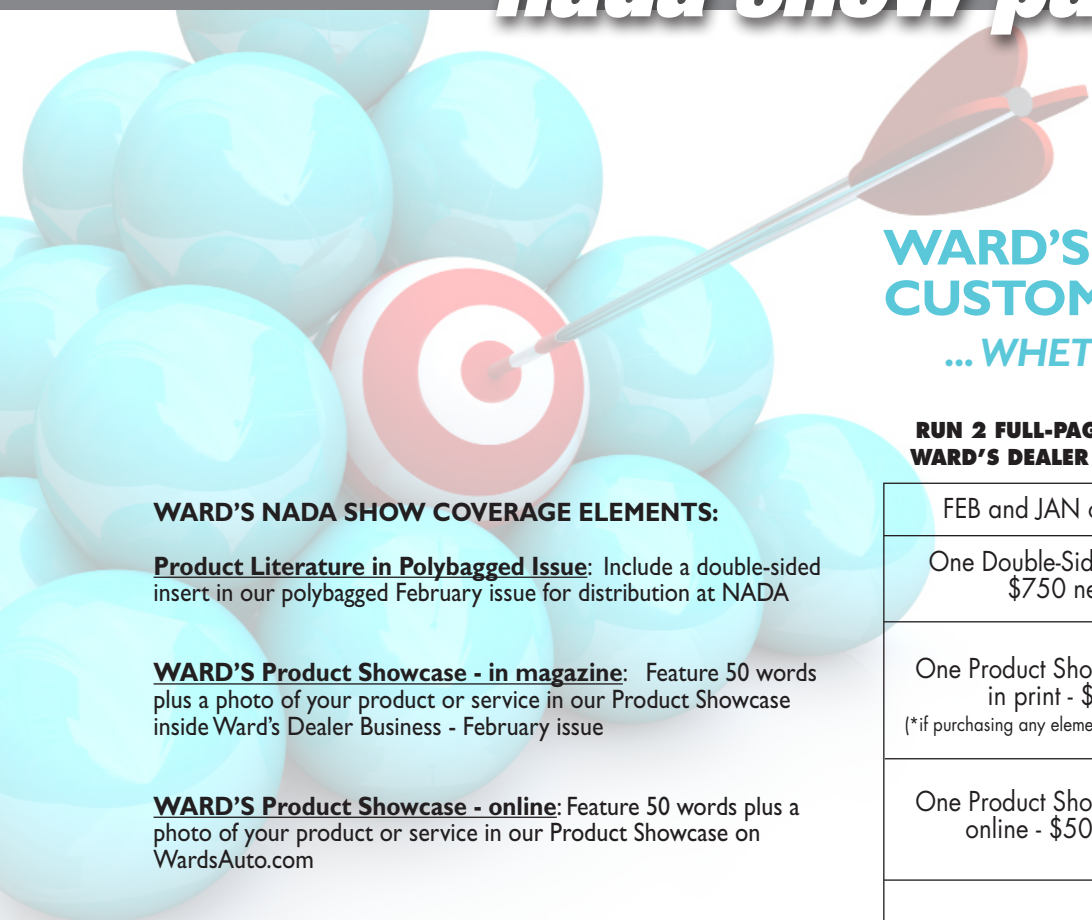


WARD'S

nada show package 2012



WARD'S HELPS YOU TARGET CUSTOMERS DURING NADA
... WHETHER THEY ATTEND OR NOT!

WARD'S NADA SHOW COVERAGE ELEMENTS:

Product Literature in Polybagged Issue: Include a double-sided insert in our polybagged February issue for distribution at NADA

WARD'S Product Showcase - in magazine: Feature 50 words plus a photo of your product or service in our Product Showcase inside Ward's Dealer Business - February issue

WARD'S Product Showcase - online: Feature 50 words plus a photo of your product or service in our Product Showcase on WardsAuto.com

Banner Ad in Special Online Coverage: Your banner will appear on the special report page for our online NADA coverage, which will be live on WardsAuto.com for one year

"As Featured In Ward's" Sign: We'll provide you with a free-standing table-top sign featuring your ad in Ward's Dealer Business

SPECIAL RATE FOR ENTIRE PACKAGE
 (Elements may be purchased separately or combined for 10% discount)

RUN 2 FULL-PAGE ADS IN WARD'S DEALER BUSINESS

RUN 1 FULL-PAGE AD IN WARD'S DEALER BUSINESS

FEB and JAN or MAR	FEB only
One Double-Sided Insert \$750 net	One Double-Sided Insert \$950 net
One Product Showcase Ad in print - \$0* (*if purchasing any element on this page)	One Product Showcase Ad in print - \$500
One Product Showcase Ad online - \$500 net	One Product Showcase Ad online - \$750
Banner Ad in Coverage at WardsAuto.com - \$0* (*if purchasing any element on this page)	Banner Ad in Coverage at WardsAuto.com - \$250
\$0* (*if purchasing any element on this page)	\$0* (*if purchasing any element on this page)
\$2,000 net (10% discount)	\$3,400 net (10% discount)

FEB 2012
MAR 2012

<p>NADA 2012 SHOW ISSUE Bonus Distribution: NADA Show Floor Featured coverage: "Dealers Speak!" - Dealers across the land say what's on their minds</p>	<p>SPACE AND MATERIAL DEADLINE: DEC 29, 2011</p>
<p>NADA 2012 WRAP-UP ISSUE Featured coverage: "F&I Trends / Best Practices" - Success stories, new products and services</p>	<p>SPACE AND MATERIAL DEADLINE: JAN 31, 2012</p>

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