



### NEWSLETTERS

Your message will run as 'native advertising' in two of our well-read newsletters, surrounded by our trusted editorial. Your 180 x 150 banner plus up to 60 words of text will appear in your choice of:

- **WardsAuto Dealer Edition**
  - 33,000+ distribution
  - 20% open rate

----- OR -----

- **WardsAuto Customer Experience Edition**
  - 24,000+ distribution
  - 20% open rate

- 3 months of exposure



### WEBSITE

Your banners will run on the recently relaunched **WardsAuto.com** (desktop and mobile), a leading online resource for dealers and other key decision makers throughout the dealership.

- Multiple ad sizes:
  - 728 x 90, 320 x 50, 300 x 250
- 40,000+ impressions per month, total of 120,000 across 3 months
- Site averages 630,000 page views/mo, 230,000 unique visits/mo, nearly 6 minutes/visit



### PRINT

The newly relaunched print magazine **WardsAuto Dealer Business** will deliver your message to the desks of dealers and dealership decision makers.

- 1/2 page in one issue of **WardsAuto Dealer Business**
- 18,000 circulation
- By title:
  - Dealer Principal/Owner
  - President/VP/C-level
  - GM/GSM
  - Department manager

# ONLY \$3,735 per month!

## \$11,205 total for 3 months (55% OFF REGULAR RATES)

Cancellation of the program will result in a short rate charge based on regular rates.

#### Contact us today:

Managing Director  
**LARRY SCHLAGHECK**  
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