WARD'S wardsauto.com rates & specs

WARD'S OFFERS THE MOST POWERFUL, COST-EFFECTIVE ONLINE REACH.

The industry's premier website.
Many well-read, targeted e-newsletters.
Online content to match your message.

WardsAuto.com, the site that's repeatedly been called "Best of the Web," is the premier online environment for getting your message to your customers.

More than 250,000 employees of the top auto makers and suppliers around the world have access to WardsAuto.com via subscription licenses those companies purchase. Since those major OEMs are paying for WardsAuto.com access, they heavily promote its usage to their employees. This high level of usage contributes to our total of 500,000+ page views per month.

What are these highly desirable OEM personnel looking for? WardsAuto.com has more than 50,000+ archived articles going back nearly 15 years. And data junkies feast on our more than 3,500 tables of sales, production, inventory and plant scheduling information in the WardsAuto.com Reference Center.

The audience is here. The desirable content is here. And the unparalleled opportunities to tie your message to content your customers value are here, more powerful than ever.

2011 PRICING:

1	Large banner in header (728 x 90)	$73 CPM net
2	Tower ad in right rail (160 x 600)	$73 CPM net
3	Ad inside article (300 x 250)	$73 CPM net
4	Left rail ad (125 x 125)	$42 CPM net

TECHNICAL SPECIFICATIONS:

Accepted Formats: GIF, Animated GIF, JPEG, HTML, Flash, Unicast, Paintroll, Eyeblaster, Enliven, Bluestreak, Motif
Will accept for testing: DHTML, Audio, Real, and Shoshkeles
Non-accepted formats: Java, Java Applet, Video
3rd Party Ad Serving: Will accept most 3rd-party ad tags including DART, Atlas, Bluestreak and Mediafarm. All 3PAS must be accompanied by anti-caching documentation.

Frames / Looping for animated GIFS:
Maximum frames 4 – Looping 3 times
Materials due: Two (2) business days prior to post, Five (5) for rich media
• Include with instructions:
Referring URL and alt text
Cancellation Policy: Sponsorships require a 2-week written cancellation notice.
Banners – 48 hours.

contact us

Publisher
Tom Duncan
ph: 203-358-4201
tduncan@wardsauto.com

Detroit/Midwest U.S.
Dyanna Hurley
ph: 586-983-4252
dhurley@wardsauto.com

Chicago/Central U.S.
Dave Haggett
ph: 847-934-9123
dghaggett@aol.com

Western U.S.
Woody Newell
ph: 360-944-6572
swnewell@earthlink.net

Northeast/Southern U.S.
Bill Doucette
ph: 603-236-3310
wjduce@aol.com

Managing Director
Jim Bush
ph: 248-799-2611
jbush@wardsauto.com