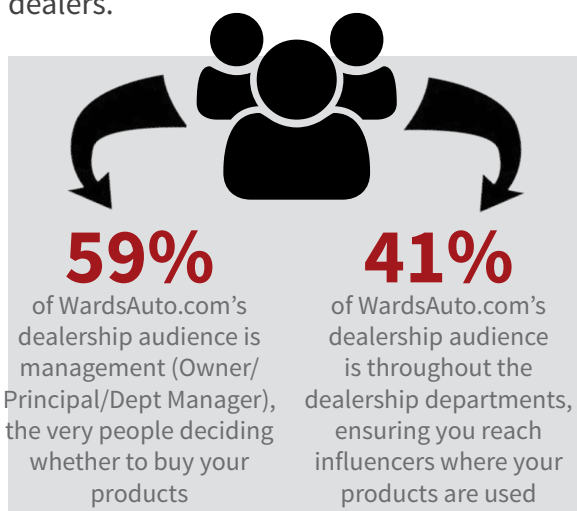


WardsAuto.com

Essential Online Resource for Your Dealer Customers

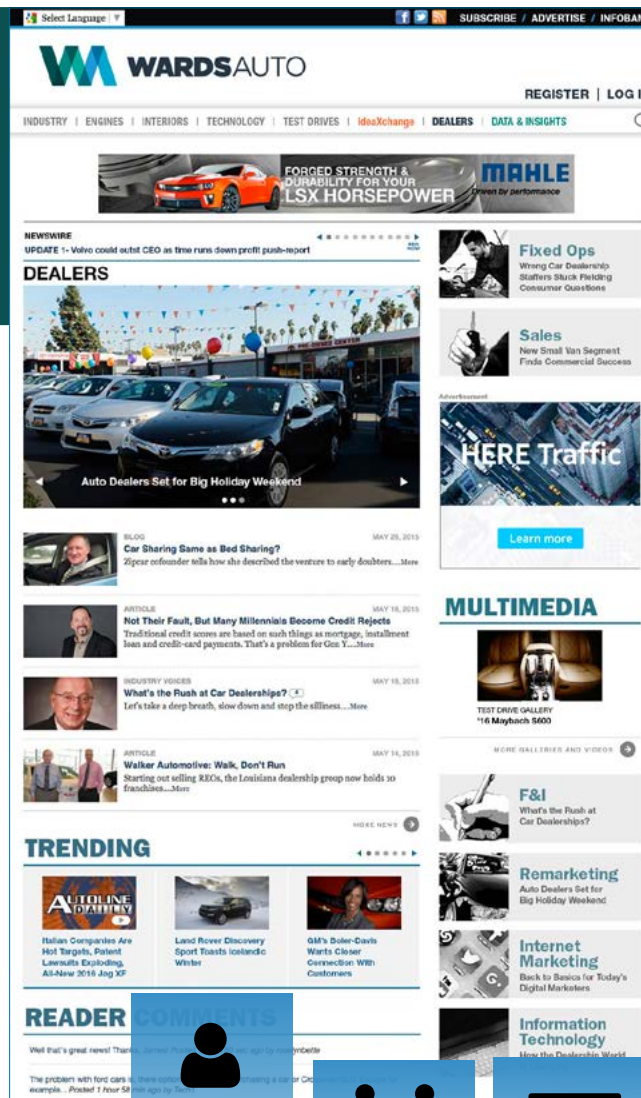
WardsAuto.com is a constantly-updated, comprehensive site that has repeatedly been named “Best of the Web.” This online resource is more than the latest news and advice. It’s THE SOURCE for unique insights from our editors and columnists covering all aspects of dealership management and new products helping them make more money.

Plus, it’s the exclusive place to find features like Ward’s 10 Best Engines, Ward’s 10 Best Interiors and our extensive coverage of the world’s major auto shows and conferences. This “beyond-the-showroom” look at what the OEMs are up to and what consumers think makes WardsAuto.com a frequent MUST-READ for dealers.



UNRIVALED EXPOSURE OPPORTUNITIES

Your message to dealers can be featured in our special-themed Resource Centers of deep dives on specific topics, the ideaXchange where dealers and experts gather to share money-making ideas, and white paper collection of detailed reports on matters vital to dealers.



37%
Dealer
Owner/
Principal



22%
General
Manager /
Dealership
Management



23%
Sales /
Internet



18%
Other
Departments

WardsAuto Resource Centers Embed Your Message in Our Relevant Content

A WardsAuto Resource Center combines our content with yours and serves it to a wide, attentive audience. You'll position yourself as an expert by partnering with a world-leading provider of industry insights and analysis, presenting your message to customers at the moment they are most tuned-in to the topic in which you want to be top-of-mind.

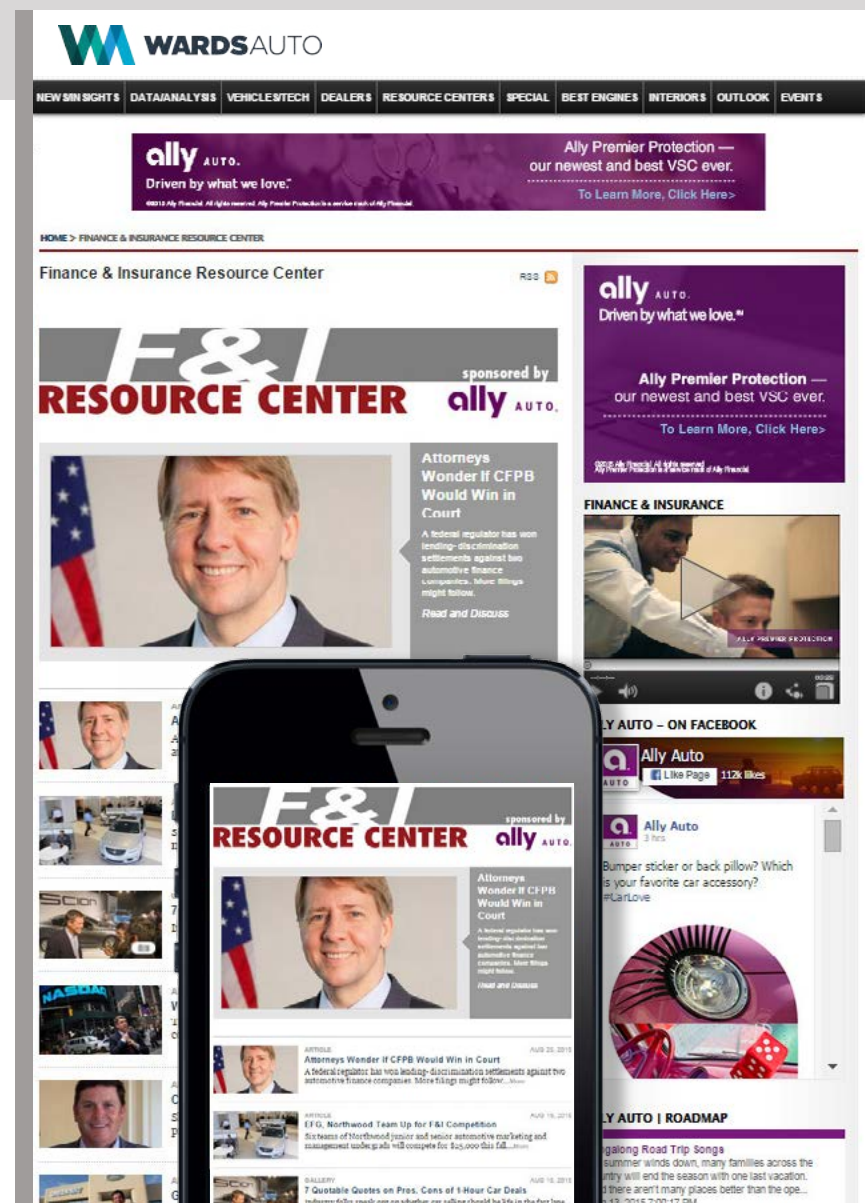
You'll get a dedicated area beside our trusted editorial to promote items that establish you as a leader in the Resource Center topic. You could offer white papers, videos, or product walkthroughs and we'll deliver leads of those who registered to view them. (Don't have content to offer? We'll create it for you!)

We'll bring visitors in with links throughout WardsAuto.com, targeted e-mail alerts, and WardsAuto's social media channels. And you'll educate this audience on how your company can help their businesses, making them see you as a thought leader.

Own Your Topic

Get 100% Voice and Include Your Content in these Resource Centers:

- **F&I**
- **Sales**
- **Remarketing**
- **Fixed Ops**
- **Digital Marketing**
- **And More!**



WardsAuto.com Banner Advertising

Embed your marketing message within our well-read editorial environment. We offer standard sizes outlined below, as well as site takeovers and interstitials to grab even more attention.

728 x 90 pixels	Top and bottom of most pages	\$92 CPM net (top) \$57 CPM net (bottom)
300 x 250 pixels	Right rail on most pages	\$92 CPM net (top) \$57 CPM net (bottom)

SPECIAL OPPORTUNITIES: Contact us about our many additional online opportunities, including prestitial welcome ads, site skins, home page takeovers, site takeovers, IAB Rising Star pushdowns, corner peels, re-targeting and gallery sponsorships.



Download ad specification sheet at: <http://wardsauto.com/adspecs>

You Are the Expert in the WardsAuto ideaXchange

The WardsAuto ideaXchange connects our digital audience of OEM and Tier 1 decision makers with thought leaders in their fields. This unique interaction presents a powerful way for you to amplify your brand initiatives and social outreach.

Your messages within the ideaXchange can include rich media interactive ads and mobile units, designed to grab attention of our users looking for solutions to their most pressing issues.

- Drive **awareness** to your brand
- Build **engagement** with our audience
- Market your **content** within our editorial environment
- Generate **leads**
- Opportunity to have complete **ownership** of a discussion page
- Run rich media ads providing larger ad space which encourages higher **interaction rates**
- Participate in **conversations**