



ONLINE ADVERTISING RATES

1. NABD HOME PAGE:

www.bhphinfo.com

LEADERBOARD BANNER

Expandable / collapsible Leaderboard Banner displayed at the top of the home page of www.bhphinfo.com.

BANNER SIZES:

1004 X 65 and 1004 X 355.

Can be static JPEG or animated GIF.

ONLY \$800 / MONTH (3 MO. MIN)

OR \$1000 / MONTH (MO. TO MO.)

(35,000 to 45,000+ impressions monthly.)

EXCLUSIVE BANNER UNITS

Displayed on the right side of the homepage.

VARIOUS SIZES.

Can be static JPEG or animated GIF.

\$200 to \$500 / MONTH

Dep. on size and placement.

Minimum 3 month run.

(6,500 to 8,500+ impressions monthly.)

SCROLLING BANNERS

Displayed at the bottom of almost every page of the website.

SIZE: 200 X 145

Can be static JPEG or animated GIF.

\$75 / MONTH (3 MO. MIN)

Dep. on placement and length of run.

(35,000 to 45,000+ impressions monthly.)

Custom placements open for discussion.



To Advertise, Call (832) 767-4759



ONLINE ADVERTISING RATES

2. NABD SPONSORS PAGE:

www.bhphinfo.com/sponsors

SPONSOR PAGE:

Displayed under designated category at www.bhphinfo.com/sponsors.

MAX SIZE: 400 X 400

Can be static JPEG or animated GIF.

URL Link to your web site.

Product or service description, (50) words or less.

\$250 / MONTH

Minimum 6 month run.

(16,000 to 20,000+ impressions monthly.)

customers to quickly and easily make cash payments at more than 6,600 participating 7-Eleven stores nationwide.

Portfolio Analysis



Platinum Sponsor
Subprime Analytics
<http://www.subanalytics.com>
 Subprime Analytics utilizes state-of-the-art data mining and extraction technology in order to identify loss trends and areas for underwriting improvement. This product enables us to "drill down" into your portfolio data to evaluate your underwriting practices, the vehicles you are selling, and the customers who are buying your vehicles.

Recoveries

Product or Service Categories:

- | | | |
|---|--|--|
| <input type="checkbox"/> Advertising / Marketing | <input type="checkbox"/> Attorney / Legal | <input type="checkbox"/> Auto Transport |
| <input type="checkbox"/> Capital – Floor Plans | <input type="checkbox"/> Capital Lines of Credit | <input type="checkbox"/> Capital – Notes |
| <input type="checkbox"/> Certified Public Accountants | <input type="checkbox"/> Collection Training | <input type="checkbox"/> Dealer Education |
| <input type="checkbox"/> Dealer Mgmt. Software | <input type="checkbox"/> Key Systems | <input type="checkbox"/> Lead Management |
| <input type="checkbox"/> Payment Devices / GPS | <input type="checkbox"/> Recoveries | <input type="checkbox"/> Reinsurance / Insurance |
| <input type="checkbox"/> Tax Preparation | <input type="checkbox"/> Trade Publication | <input type="checkbox"/> Training |
| <input type="checkbox"/> Twenty Groups | <input type="checkbox"/> Vehicle Remarketing | <input type="checkbox"/> Warranty / Service Contract |
| <input type="checkbox"/> Other (please specify) _____ | | |

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ONLINE ADVERTISING RATES

3. EMAIL AD PLACEMENT

EMAIL BLAST:

Reach a database of over 16,000 contacts with a dedicated email containing your exclusive content.
\$800/EMAIL

SIDEBAR BANNERS

Sidebar Banner displayed on the side of the email.

SIDEBAR SIZES & PRICES:

- 250 x 250 (\$300 / MONTH)*
- 120 x 600 (\$500 / MONTH)*
- Graphic Type: JPG

EXCLUSIVE BANNER UNITS

Displayed in the middle of the email.

SIZE & PRICE:

- 728 X 90 (\$500 / MONTH)
- Graphic Type: JPG

The National Alliance of Buy Here Pay Here Dealers
OUR GOAL IS YOUR SUCCESS

Opportunity Knocks for BHPH Operators!
By: Kenneth H. Shilcan, President/Founder, NABD

Recent developments in the subprime auto finance market indicate that better days are ahead for the BHPH Industry! The last 24 months have seen fierce competition for deep subprime customers from credit unions, finance companies and franchise dealers. Much of this competition has been fueled by billions of dollars from auto bond securitizations packaged by Wall Street and sold to investors who were seeking high investment yields. Some recent indicators suggest that better subprime market conditions are ahead for independent BHPH operators as follows:

1. Some of the deep subprime auto bond securitizations are not performing as projected and further deterioration is expected during the summer months.
2. Inventory availability continues to improve from auto bond repos, off lease and rental vehicles, and from franchise trade-ins.
3. The deep subprime customers of today who are "car dependent" are finding new and CPO vehicles unaffordable for their limited financial capacity...

[Click here to read Full Article](#)

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 Space is limited - Rooms are booking quickly!

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 Use Group Code "NABD"

HOTEL RESERVATIONS CONFERENCE REGISTRATION

GOT ROI? BHPH OPERATION OPTIMIZATION
 Orlando Conference November 1-3, 2016

GOT ROI? BHPH OPERATION OPTIMIZATION
 Orlando Conference November 1-3, 2016

EXHIBIT HALL IS FILLING FAST! RESERVE YOUR BOOTH NOW!
 CALL 832-767-4759
 or FOR INFO GO TO BHPHDEALERCONFERENCE.COM

FOR MORE INFO CALL NABD (832) 767-4759 or VISIT www.BHPHINFO.com

NABD is the only used car special interest group exclusively for the self-financing industry. Membership is open to anyone in the BHPH industry and to service providers. Members pay no dues.

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