



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

Minimum 6 month run.

(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.

\$300 - \$500 / Month

Depending on Placement

Minimum 6 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 90

Can be static JPEG or animated GIF.

\$150 / MONTH

Minimum 6 month run.

Dep. on placement and length of run.

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

Custom placements open for discussion.



To Advertise, Call Joe Kearse or Reginald Allen at (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: 200 X 200

Logos must be in a PNG format.

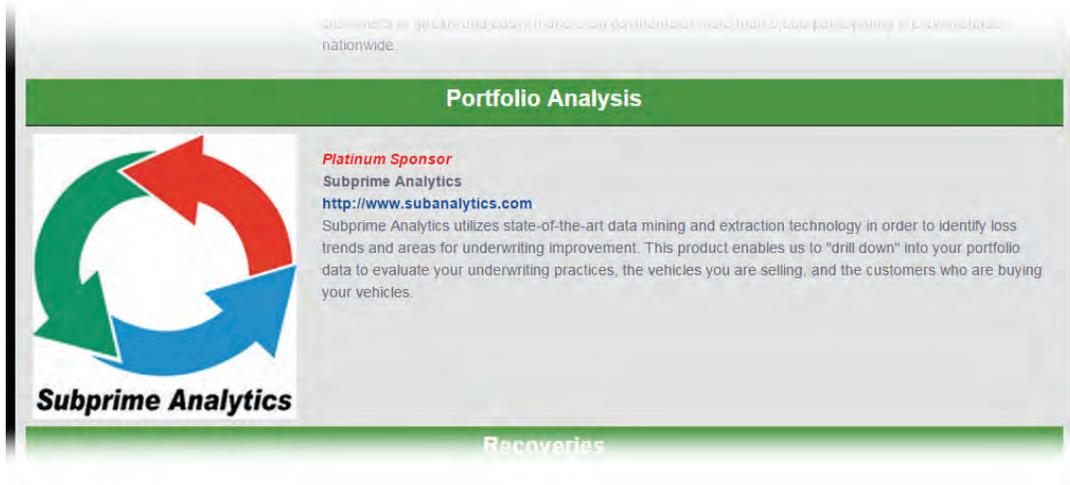
URL Link to your web site.

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

\$150 / MONTH

Minimum 6 month run.

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



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) _____ | | |

To Advertise, Call Reginald Allen or Joe Kearse at (832)767-4759



ONLINE ADVERTISING RATES

3. EMAIL CAMPAIGNS

DEDICATED EMAIL CAMPAIGN

Reach a database of over 14,000 contacts with your exclusive content. You will receive a lead list of all the contacts that have interacted with your email so your sales team may follow up. \$2000 / 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)

Minimum 6 month run.

Graphic Type: JPG

EXCLUSIVE BANNER UNITS

Displayed in the middle of the email.

SIZE & PRICE:

728 X 90 (\$500 / MONTH)

Minimum 6 month run.

Graphic Type: JPG

The screenshot shows an email layout with the following elements:

- Header:** NABD logo and tagline "The National Alliance of Buy Here Pay Here Dealers. OUR GOAL IS YOUR SUCCESS".
- Main Content:** Article titled "Opportunity Knocks for BHPH Operators!" by Reginald H. Steiner, President/Founder, NABD. The article discusses developments in the subprime auto finance market and lists three points:
 - Some of the deep subprime auto bond securitizations are not performing as projected and further deterioration is expected during the summer months.
 - Inventory availability continues to improve from auto bond repos, off lease and rental vehicles, and from franchise trade-ins.
 - The deep subprime customers of today who are "car dependent" are finding new and CPO vehicles unaffordable for their limited financial capacity....
- Call to Action:** "Click here to read Full Article" with an arrow pointing to the article text.
- Right Sidebar:** A vertical banner titled "GOT ROI? BHPH OPERATION OPTIMIZATION" with a bar chart icon and "ORLANDO CONFERENCE November 1-3, 2016" text.
- Bottom Middle:** A horizontal banner titled "GOT ROI? BHPH OPERATION OPTIMIZATION" with a bar chart icon and "ORLANDO CONFERENCE November 1-3, 2016" text. Below it is a call to action: "EXHIBIT HALL IS FILLING FAST! RESERVE YOUR BOOTH NOW! CALL 832-767-4759 or FOR INFO GO TO BHPHDEALERCONFERENCE.COM".
- Bottom:** Footer with contact information: "FOR MORE INFO CALL NABD (832) 767-4759 or VISIT www.BHPHINFO.com" and social media icons. A small disclaimer at the bottom states: "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."

To Advertise, Call Joe Kearse or Reginald Allen at (832) 767-4759

BHPH DEALER MAGAZINE GENERAL INFORMATION

- BHPH DEALER is the official bi-monthly publication targeted specifically for BHPH dealers nationwide.
- BHPH DEALER is a bi-monthly publication published on the even months of the year.
- BHPH DEALER is distributed to 10,400+ targeted BHPH dealers of NIADA, NABD, as well as all of the NIADA BHPH Dealer 20 Group members.
- BHPH DEALER MAGAZINE CONTENT provides used vehicle professionals with timely, informative industry news, analysis and expert advice empowering BHPH dealers with the knowledge and expertise necessary to operate their businesses more profitably and efficiently.

- BHPH DEALER will include real strategies, market analysis and tools to help the BHPH dealer community maximize the performance and profitability of their dealerships.
- BHPH DEALER focuses on the financial interests of used vehicle dealers, both franchised and independent. Our magazine has a special focus on the BHPH, subprime and specialty finance segments of a \$345 billion a year industry.

WWW.BHPHDEALERMAG.COM



NAAA ON THE BLOCK MAGAZINE GENERAL INFORMATION

- NAAA'S ON THE BLOCK MAGAZINE is the official bi-monthly publication of the National Auto Auction Association targeted to the remarketing and auto auction communities nationwide.
- ON THE BLOCK is a bi-monthly supplement of Used Car Dealer magazine, published on the odd months of the year.
- ON THE BLOCK is distributed to all 16,000+ dealer members of NIADA, and all 1,400+ members of the National Auto Auction Association.

- ON THE BLOCK provides NAAA members updates on association news and events, local auction news, as well as auction safety and arbitration education, legal briefs, and remarketing articles from experts and vendor partners throughout the auction industry.
- ON THE BLOCK also takes great pride in recognizing and promoting local auction community service programs nationwide. In the spirit of celebration, ON THE BLOCK also promotes the many scholarship award winners and achievements of their fellow auction members, staff and families.



2019 AD SPACE RESERVATION & ARTWORK DEADLINES

		AD SPACE	ARTWORK
JANUARY	OTB	11/21/18	11/29/18
FEBRUARY	BHPH	12/21/18	1/5/19
MARCH	OTB	1/22	1/30/18
APRIL	BHPH	2/22	2/27
MAY	OTB	3/22	3/27
JUNE	BHPH	4/22	4/29
JULY	OTB	5/21	5/28
AUGUST	BHPH	6/21	6/28
SEPTEMBER	OTB	7/22	7/29
OCTOBER	BHPH	8/22	8/28
NOVEMBER	OTB	9/23	9/27
DECEMBER	BHPH	10/22	10/28

BHPH DEALER 2019 EDITORIAL CALENDAR

- FEBRUARY 2019**
Customer Service
- APRIL 2019**
Technology
- JUNE 2019**
Collections: Today & Tomorrow
- AUGUST 2019**
Training Your Team
- OCTOBER 2019**
Vehicles: Acquisition, Reconditioning & Service After The Sale
- DECEMBER 2019**
Sales & Marketing

2019 NAAA ON THE BLOCK MAGAZINE AND BHPH DEALER MAGAZINE DISPLAY AD RATES

AD SPACE	PER INSERTION
FULL PAGE	\$2,200
HALF PAGE	\$1,600
1/3 PAGE	\$1,150

ALL DISPLAY ADS INCLUDED IN THE ONLINE VERSION AT USED CAR DEALER MAGAZINE.COM WITH HYPERLINK TO YOUR WEBSITE.

NAAA OTB MAGAZINE can also be viewed online at www.niada.com/naaa_on_the_block_magazine.php

BHPH DEALER MAGAZINE can also be viewed online at WWW.BHPHDEALERMAG.COM

STATE MAGAZINES PROGRAM

STATE ASSOCIATION MAGAZINES PUBLISHED BY NIADA GENERAL INFORMATION:

NIADA publishes 20 state specific magazines. These publications are distributed to ALL used car dealer licenses in each specified state (Dealer Principal/ Dealership Owners).

The state magazines highlight dealer financing, indirect lending and a mix of local state-specific and national information for the independent dealers as well as local regulatory and government issues.

These state magazines are also used as a membership recruitment tool and will be used for continuing education purposes.

STATE-SPECIFIC EDITORIAL CONTENT FOR THE STATE MAGAZINES WILL INCLUDE:

- Messages from the State Executive Directors
- Coverage of State-Specific Events and Programs
- State-Specific Dealer Educational Opportunities
- State-Specific Legal and Legislative Information

In addition, the State Magazines will include coverage of NIADA news, education and special events as well as national legal, legislative and regulatory information.

These magazines are also available online inclusive of advertisements at

www.niada.com/state_magazines.php.



ALABAMA
AIADA

ARIZONA
Arizona's Independent Dealer

CALIFORNIA
West Coast Dealer

CAROLINAS (NC/SC)
CIADA Auto Dealer News

COLORADO
CIADA Insider

ILLINOIS
Dealer's Edge

INDIANA
Car Lines

IOWA
Street Smart

LOUISIANA
Open Road

MA/NEW ENGLAND*
Independent Auto Dealer News
*(ME, NH, RI, VT)

MICHIGAN
Driveline

NEBRASKA
Nebraska Dealer Updates

NEVADA
NV Dealer News

NEW JERSEY
NJ Dealer News

NEW MEXICO
NM Dealer Insight

NEW YORK
NY Driving Force

OHIO
The Independent Dealer News

OREGON
Oregon Dealer News

TENNESSEE
Tennessee Dealer Connect

UTAH
Utah Dealer

IN ADDITION, THE STATE MAGAZINES WILL INCLUDE COVERAGE OF NIADA NEWS, EDUCATION AND SPECIAL EVENTS AS WELL AS NATIONAL LEGAL, LEGISLATIVE AND REGULATORY INFORMATION.



ADDITIONALLY, EACH MONTH THE INDIVIDUAL MAGAZINES ARE SENT OUT VIA AN EMAIL BLAST TO THE DEALER MEMBERS IN EACH STATE LETTING THEM KNOW THE ONLINE VERSION IS UP FOR VIEWING AND THEIR HARD COPY WILL BE RECEIVED SHORTLY.

MONTHLY STATE MAGAZINE SCHEDULE

JANUARY

Colorado
Illinois
Indiana
MA/New England*
Michigan
Nebraska
New Mexico
New York
Ohio
Oregon
Utah

FEBRUARY

Alabama
Arizona
California
Carolinas (NC/SC)
Indiana
Iowa
Louisiana
Nevada
New Jersey
Oregon
Tennessee

MARCH

Colorado
Illinois
Indiana
MA/New England*
Nebraska
New Mexico
New York
Ohio
Oregon
Utah

APRIL

Alabama
Arizona
California
Carolinas (NC/SC)
Indiana
Iowa
Louisiana
Michigan
Nevada
New Jersey
Oregon
Tennessee

MAY

Colorado
Illinois
Indiana
MA/New England*
Nebraska
New Mexico
New York
Ohio
Oregon
Utah

JUNE

Alabama
Arizona
California
Carolinas (NC/SC)
Indiana
Iowa
Louisiana
Nevada
New Jersey
Oregon
Tennessee

JULY

Colorado
Illinois
Indiana
MA/New England
Michigan
Nebraska
New Mexico
New York
Ohio
Oregon
Utah

AUGUST

Alabama
Arizona
California
Carolinas (NC/SC)
Indiana
Iowa
Louisiana
Nevada
New Jersey
Oregon
Tennessee

SEPTEMBER

Colorado
Illinois
Indiana
MA/New England*
Nebraska
New Mexico
New York
Ohio
Oregon
Utah

OCTOBER

Alabama
Arizona
California
Carolinas (NC/SC)
Iowa
Louisiana
Michigan
Nevada
New Jersey
Oregon
Tennessee

NOVEMBER

Colorado
Illinois
Indiana
MA/New England*
Nebraska
New Mexico
New York
Ohio
Oregon
Utah

DECEMBER

Alabama
Arizona
California
Carolinas (NC/SC)
Iowa
Louisiana
Nevada
New Jersey
Oregon
Tennessee

* (ME, NH, RI, VT)

STATE MAGAZINES OVERVIEW

CIRCULATION & FREQUENCY

Number of Issues

Circulation

ALABAMA	6	4,769
ARIZONA	6	2,685
CALIFORNIA	6	7,555
CAROLINAS (NC/SC)	6	11,566
COLORADO	6	2,510
ILLINOIS	6	6,428
INDIANA	10	4,403
IOWA	6	2,077
LOUISIANA	6	2,215
MA/NEW ENGLAND*	6	3,035
MICHIGAN	6	5,698
NEBRASKA	6	1,594
NEW JERSEY	6	3,012
NEW MEXICO	6	1,038
NEVADA	6	1,276
NEW YORK	6	3,949
OHIO	6	5,437
OREGON	12	1,727
TENNESSEE	6	3,795
UTAH	6	1,236
*(ME, NH, RI, VT) TOTAL	128	

MAGAZINE DEADLINES

Space Reservation Deadline

Artwork Deadline

JANUARY	12/5/2018	12/11/2018
FEBRUARY	1/4	1/9
MARCH	1/29	2/6
APRIL	2/27	3/6
MAY	3/28	4/8
JUNE	4/29	5/7
JULY	5/29	6/6
AUGUST	6/27	7/8
SEPTEMBER	7/29	8/7
OCTOBER	8/28	9/6
NOVEMBER	9/27	10/7
DECEMBER	10/29	11/6

THE NIADA STATE MAGAZINES ARE DISTRIBUTED NO LATER THAN THE FIRST OF EACH MONTH



ADVERTISING PAYMENT

- “All-inclusive” insertions may be paid on a quarterly basis, with each quarterly payment due on the 20th of the month preceding the start of the quarter.
- “Term” insertions sold as a package (meaning multiple states) may be paid on a quarterly basis, at the discretion of your advertising sales representative. (Each quarterly payment will be due on the 20th of the month preceding the start of the quarter.)
- “Individual term” and “per issue” insertions must be paid in full on the 20th of the month preceding the first ad insertion date.
- Payment may be submitted by credit card by completing NIADA’s Credit Authorization Form, or by submitting a check payable to: NIADA Services, 2521 Brown Blvd., Arlington, TX 76006

STATE MAGAZINE ADVERTISING RATES

PER TERM

Term rate includes cost of advertising in all issues in that state.

**Members receive every state issue. List of non-members are split into two lists and each list receives every other issue printed.

CONFIRMED STATES	Number of Issues	Circulation	Full page	2/3 page	1/2 page	1/3 page
ALABAMA	6	4,769	\$4,230	\$3,870	\$3,420	\$2,820
ARIZONA	6	2,685	\$3,600	\$3,210	\$2,820	\$2,310
CALIFORNIA	6	7,555**	\$4,230	\$3,870	\$3,420	\$2,820
CAROLINAS (NC/SC)	6	11,566**	\$5,700	\$5,250	\$4,800	\$4,050
COLORADO	6	2,510	\$3,600	\$3,210	\$2,820	\$2,310
ILLINOIS	6	6,428**	\$3,900	\$3,600	\$3,150	\$2,580
INDIANA	10	4,403**	\$7,050	\$6,450	\$5,700	\$4,700
IOWA	6	2,077	\$3,600	\$3,210	\$2,820	\$2,310
LOUISIANA	6	2,215	\$3,600	\$3,210	\$2,820	\$2,310
MA/NEW ENGLAND	6	3,035	\$3,900	\$3,600	\$3,150	\$2,580
MICHIGAN	4	5,698	\$2,820	\$2,580	\$2,280	\$1,880
NEBRASKA	6	1,594	\$3,420	\$3,090	\$2,790	\$2,250
NEW JERSEY	6	3,012	\$3,900	\$3,600	\$3,150	\$2,580
NEW MEXICO	6	1,038	\$3,420	\$3,090	\$2,790	\$2,250
NEVADA	6	1,276	\$3,420	\$3,090	\$2,790	\$2,250
NEW YORK	6	3,949	\$3,900	\$3,600	\$3,150	\$2,580
OHIO	6	5,437	\$4,230	\$3,870	\$3,420	\$2,820
OREGON	12	1,727	\$3,420	\$3,090	\$2,790	\$2,250
TENNESSEE	6	3,795	\$3,900	\$3,600	\$3,150	\$2,580
UTAH	6	1,236	\$3,420	\$3,090	\$2,790	\$2,250
TOTAL	128					



PER ISSUE

CONFIRMED STATES	Full page	2/3 page	1/2 page	1/3 page
ALABAMA	\$785	\$715	\$635	\$520
ARIZONA	\$665	\$595	\$525	\$430
CALIFORNIA	\$785	\$715	\$635	\$520
CAROLINAS (NC/SC)	\$1,100	\$995	\$725	\$600
COLORADO	\$665	\$595	\$525	\$430
ILLINOIS	\$725	\$665	\$585	\$480
INDIANA	\$785	\$715	\$635	\$520
IOWA	\$665	\$595	\$525	\$430
LOUISIANA	\$665	\$595	\$525	\$430
MA/NEW ENGLAND	\$725	\$665	\$585	\$480
MICHIGAN	\$785	\$715	\$635	\$520
NEBRASKA	\$635	\$575	\$515	\$420
NEW JERSEY	\$725	\$665	\$585	\$480
NEW MEXICO	\$635	\$575	\$515	\$420
NEVADA	\$635	\$575	\$515	\$420
NEW YORK	\$725	\$665	\$585	\$480
OHIO	\$785	\$715	\$635	\$520
OREGON	\$635	\$575	\$515	\$420
TENNESSEE	\$725	\$665	\$585	\$480
UTAH	\$635	\$575	\$515	\$420

ALL INCLUSIVE RATES

To receive all-inclusive rates, advertiser must place advertising for the entire term in at least 13 of the 20 magazines offered.

Existing all-inclusive advertisers have first right of refusal on the premium positions for any additional state magazine NIADA acquires in 2019.

Full page	1/2 page	1/3 page
\$470	\$380	\$305

All rates listed are full color rates.

All rates listed are PER ISSUE