

WardsAuto Newsletters

NEW! Rebranded and Relunched in Format That's Responsive on Any Device.

WardsAuto sends timely updates of news, columns, best practices and analysis several times a week to an engaged audience of dealers and their department managers. Traditionally well read, these curated briefs are the perfect environment for your message.

Whether you run an attention-grabbing banner or text-based message immersed within our editorial, you will repeatedly reach our engaged, decision-making audience of **nearly 35,000 subscribers**.

NEWLY RELAUNCHED! All our newsletters are now responsive, scaling for ideal reading on any device and showcasing your brand in an attractive format.

WardsAuto Dealer Edition

Weekly roundup of news, columns and insights, sent each Tuesday

WardsAuto Dealer 5

Informal collection of five "must-know" items, sent 3 times a week

WardsAuto Special Editions

Themed and sponsored newsletters on Digital Marketing, F&I and more



Dealer Edition Newsletter

Our weekly alert on the latest news, trends, columns and product information sports a bold, clean new design that is **responsive on mobile devices**. We can embed your message in ways that are attractive and make an impact no matter what device the reader is using.

AUDIENCE:

The *WardsAuto Dealer Edition* is deployed to approximately 34,000 subscribers on a weekly basis. This includes all available email addresses from our *WardsAuto Dealer Business* magazine subscriber base of owner/principals at nearly every franchised new car dealership in the US, along with key department managers.

SPONSORSHIP POSITIONS:

Lead Sponsor

Your company will enjoy top visibility in the newsletter with a 580 x 80 banner above the lead story, and a text ad plus 180 x 150 banner in the newsletter body. **\$5,190/mo net**

Banner Sponsor

Your 580 x 80 ad will appear within the newsletter body. **\$3,490/mo net**

Text Ad Sponsor

Your 60-word plus link ad, and bonus 180 x 150 banner appearing alongside it, will appear surrounded by editorial.

TOP TEXT AD POSITION (below lead story): **\$3,990/mo net**

RUN OF NEWSLETTER: **\$3,490/mo net**

The screenshot shows the newsletter layout with several key elements:

- Header:** WARDS AUTO logo, DEALER EDITION, SEPTEMBER 1, 2015, ADVERTISEMENT.
- Top Ad:** A 580 x 80 banner above the lead story.
- Lead Story:** "Growing Role for Women at Dealerships" featuring a photo of a woman in a suit. The text below the photo describes the General Motors Women's Retail Network initiative.
- Text Ad:** A text ad with a 180 x 150 banner below it, discussing smart-grid renewable energy needs.
- Bottom Ad:** A 180 x 150 banner below the text ad, also discussing smart-grid renewable energy needs.

AD SPECS

Ad creative is collected on a monthly basis and are due 5 business days in advance to the campaign start date.

Clickthrough URL must be provided.

Pixel Size: 580 x 80, 180 x 150

Max File Size: 40 KB

Accepted Formats: GIF or JPG

Rich media is not accepted for newsletter placements.

Regarding Animated GIFs

We discourage the use of animation in GIF files, as popular email programs will not display animations.

We will accept Animated GIFs within these parameters:

Looping: 3 times

Max Frames: 4

First frame should be a stand alone image for readers who do not see the animation.

Dealer 5 Newsletter

Our newest newsletter, the **WardsAuto Dealer 5**, is an informal, bite-size update on hot items of the day, or “the five things a dealer needs to know right now.” Infused with a lighthearted tone and Editor Steve Finlay’s inimitable sense of humor, the *Dealer 5* newsletter has quickly become a must-read for dealers who need to be “in the know, on the go.”

AUDIENCE:

The *WardsAuto Dealer 5* is deployed to approximately 34,000 subscribers on a weekly basis. This includes all available email addresses from our *WardsAuto Dealer Business* magazine subscriber base of owner/principals at nearly every franchised new car dealership in the US, along with key department managers.

SPONSORSHIP POSITIONS:

Lead Sponsor

Your company will enjoy top visibility in the newsletter with a 580 x 80 banner above the lead story, and a text ad below editorial item number 2.

\$9,500/mo net

Text Ad Sponsor

Your 60-word plus link ad will appear surrounded by our well-read editorial items. **\$6,250/mo net**

“DEALER 5” NEWSLETTER

SEPTEMBER 1, 2015

ADVERTISEMENT

580 x 80

Hey there. Welcome to the **WardsAuto Dealer 5** for Monday, September 28. To start it off, we've put together items from [WardsAuto.com](#) and across the internet. So let's go:

- 1.** An attorney who once worked for the Consumer Financial Protection Bureau offers [tips](#) on how to be cool with the gung-ho regulator.
[Full article](#)
- 2.** Here's a clear-headed, what-next look at the [VW diesel disaster](#).
[Full article](#)

ADVERTISEMENT

“I had ADP, Dealertrack and Reynolds in my stores. I spent a lot of time doing my homework on DMS providers. I switched all my stores to Reynolds. If I didn't think Reynolds was the best, I wouldn't have done it.” – Joe Laham, President of Premier Companies
[See why Joe Switched](#)

- 3.** Lost in the VW volcanic eruption are [owners and dealers](#). Buyers feel duped. Dealers are stuck with unsaleable cars. And California dealers aren't wasting any time: [they're suing](#). The lava flow spreads.
[Full article](#)
- 4.** Another blockbuster dealership deal in the works? [Herb Chambers](#) says he's open to selling his namesake dealer group, No.13 on the [WardsAuto Megadealer 100](#) with 2014

ADVERTISEMENT

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