Car Dealer Magazine | BHPH Dealer Magazine | Used Car Industry Report

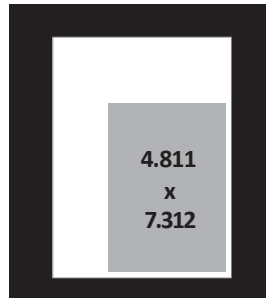
**FULL PAGE**



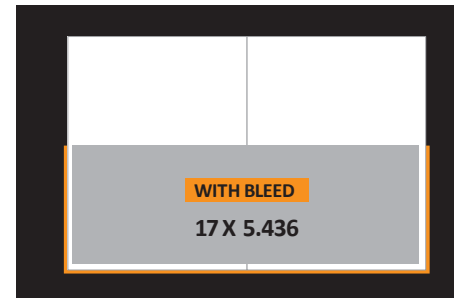
**1/2 PAGE HORIZONTAL**



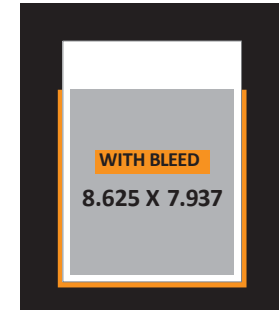
**1/2 PAGE VERTICAL**



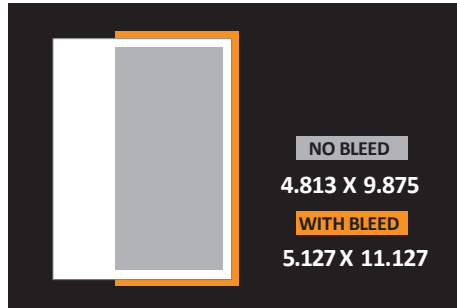
**1/2 PAGE SPREAD**



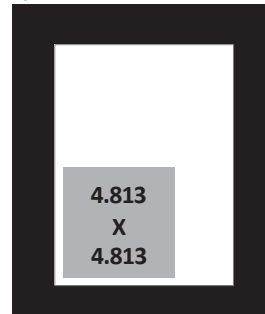
**2/3 PAGE HORIZONTAL**



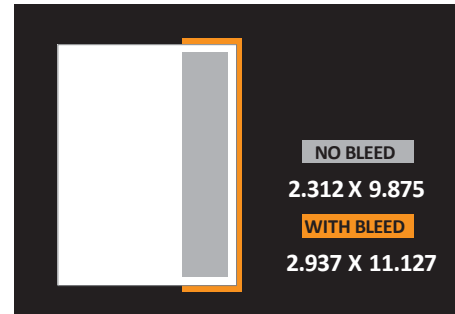
**2/3 PAGE VERTICAL**



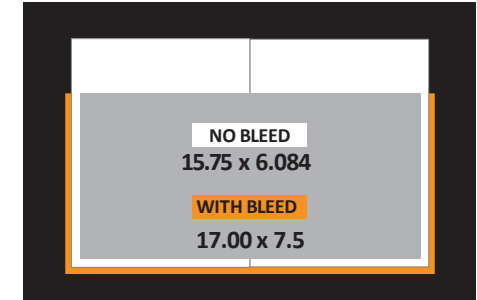
**1/3 PAGE SQUARE**



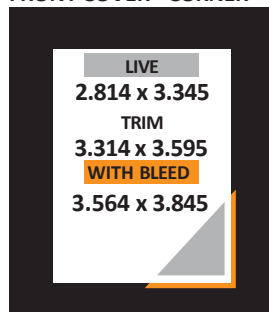
**1/3 PAGE VERTICAL**



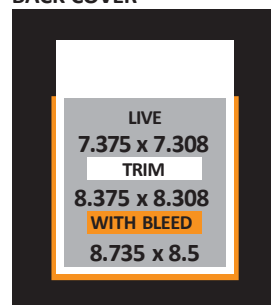
**JUNIOR SPREAD**



**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.

## STANDARD WEBINAR PACKAGE \$3,500

- 
- Webinar Registration landing page
  - 2 total social media posts and 2 total promotional emails
  - 30 Min dry run 15 min sound check (Dry run cannot be combined w/ sound check)
  - Customizable registration & Survey questions
  - Live technical support & assigned moderator
  - 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
  - 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
  - Downloadable Handouts available to participants during the webinar
  - On Demand webinar recording accessible for six months post webinar via [NIADA.com/ Dashboard](https://NIADA.com/Dashboard)
  - Listing on NIADA Industry Calendar
  - Promotion of client-provided white paper on NIADA digital media channels

# EVENTS

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## 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.

### 2023 NIADA CONVENTION & EXPO

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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 19 - 22 at the Wynn in Las Vegas.

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

### 2023 NIADA POLICY CONFERENCE

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

September 2023 at the Ritz-Carlton Pentagon City.

### 2023 NABD BHPH FINANCE EXPO

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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

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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.



**Joe Kearse**

SALES MANAGER

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832.757.4759



**RJ Allen**

SALES MANAGER

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