

SPONSOR WARD'S ONLINE COVERAGE OF THE 2009 NADA CONFERENCE

Extend the reach of your NADA exposure to those watching the event from their dealerships

Ward's editors will be out in full force at NADA in 2009, scouring the event for hot news and developments your customers need to stay updated on their industry.

We'll be posting timely and vital content from the show floor to wardsauto.com during each day of the show, giving dealers and managers who are unable to attend the show a way to stay connected. **And we'll push this content to dealers for five straight days in the form of special NADA show coverage editions of the popular Ward's Dealer Edition e-newsletter.**

Ward's daily NADA coverage will appear in a special section of WardsAuto.com, easily found from both the main WardsAuto.com home and the Ward's Dealer Business main page. Your 160 x 160-pixel graphic will appear prominently in this section each day of our special coverage, and will remain in the section throughout 2009.

And we'll run your 468 x 60 banner in one of the daily e-newsletters, your 120 x 600 tower on another day, and a text ad with 120 x 60 button on all five days. Each edition will reach approximately 40,000+ dealer professionals.

Rate: \$3,500 net. Space is limited. Contact your Ward's representative now to reserve your space in our special online NADA show coverage!

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Screenshot does not reflect actual appearance of special NADA show coverage section.