

THE WARD'S 2009 "ROAD TO NADA" PACKAGE

Impact your customers as they look for new ways to increase profits – whether or not they attend NADA!

	2x	1x	
PRINT EXPOSURE	Display Ad Page(s)	FEB and JAN or MAR	FEB only
	Product literature distribution to hotels	\$1,000 up to 2 pgs (one page, front + back)	\$2,000 up to 2 pgs (one page, front + back)
	Ward's Product Showcase (in print)	FREE 1 product	\$500 per product
ONLINE EXPOSURE	Ward's E-newsletter text ad + graphic	FREE for 2 weeks (choice of weeks not guaranteed)	\$500 for 2 weeks (half off regular rate)
	Banner Ad (234 x 60) in Ward's online coverage	\$200/month	\$300/month
	Online Profile Page	\$250	\$500
	Ward's Product Showcase (online)	FREE 2 products	FREE 1 product
SHOW	"As Seen In Ward's" booth signage	FREE 1 tabletop sign	FREE 1 tabletop sign

SPACE RESERVATION & PRINT AND WEB MATERIAL DEADLINES:

February Issue: Dec. 30

March Issue: Feb. 03

FEB 2009
MAR 2009

<p>NADA 2009 SHOW ISSUE Bonus Distribution: NADA Show Floor & Hotels Featured coverage: "Dealers Speak!" - Dealers across the land say what's on their minds</p>
<p>NADA 2009 WRAP-UP ISSUE Featured coverage: "By the Numbers" - New / Used Vehicle Stats & Data; F & I, Remarketing</p>

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