

# NIADA'S ONLINE PROGRAMMATIC AD CAMPAIGNS

TARGET YOUR ONLINE ADS TO INDEPENDENT DEALERS ACROSS THE ENTIRE WEB.

Campaigns will be targeting our NIADA used car dealer members nationwide and/or BHPH dealers as they travel to sites across the internet on their computers, tablets, or mobile devices.

There are tens of thousands of network sites your banner units will be seen on, such as:

Yahoo! News, Facebook, FoxNews, WSJ, CNBC, MSN, CNN, NY Times, Washington Post, ESPN, LA Times, US News, TechCrunch, Vice, FoxSports, CBS Sports, USA Today, NBC News, Salon, BuzzFeed, Huffington Post and more....

THROUGH SOPHISTICATED TECHNOLOGY (we're not talking about basic retargeting) you can display advertising messages across most major website properties targeting independent dealers. This allows you to reach the exact right audience and achieve higher-quality clicks and traffic.



**ACHIEVE MORE THAN 100,000 IMPRESSIONS PER MONTH** and reach more than 1.1,000 verified NIADA used car dealer members and/or 11,000 verified BHPH dealers.

Rates start at just \$28 CPM for a minimum buy of 100,000 impressions. Purchase a maximum impression campaign to secure a \$28 CPM.

After booking your campaign you will have access to your own portal to review campaign performance and a team to help you adjust and optimize your campaign.



## CLIENTS CAN PERFORM A/B TESTING WITH THEIR CAMPAIGNS

Clients will have access to their own portal to review campaign performance and a team to help you adjust and optimize your campaign.

## WE RECOMMEND UTILIZING THE MOST POPULAR AD SIZES WHICH WILL ENSURE EFFICIENT USE OF IMPRESSIONS

- 300 X 250 Incorporate multiple ad sizes into any campaign as long as they all point to the same landing page in a campaign.
- 728 X 90 or setup multiple campaigns with multiple landing pages.
- 160 X 600 Max file size is 40kb
- MOBILE: 320 X 50 If animated, make sure the animation is less than 15 seconds

for additional information please contact

**TROY GRAFF**  
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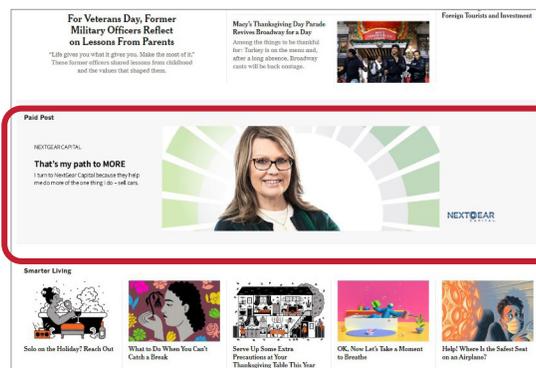
# NIADA'S ONLINE PROGRAMMATIC "NATIVE" CAMPAIGNS

## "NATIVE" ADVERTISING SPECS

Please note the text specifications below are measuring characters, not words. If you have several (2-3) extra characters, it is OK in most cases. For simplicity we offer one native advertising layout.

- Image: 1200x627
- Title Text: 25 characters
- Body Text: 90 characters
- CTA (call to action) Text: 15 characters
- Landing Page URL

"Native" makes the ads look like they are a news story or blog post



ACHIEVE MORE THAN 100,000 IMPRESSIONS PER MONTH AND REACH MORE THAN 11,000 VERIFIED NIADA USED CAR DEALER MEMBERS AND/OR 11,000 VERIFIED BHPH DEALERS.

Rates start at just \$28 CPM for a minimum buy of 100,000 impressions. Purchase a maximum impression campaign to secure a \$28 CPM.

After booking your campaign you will have access to your own portal to review campaign performance and a team to help you adjust and optimize your campaign.

## RESTRICTING THE AUDIENCE

Restricting the audience is for example, using specific demographic data to refine the people we are displaying ads to.

We are currently running campaigns targeting all NIADA Independent Used Car Dealer members and/or verified BHPH dealers in total. (Approx 11,000 independent dealers each list) But, we could narrow these lists to restrict them solely to dealers on the east or west coast, specific location(s), or limit them to dealers 40-60 years old, or those with sale levels above 100k. These are just some examples of how we could refine and restrict these lists.

## PROGRAMMATIC TESTIMONIALS

"The programmatic ad campaigns with NIADA is one of the most efficient programs we utilize to reach the independent dealer audience online. I'd highly recommend it!"

**Scott Christopher**  
Media Strategist for Cox  
Good Media Ideas