

POSITION YOURSELF AS AN EXPERT ON WARDAUTO.COM

ASK the
experts



New "Ask the Experts" Q & A forum empowers you to showcase your expertise to Ward's online readers.

Don't miss this opportunity to be the Exclusive Expert on our website and answer category specific questions from WardsAuto.com visitors. Your company will maintain exclusive rights to answer questions from our online audience for a minimum of three months.

Here's a Sampling of Categories (though you may suggest more):

Website Development • Search Engine Marketing • Internet Leads • Subprime financing • Consumer Insurance
Remarketing • Service Department • Facility Insurance • Sales Training • CRM • Legal Issues

"Ask the Experts" sponsors enjoy many levels of exposure!

As Ward's is a leading provider of information that dealers need to increase profits throughout their dealerships, we have many avenues to drive traffic to your Ask the Experts campaign. We may put together a campaign to heighten visibility and drive traffic and questions to your "Expert," including some combination of house advertising in Ward's Dealer Business, promotion throughout WardsAuto.com, and links in our enewsletters.

Plus, we encourage you to refer to your Ask the Experts campaign in your own advertising to drive even more traffic and participation!

Rates and Terms:

1 Category: \$3,500 net/mo

2 Categories: 1st: \$3,500 net/mo, 2nd: \$2,250 net/mo


3 Categories: 1st: \$3,500 net/mo, 2nd: \$2,250 net/mo, 3rd: \$1,850 net/mo

Minimum three-month commitment. Sponsorships sold on first-come first-served basis. Each sponsor receives bonus run of site ad impressions each month the sponsorship runs.

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[» Recent Questions & Answers](#)

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Dr. MacElroy is president of Socratic Technologies, Inc. (www.sotech.com) and has more than 25 years of marketing research experience. He holds a doctorate in Management and Technology (GGU), an M.B.A. (Penn State) and a B.A. in Economics (SUNY).

Bill is a past president of the Interactive Marketing Research Organization, a member of CIMOR's Governmental Affairs committee and a past president of the San Francisco Chapter of the AMA.

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Sample

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