

2025 MEDIA KIT

Automotive News

A CRAIN FAMILY BRAND

AUTOMOTIVE NEWS: A GLOBAL MEDIA GROUP

THE MOST-TRUSTED VOICE OF THE GLOBAL AUTO INDUSTRY

With five brands covering North America, Europe and China, the Automotive News Group reaches decision-makers in every major sector of the global auto industry.

Our readers subscribe to Automotive News to gain new ideas stay up to date with the latest industry and leader news and seek solutions to their business challenges.

The Automotive News Advertising team is your full-funnel partner, with proven success in helping our clients achieve their marketing goals, forge connections, drive engagement and connect you to our readers.

Ready to get started? ► [Get in touch.](#)

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OUR MISSION

To inform and empower current and future business leaders by providing the insights, knowledge and connections they need to thrive in a rapidly changing industry.

We do this through deep, comprehensive and timely reporting of the personal transportation ecosystem, powered by the world's largest automotive newsroom.

If their work impacts or is impacted by the auto industry, they rely on the credibility, insider access and journalistic integrity of Automotive News.

THE STRENGTH OF AUTOMOTIVE NEWS

“ We strongly value our longstanding partnership with Automotive News. The combination of innovative digital, content, event, sponsorship and print options create multiple touchpoints with the dealer and OEM communities. **The awareness and lead generation capabilities of Automotive News are second to none.** ”



Jessica Camp
Director of Marketing
Cox Automotive Inc.

“ From advertising to events to webinars, **Automotive News is helping to drive engagement with our brand.** But it's ultimately the **sense of partnership** and the common goal to **support our industry at every turn** that separates Automotive News from the rest. ”



Chris Farrar
Sr. Director of Corporate Marketing
CDK Global

AUDIENCE OVERVIEW

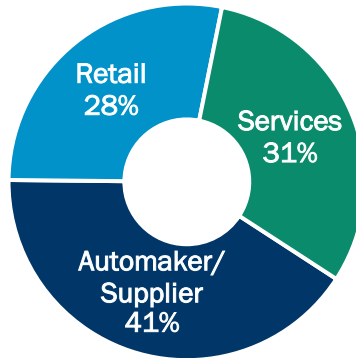
Automotive leaders rely on Automotive News for the insights, knowledge and connections they need to thrive in a rapidly changing industry.

62,882
paid subscribers

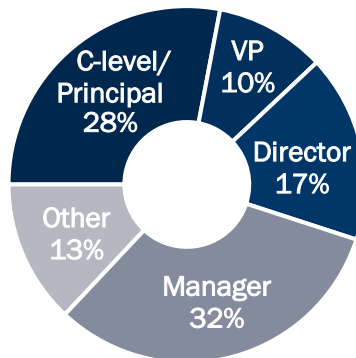
851K
monthly uniques

924K
social followers

COMPANY TYPE



SENIORITY LEVEL



PRINT AUDIENCE

100%
paid circulation

94%
renewal rate

31 min.
spent per week

83%
are responsible for
purchase decisions

3+
readers per copy
(**186k total readers**/issue)

79%
have read 4 out of
the last 4 issues

DIGITAL AUDIENCE

4.3M
monthly page views

368K
newsletter opt-ins

44%
average open rate

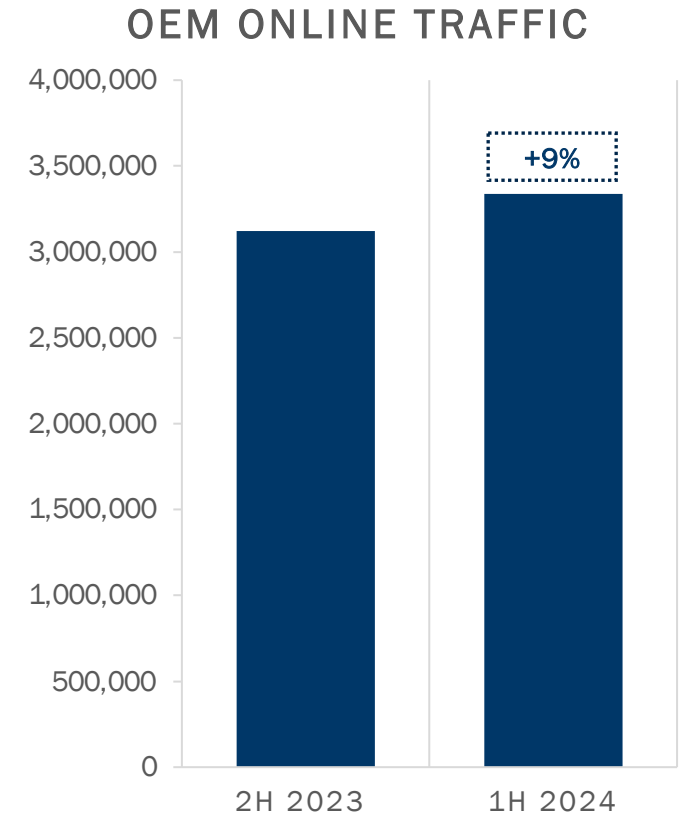
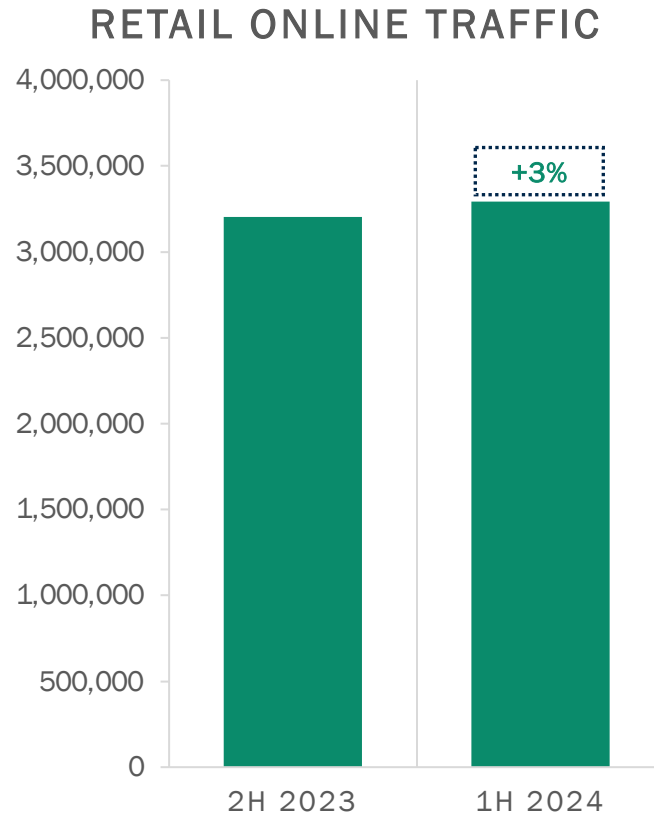
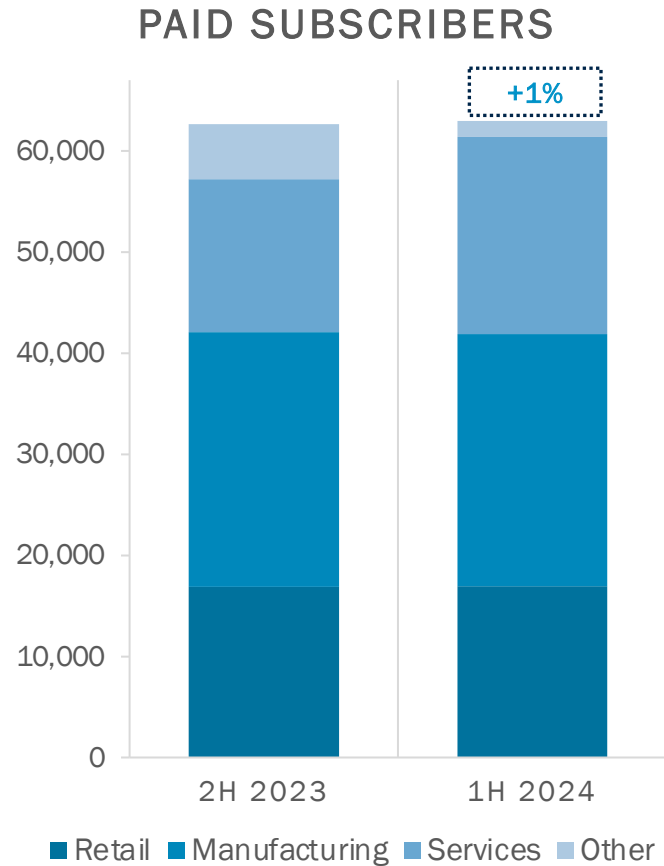
24K
annual leads delivered

1.8M
annual podcast plays

605K
annual video views

Sources: Adobe Analytics, Sailthru, Soundcloud, Brightcove (Aug. 2023 through July 2024); June 2024 AAM audit statement; May 2022 readership study; publisher's own data

2024 AUDIENCE TRENDS



Updated October 2, 2024

AUTOMOTIVE NEWS: THE LEADING SOURCE FOR CAR DEALERS

100% paid subscriber base

16k+ dealership subscribers to Automotive News

85% of dealers consider Automotive News the **most important** industry publication

90% of dealers **read every single issue** of Automotive News

92k engaged dealership readers signed up for one or more of our email newsletters

1.5k event attendees from dealerships over the last 12 months

Sources: Sailthru (Aug. 2023 through July 2024); June 2024 AAM audit statement; May 2022 readership study; publisher's own data



CALENDAR
OF
COVERAGE

Automotive News

A CRAIN FAMILY BRAND

2025 EDITORIAL CALENDAR – Q1

ONGOING COVERAGE: **OPINION** • **BEST PRACTICES** • **SHIFT** (tech & innovation) • **CARS & CONCEPTS** • **FINAL ASSEMBLY**

JANUARY

6		13		20 • AD STUDY		27	
EARLY AD CLOSE: DEC 18	1	EARLY AD CLOSE: DEC 18	2	AD CLOSE: JAN 8	3	AD CLOSE: JAN 15	4
Done Deals page F&I page Detroit Auto Show preview <i>AN100: Introducing our centennial coverage</i>		CES coverage Retail Technology page Service & Parts page Detroit Auto Show coverage U.S. Sales Report 2024 <i>AN100: Future of auto shows</i>		SPECIAL SECTION: NADA Show Preview F&I page 2024 N.A. Production Report <i>AN100: The history and future of the franchise system</i> NADA SHOW DAILIES JAN 24-26 • AD CLOSE: JAN 2		Industry Innovations page Service & Parts page	

FEBRUARY

3		10		17		24	
AD CLOSE: JAN 22	1	AD CLOSE: JAN 29	2	AD CLOSE: FEB 5	3	AD CLOSE: FEB 12	4
SPECIAL SECTION: NADA Show Review Done Deals page F&I page <i>AN100: Digital retail innovation</i>		DE&I at Work page Service & Parts page Chicago Auto Show coverage <i>AN100: Commercial vehicle market transformation</i>		F&I page Canadian International Auto Show coverage		Service & Parts page January N.A. Production Report	

MARCH

3		10		17		24		31	
AD CLOSE: FEB 19	1	AD CLOSE: FEB 26	2	AD CLOSE: MAR 5	3	AD CLOSE: MAR 12	4	AD CLOSE: MAR 19	1
SPECIAL SECTION: F&I • EARLY AD CLOSE: FEB 11 Done Deals page Dealer Census <i>AN100: Dealer census forecast</i>		Retail Technology page Service & Parts page		F&I page <i>AN100: 10 policies that changed the auto industry</i>		Industry Innovations page Service & Parts page February N.A. Production Report <i>AN100: Evolution of safety systems</i>		ALL ACCESS FEATURE: <i>Top 150 Dealership Groups</i> F&I page <i>AN100: Dealership consolidation forecast</i>	

AD STUDY: In 2025, we will conduct studies to determine recall and readership of ads in Automotive News. These reports provide valuable data to advertisers, including verbatim feedback from readers. Speak with your client partnerships manager to learn how your ad can be included.

V2-9.26

2025 EDITORIAL CALENDAR – Q2

ONGOING COVERAGE: **OPINION** • **BEST PRACTICES** • **SHIFT** (tech & innovation) • **CARS & CONCEPTS** • **FINAL ASSEMBLY**

APRIL

7 • AD STUDY		14		21		28	
AD CLOSE: MAR 26	2	AD CLOSE: APR 2	3	AD CLOSE: APR 9	4	AD CLOSE: APR 16	1
SPECIAL SECTION: Service & Parts • EARLY AD CLOSE: MAR 18 Done Deals page <i>AN100: Legendary inventors</i>		SPECIAL SECTION: PACE/PACE Pilot Finalists • EARLY AD CLOSE: MAR 25 DE&I at Work page F&I page U.S. Sales Report Q1 <i>AN100: 10 supplier technology milestones</i>		ALL ACCESS FEATURE: Top 100 Dealership Groups Ranked by Used-Vehicle Sales PACE/PACE Pilot coverage Service & Parts page New York International Auto Show preview March N.A. Production Report		F&I page New York International Auto Show coverage <i>AN100: Origins of electrification</i>	

MAY

5		12		19		26	
AD CLOSE: APR 23	2	AD CLOSE: APR 30	3	AD CLOSE: MAY 7	4	AD CLOSE: MAY 14	1
Done Deals page Service & Parts page		SPECIAL SECTION: F&I • EARLY AD CLOSE: APR 22 Retail Technology page		SPECIAL SECTION: 100 Leading Women in the North American Auto Industry • EARLY AD CLOSE: APR 22 Service & Parts page Top Used-Vehicle-Only Retailers list April N.A. Production Report <i>AN100: Hidden figures</i>		SPECIAL SECTION: Robotics and AI in Manufacturing • EARLY AD CLOSE: MAY 6 Industry Innovations page F&I page Talk from the Top: N.A. Automaker Executives <i>AN100: Evolution of manufacturing technology</i>	

JUNE

2		9		16		23		30	
AD CLOSE: MAY 21	2	AD CLOSE: MAY 28	3	AD CLOSE: JUN 4	4	AD CLOSE: JUN 11	1	AD CLOSE: JUN 18	2
Done Deals page Service & Parts page Talk from the Top: N.A. Automaker Executives <i>AN100: Automaker mergers & acquisitions</i>		DE&I at Work page F&I page		Service & Parts page Intelligence Report		ALL ACCESS FEATURE: Top Suppliers (Global, N.A., Europe) F&I page May N.A. Production Report Intelligence Report <i>AN100: Automaker-supplier relations</i>		Service & Parts page Intelligence Report	

2025 EDITORIAL CALENDAR – Q3

ONGOING COVERAGE: **OPINION** • **BEST PRACTICES** • **SHIFT** (tech & innovation) • **CARS & CONCEPTS** • **FINAL ASSEMBLY**

JULY

7		14		21		28	
AD CLOSE: JUN 25	3	AD CLOSE: JUL 2	4	AD CLOSE: JUL 9	1	AD CLOSE: JUL 16	2
Done Deals page F&I page Intelligence Report <i>AN100: Advertising: Then, now and next</i>		SPECIAL SECTION: 40 Under 40 • EARLY AD CLOSE: JUN 24 Retail Technology page Service & Parts page Intelligence Report U.S. Sales Report Q2 <i>AN100: Longtime dealership employees</i>		F&I page June N.A. Production Report Future Product Pipeline: Buick, Cadillac, Chevrolet, GMC <i>AN100: Powertrain and segment evolutions</i>		Industry Innovations page Service & Parts page Future Product Pipeline: Mazda, Lexus, Subaru, Toyota <i>AN100: Origins of automated driving</i>	

AUGUST

4		11		18 • AD STUDY		25	
AD CLOSE: JUL 23	3	AD CLOSE: JUL 30	4	AD CLOSE: AUG 6	1	AD CLOSE: AUG 13	2
Done Deals page F&I page Future Product Pipeline: Audi, BMW, Mercedes-Benz, Mini		DE&I at Work page Service & Parts page Future Product Pipeline: Jaguar, Land Rover, Polestar, Volkswagen, Volvo, Ineos		SPECIAL SECTION: Software-defined Vehicles • EARLY AD CLOSE: JUL 29 F&I page Future Product Pipeline: Genesis, Hyundai, Kia <i>AN100: Software's exponential importance</i>		Service & Parts page July N.A. Production Report Future Product Pipeline: Ford, Lincoln <i>AN100: Organized labor</i>	

SEPTEMBER

1		8		15		22		29	
AD CLOSE: AUG 20	3	AD CLOSE: AUG 27	4	AD CLOSE: SEP 3	1	AD CLOSE: SEP 10	2	AD CLOSE: SEP 17	3
SPECIAL SECTION: F&I • EARLY AD CLOSE: AUG 12 Done Deals page Future Product Pipeline: Acura, Honda, Infiniti, Mitsubishi, Nissan		Retail Technology page Service & Parts page Future Product Pipeline: Lucid, Rivian, Scout, Tesla, VinFast <i>AN100: Disruptive figures</i>		2025 All-Stars F&I page Future Product Pipeline: Alfa Romeo, Chrysler, Dodge, Fiat, Jeep, Ram <i>AN100: Legendary AN All-Stars</i>		SPECIAL SECTION: Rising Stars • EARLY AD CLOSE: SEP 2 Industry Innovations page Service & Parts page August N.A. Production Report Future Product Pipeline: Exotic brands		SPECIAL SECTION: Used Cars • EARLY AD CLOSE: SEP 9 F&I page <i>AN100: Infrastructure: From asphalt to algorithms</i>	

2025 EDITORIAL CALENDAR – Q4

ONGOING COVERAGE: **OPINION** • **BEST PRACTICES** • **SHIFT** (tech & innovation) • **CARS & CONCEPTS** • **FINAL ASSEMBLY**

OCTOBER

6		13		20		27	
AD CLOSE: SEP 24	4	AD CLOSE: OCT 1	1	AD CLOSE: OCT 8	2	AD CLOSE: OCT 15	3
ALL ACCESS FEATURE: Future Product Pipeline recap Done Deals page Service & Parts page <i>AN100: Supply chain evolution</i>		SPECIAL SECTION: Best Dealerships To Work For – Tentative Date • EARLY AD CLOSE: SEP 16 DE&I at Work page F&I page U.S. Sales Report Q3 <i>AN100: The most enduring U.S. dealerships</i>		Service & Parts page September N.A. Production Report		F&I page <i>AN100: Trailblazers</i>	

NOVEMBER

3		10		17		24	
AD CLOSE: OCT 22	4	AD CLOSE: OCT 29	1	AD CLOSE: NOV 5	2	AD CLOSE: NOV 12	3
SPECIAL SECTION: Service & Parts • EARLY AD CLOSE: OCT 14 Done Deals page <i>AN100: Made in America</i>		Retail Technology page F&I page		Service & Parts page Los Angeles Auto Show preview <i>AN100: The industry and celebrities</i>		Industry Innovations page F&I page Talk from the Top: Global Automotive Executives October N.A. Production Report Los Angeles Auto Show coverage	

DECEMBER

1		8		15		22		29	
AD CLOSE: NOV 19	4	EARLY AD CLOSE: NOV 24	1	AD CLOSE: DEC 3	2	AD CLOSE: DEC 10	3	EARLY AD CLOSE: JUL 11	4
SPECIAL SECTION: F&I • EARLY AD CLOSE: NOV 11 Done Deals page Talk from the Top: Global Automotive Executives		DE&I at Work page Service & Parts page		F&I page Service & Parts page <i>AN100: Departed brands</i>		Yearbook: 2025 in Review CES preview November N.A. Production Report		SPECIAL ISSUE: Automotive News Centennial • AD CLOSE: JUL 11 • MATERIAL AD CLOSE: AUG 22	

AUTOMOTIVE NEWS GROUP 2025 GLOBAL EVENT CALENDAR

NEW EVENT

Automotive News
BEST PRACTICES
at NADA

JANUARY 23 • CONFERENCE
NEW ORLEANS

Automotive News
**FORTY
UNDER 40**

JANUARY 23 • BREAKFAST
NEW ORLEANS

Automotive News Canada
CONGRESS

FEBRUARY 13 • CONFERENCE
TORONTO

**Automobilwoche
KONFERENZ**

FEBRUARY 25 • CONFERENCE
MUNICH

Automotive News Canada PRESENTS
**EMBRACING
DIVERSITY**

MARCH • ROUNDTABLE
VIRTUAL

Automotive News
PACE

APRIL 15 • GALA
DETROIT

100 LEADING
WOMEN

MAY 19 • GALA
DETROIT

AUTOMOTIVE NEWS PRESENTS
**LEADING
WOMEN**

MAY 20 • CONFERENCE
DETROIT

Automobilwoche
**WOMEN'S
LEADERSHIP
DAY 2025**

MAY 21 • CONFERENCE
MUNICH

Automotive News Europe
CONGRESS

JUNE • CONFERENCE
ITALY

Automotive News Europe
RISING STARS

JUNE • DINNER
ITALY

Automotive News Europe
EUROSTAR

SEPTEMBER 8 • GALA
MUNICH

Automotive News
CONGRESS

SEPTEMBER 22 & 23 • CONFERENCE
DETROIT

Automotive News
RISING STARS

SEPTEMBER 22 • DINNER
DETROIT

Automotive News
ALL*STARS

SEPTEMBER 23 • DINNER
DETROIT

Automotive News
**BEST
DEALERSHIPS
TO WORK FOR**

OCTOBER • GALA
NASHVILLE

Automotive News Canada
RETAIL FORUM

OCTOBER 16 OR 23 • CONFERENCE
TORONTO

Automotive News Canada
**BEST
DEALERSHIPS
TO WORK FOR**

OCTOBER 16 OR 23 • GALA
TORONTO

**Automobilwoche
KONGRESS**

NOVEMBER 12 - 13 • CONFERENCE
BERLIN

AUTOMOTIVE NEWS CANADA PRESENTS
**LEADING
WOMEN**

NOVEMBER 2025 • ROUNDTABLE
VIRTUAL

Automotive News 100th

CELEBRATING A CENTURY OF AUTO INDUSTRY
STORIES

We're celebrating our centennial anniversary throughout 2025 and look forward to finding creative ways to align your mission and objectives with our expanded coverage.



Weekly look-back/look-forward content: Each week, the newsroom will connect the week's hottest topics with our historical coverage on those topics – plus a look ahead to the next 100 years.



Commemorative book: Automotive News will produce a high-quality “coffee table” book celebrating the last and next 100 years in automotive. Our marketing partners are invited to join us in including their stories alongside ours.



Centennial Awards: Throughout the year Automotive News editors will honor about a dozen “industry legends” with a Centennial Award recognizing their significant contributions to the industry.

100TH ANNIVERSARY | WEEKLY COVERAGE

Each week, the newsroom will connect the week's hottest topics with our historical coverage on those topics – plus a look ahead to the next 100 years.

INDUSTRY-WIDE

- Future of Auto Shows
- 10 policies that changed the industry
- Legendary inventors
- Hidden figures
- Advertising – now and then
- Organized labor
- Disruptive figures
- Legendary All-Stars
- Infrastructure from asphalt to algorithms
- Made in America regionalization
- An industry intertwined with celebrity
- The next 100 years

RETAIL

- History & future of the franchise system
- Digital retail revolution
- Dealer Census forecast
- Dealership consolidation forecast
- Longtime dealership employees
- The most enduring US dealerships
- Finance & insurance deep-dives
- Service & parts deep-dive
- Used-car & remarketing deep-dive
- Plus more!

OEM/SUPPLIER

- Commercial vehicle market transformation
- Evolution of safety systems
- Legendary inventors
- 10 supplier technology milestones
- Origins of electrifications
- Evolution of manufacturing technology
- Automaker mergers & acquisitions
- Automaker-supplier relations
- Powertrain and segment evolutions
- Origins of automated driving
- Software's exponential importance
- Supply chain evolution
- Plus more!

100TH ANNIVERSARY | COMMEMORATIVE BOOK

Automotive News will produce a high-quality “coffee table” book celebrating the past 100 years in automotive – and what’s next.

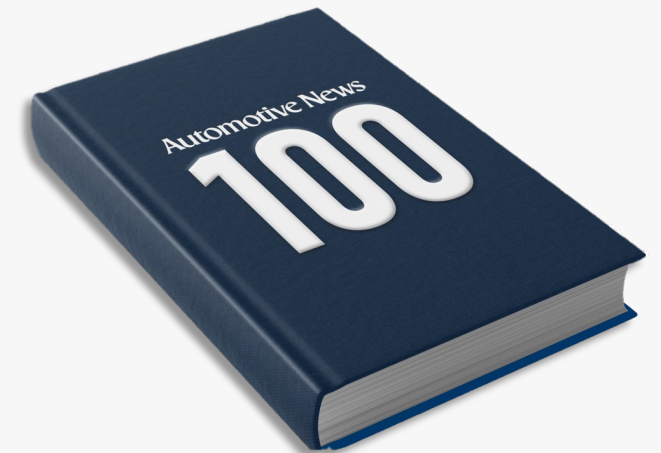
The commemorative book will be printed in two formats: A special magazine edition distributed to all Automotive News subscribers, and a collectible hard-cover book distributed to the most influential executives in the industry and available for subscribers to purchase.

Our 100th anniversary commemorative book will include:

- Highlights from our weekly Centennial coverage
- Profiles of Centennial Award honorees
- A look back at key Page 1s
- Essays from past and present industry luminaries
- Q&As with executives from across the industry
- Notable ads from Automotive News over the years
- Partner stories

DISTRIBUTION

- 62,882** magazine edition recipients
(print & digital editions)
- 1,000+** hard-cover book recipients
(distributed to top industry executives)

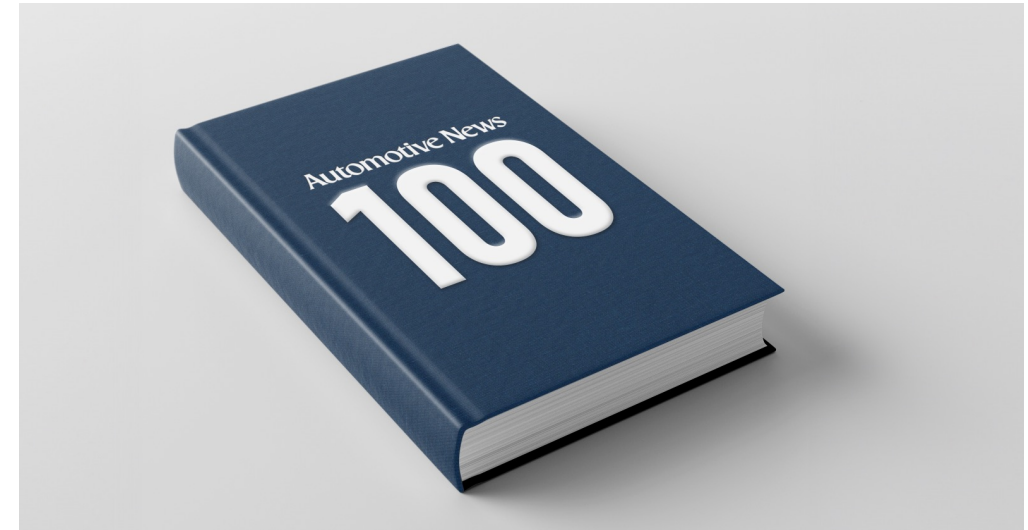


100TH ANNIVERSARY | COMMEMORATIVE BOOK

NATIONAL RATES

SIZE	NET RATE
Full Page	\$12,000
Two-Page Spread	23,000
Junior Page	9,800
Half Page	9,000
Inside Front Cover Gatefold	45,000
Inside Front Cover	19,000
Inside Back Cover	19,000
Outside Back Cover (magazine edition only)	19,000
Full Page Integrated Storytelling	14,000
Two-Page Integrated Storytelling	25,500
Four-Page Integrated Storytelling	36,800
Branded Content Section	<i>Rates vary based on size & scope.</i>

Commemorative book insertions count towards annual frequency and package discounts.



KEY DATES

Publication date: **Dec. 29, 2025**

Ad close date: **July 11, 2025**

Materials due date: **Aug. 22, 2025**

100TH ANNIVERSARY | CENTENNIAL AWARDS

Throughout the year, Automotive News editors will honor about a dozen living “industry legends” with a Centennial Award recognizing their significant contributions of leadership to the industry.

Our final slide of honorees will be determined in late 2024. Most awards will be presented live to honorees at Automotive News conferences and events throughout 2025.

Ask your client partnerships manager about opportunities to help us present these prestigious awards and integrate your company alongside our print, digital and social coverage of the honorees.

Award categories may include:

- Industry Leaders
- Disruptive Leaders
- Visionary Leaders
- Retail Leaders
- Leading Women
- Policy Leaders
- Technology Leaders
- Design Leaders

PRINT

Automotive News

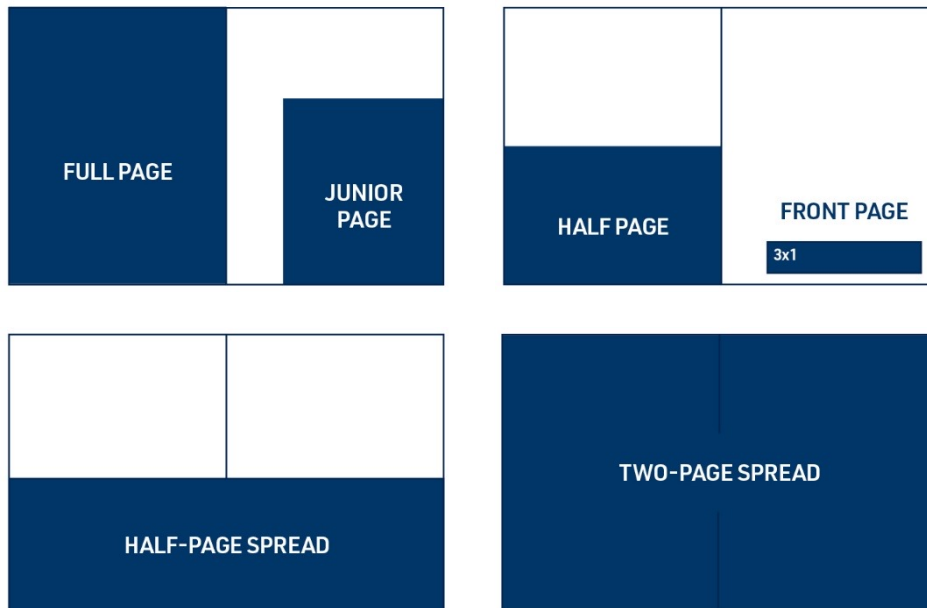
A CRAIN FAMILY BRAND

PRINT DISPLAY ADVERTISING

With a range of options – from high-impact wraps and front cover ads to recurring content adjacencies – print and digital edition ads help you effectively reach industry decision-makers.

Every print ad in Automotive News also appears in a clickable format within our digital edition.

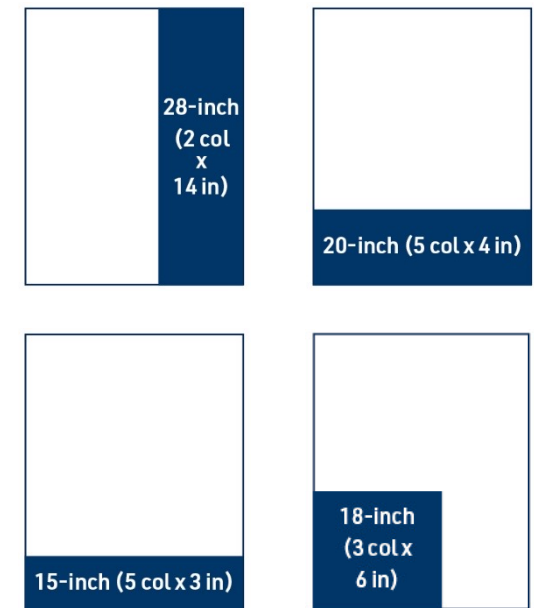
DISPLAY UNIT SIZES



COVER WRAP SIZES



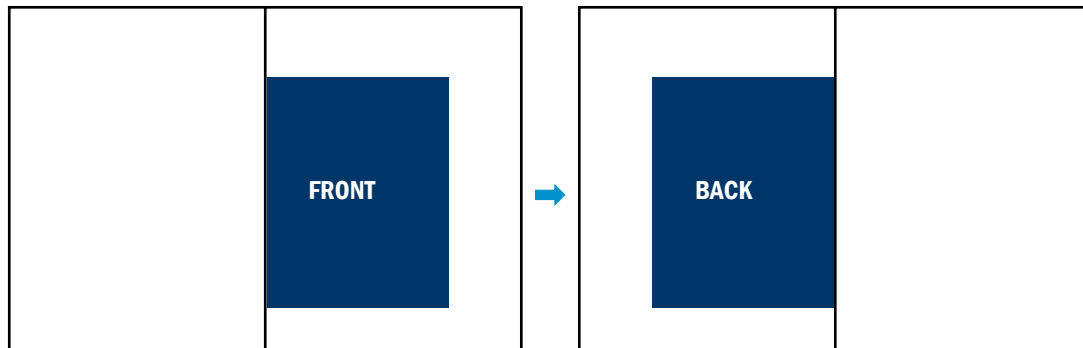
FRACTIONAL UNIT SIZES



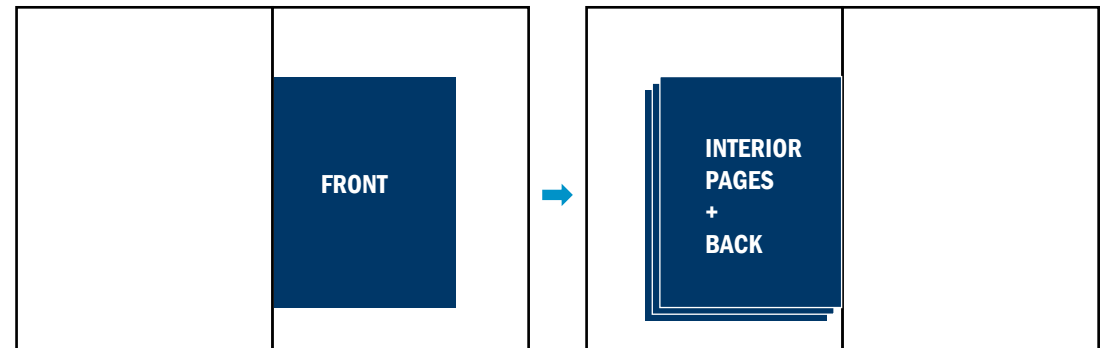
INSERT OPPORTUNITIES

Share your brand message or thought leadership with a tipped in insert. Supply your pre-printed item or leave the production to us. This option also allows you to target a specific audience or geography. Content development including edit and design also available.

ONE-PAGE INSERT: FRONT AND BACK



INSERT - MULTIPLE PAGES



6-PAGE BUTTERFLY GATEFOLD



NOTE: Inserts and gatefolds also appear in digital edition.

2025 NATIONAL RATE CARD

DETAILS

FOUR COLOR	1x	3x	6x	9x	12x	18x	26x	36x	52x
Full Page	\$25,519	\$25,009	\$24,498	\$ 23,988	\$23,477	\$ 22,967	\$22,457	\$ 21,691	\$20,415
Two-Page Spread	48,855	47,878	46,901	45,924	44,947	43,970	42,992	41,527	39,084
Junior Page	18,691	18,317	17,943	17,570	17,196	16,822	16,448	15,887	14,953
Junior-Page Spread	35,196	34,492	33,788	33,084	32,380	31,676	30,972	29,917	28,157
Half Page	17,062	16,721	16,380	16,038	15,697	15,356	15,015	14,503	13,650
Half-Page Spread	31,939	31,300	30,661	30,023	29,384	28,745	28,106	27,148	25,551
30 in. Ad	14,021	13,741	13,460	13,180	12,899	12,619	12,338	11,918	11,217
Two 30 in. Spread	28,683	28,109	27,536	26,962	26,388	25,815	25,241	24,381	22,946
Page One Ad 3 col. x 1" <i>(gross/week for all frequency levels)</i>	3,550	3,550	3,550	3,550	3,550	3,550	3,550	3,550	3,550
Partial Cover Wrap • Page One	40,315	39,509	38,702	37,896	37,090	36,284	35,477	34,268	32,252
Partial Cover Wrap • Section	53,625	52,553	51,480	50,408	49,335	48,263	47,190	45,581	42,900
3-Page Gatefold Cover Unit*	94,110	92,228	90,346	88,463	86,581	84,699	82,817	79,994	75,288
3-Page Inside Gatefold Unit*	86,270	84,545	82,819	81,094	79,368	77,643	75,918	73,330	69,016
6-Page Inside Gatefold Unit*	172,535	169,084	165,634	162,183	158,732	155,282	151,831	146,655	138,028
<i>* Plus paper cost</i>									
Inserts	Rates vary based on size and press run. Ask your client partnerships manager for pricing.								

Rates effective Sept. 9, 2024
Rate card No. 92

All rates listed are gross.

Frequency Discount:
Advertisers may combine frequencies with other Automotive News print products for a combined discount.

Prepay Discount:
6% discount for annual prepays.

Agency Commission:
15% of gross billing allowed to recognized agencies for space, color and position, provided account is paid within 30 days of invoice date.

Bleed Ads:
No extra charge for bleeds.

Cancellation Policy:
A 12-day notice in advance of the issue date is required. Cancellation may result in forfeiture of discounts earned.

FRONT COVER WRAP
The terms and conditions in this document shall be deemed incorporated in every insertion order or space contract tendered to Automotive News unless modified by a written agreement, signed by an officer of Crain Communications (Publisher), and shall supersede any inconsistent statements in such order or contract.

Ask your client partnerships manager about our fractional ad program.

DIGITAL

Automotive News

A CRAIN FAMILY BRAND

WEBSITE DISPLAY ADVERTISING

HOMEPAGE

Industry decision-makers start their day on the homepage of autonews.com. Business priorities are ever-changing. Our homepage helps our readers prioritize the news and decide what's important. Our homepage offers prominent placements with broad reach that drive maximum exposure for your brand.

TARGETED CATEGORIES

Targeted category ads offer an excellent opportunity to effectively reach readers in your specific audience segment. Choose either Retail or OEM audience targeting, and your ads will enjoy greater engagement alongside articles and on index pages relevant to those audience segments.

RUN-OF-SITE

Run-of-site advertising is a cost-effective tool to increase visibility for your company. These ads appear on high-traffic internal pages of autonews.com, including story pages, photo galleries, blogs, editorials and more.

NEW

Masthead
2560 x 640

Video Masthead
2560 x 640

Video Mural
1280 x 720

Super Leaderboard
970 x 90

Medium Rectangle Video Mural
300 x 250

Billboard
970 x 250

Half Page Video Mural
300 x 600

Interstitial
970 x 550

WEBSITE DISPLAY ADVERTISING



HOMEPAGE
1,725,466

page views per month



RETAIL
549,070

page views per month



OEM
556,462

page views per month

HOMEPAGE: SOLD WEEKLY

Industry decision-makers start their day on the homepage of autonews.com.

POSITION	GROSS CPM
Video Masthead NEW	\$115
Video Mural	110
Masthead	105
Billboard	57
Super Leaderboard	48
Half Page	37
Half Page w/ Video	47

TARGETED CATEGORIES: SOLD WEEKLY

Effectively reach readers within your target audience.

POSITION	RETAIL GROSS CPM	OEM GROSS CPM
Video Masthead NEW	\$319	\$186
Video Mural	314	180
Masthead	308	172
Billboard	243	124
Super Leaderboard	218	103
Interstitial	324	190
Medium Rectangle	117	70
Medium Rectangle w/ Video	161	102
Half Page	87	56
Half Page w/ Video	122	69

RUN-OF-SITE: SOLD MONTHLY

A cost-effective tool to increase visibility sitewide.

POSITION	IMPRESSIONS	GROSS RATE
Video Masthead NEW	280,000	\$24,600
Video Mural	280,000	23,900
Masthead NEW	280,000	22,600
Super Leaderboard	280,000	16,400
Billboard	280,000	18,800
Medium Rectangle	260,000	13,300
Medium Rectangle w/ Video	260,000	15,600
Half Page	240,000	8,500
Half Page w/ Video	240,000	10,100

Source: Adobe Analytics, August 2023–July 2024

ONLINE ADVERTISING DETAILS

ONLINE VOLUME DISCOUNT

Automotive News is pleased to offer an online-only volume discount based on total digital advertising spend.

GROSS SPEND	DISCOUNT	GROSS SPEND	DISCOUNT
\$ 30,000	2.5%	\$270,000	22.5%
60,000	5%	300,000	25%
90,000	7.5%	350,000	27.5%
120,000	10%	400,000	30%
150,000	12.5%	460,000	32.5%
180,000	15%	520,000	35%
210,000	17.5%	580,000	37.5%
240,000	20%	690,000	40%

OTHER DETAILS

Rates effective Sept. 9, 2024
Rate card No. 92

All rates are gross unless otherwise listed.
A 15% agency discount can be deducted from all ad placements, except Publishing Partner, In the Driver's Seat or Up to Speed insertions, provided the account is paid within 30 days of invoice date.
Online-only volume discount may be adjusted higher or lower based on actual volume.

EMAIL NEWSLETTER ADVERTISING

There is nothing more valuable than direct access to a targeted audience. Advertise in one of our email newsletters to engage with more than 368,000 dedicated newsletter subscribers.

DAILY: SOLD WEEKLY

A roundup of our top stories, sent midday.

POSITION	IMPRESSIONS	GROSS RATE
Top Leaderboard	125,000	\$7,900
Medium Rectangle	125,000	5,830
Text Ad	180,000	6,200
Lower Text Ad	180,000	5,700

WEEKLY: SOLD WEEKLY

Sent Sunday mornings, this newsletter highlights our biggest and best stories of the week.

POSITION	IMPRESSIONS	GROSS RATE
Top Leaderboard	21,000	\$1,800
Medium Rectangle	21,000	1,600
Text Ad	25,000	2,100
Lower Text Ad	25,000	2,000

DON'T MISS: SOLD WEEKLY

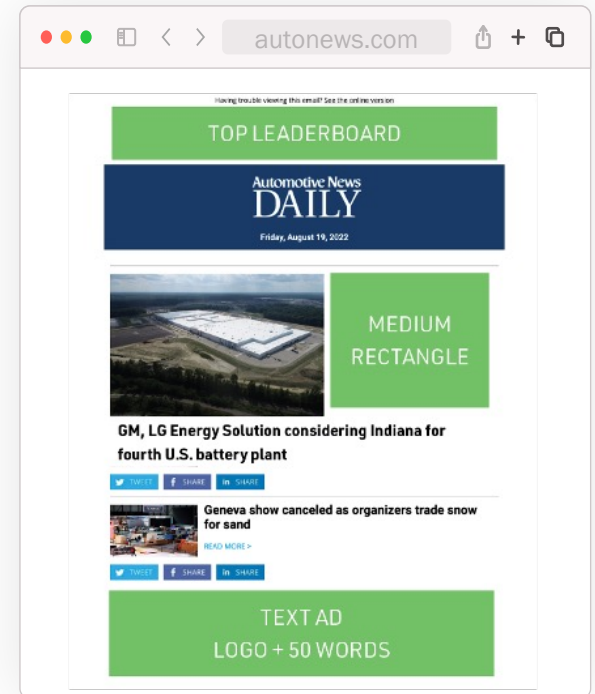
Notifications featuring the very best work from our newsroom, sent multiple times each week.

POSITION	IMPRESSIONS	GROSS RATE
Top Leaderboard	275,000	\$5,600
Text Ad NEW	275,000	5,600
Lower Leaderboard	275,000	2,180

BREAKING NEWS ALERTS: SOLD MONTHLY

We send alerts when big industry news breaks, a hallmark of a critical news provider.

POSITION	IMPRESSIONS	GROSS RATE
Top Leaderboard	675,000	\$20,500
Text Ad NEW	675,000	20,500
Lower Leaderboard	675,000	8,400



EMAIL NEWSLETTER ADVERTISING

There is nothing more valuable than direct access to a targeted audience. Advertise in one of our email newsletters to engage with more than 368,000 dedicated newsletter subscribers.

F&I REPORT: SOLD AS LISTED BELOW

A weekly roundup of the latest finance and insurance news, geared toward dealers, F&I managers, bankers and service providers

POSITION	IMPRESSIONS	GROSS RATE
Top Leaderboard (13-week package)	100,000	\$19,600
Medium Rectangle (13-week package)	100,000	18,900
Text Ad (sold weekly)	5,200	1,420
Lower Text Ad (sold weekly)	9,000	1,240

RETAIL ROUNDUP: SOLD WEEKLY

This new weekly newsletter – a must read for dealership GMs and decision makers – highlights our very best retail coverage.

POSITION	IMPRESSIONS	GROSS RATE
2 Large Text Ads + Logo	9,900	\$2,900

AUTOMOTIVE VIEWS: SOLD MONTHLY

Our weekly opinion newsletter, sent Tuesdays, showcases columns, editorials, insights & ideas.

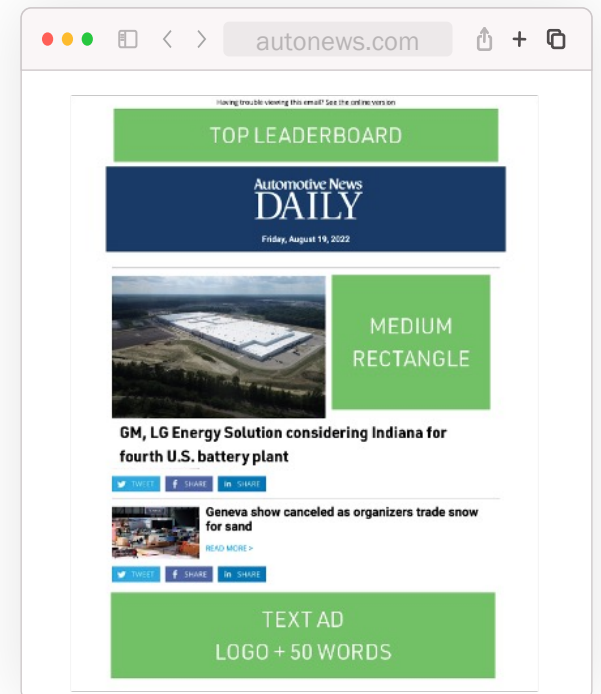
POSITION	IMPRESSIONS	GROSS RATE
Top Leaderboard + Thought Leadership Box in newsletter & Opinion section page	50,000	\$4,370

THE INTERSECTION: SOLD WEEKLY

(WEEKLY SUBSCRIBER-ONLY BRIEFING)

Sent Sunday afternoons, this subscriber-only newsletter delivers inside insight on the biggest stories affecting our industry.

POSITION	IMPRESSIONS	GROSS RATE
2 Large Text Ads + Logo	80,000	\$2,400



NEW OPPORTUNITY

THE DAILY 5

OUR NEW AFTERNOON DAILY NEWSLETTER

Our new flagship afternoon newsletter features a rundown of the top stories of the day – with insights from our newsroom – along with a first look at upcoming news and highlights from the Wall Street closing bell.

The Daily 5 is delivered to **more than 60,000 readers** right after the U.S. financial markets close each weekday.

Sponsorship includes:

- Top leaderboard ad (728x90 & 300x250)
- Company logo (120x60)
- 2x Large Text Ads
 - Image (728x410)
 - Headline text
 - Summary text
 - Call-to-action

Gross investment: \$13,000 gross per week
400,000 guaranteed impressions

The screenshot shows the top portion of the Automotive News Daily 5 newsletter. At the top is a green bar with the text 'TOP LEADERBOARD'. Below this is a dark blue header with 'Automotive News Daily 5' and the date 'Thursday, August 22, 2024'. A 'Powered by' section contains a green box with the word 'LOGO'. The main content area features a headline: 'Another Canadian logistics disruption, but help is coming'. Below the headline is a short paragraph of text, followed by a sub-headline: 'Canadian rail lockout called 'highly problematic' for North American auto industry'. This is accompanied by a photograph of a red and white CN freight train on tracks. Below the photo is another short paragraph of text and a 'READ MORE >' link. At the bottom of the newsletter is a large green box with the text 'LARGE TEXT AD #1'.

DIGITAL EDITION SPONSORSHIP

The Automotive News Digital Edition positions your brand as the ultimate subject-matter expert through an exclusive sponsorship of our weekly issue in digital form.

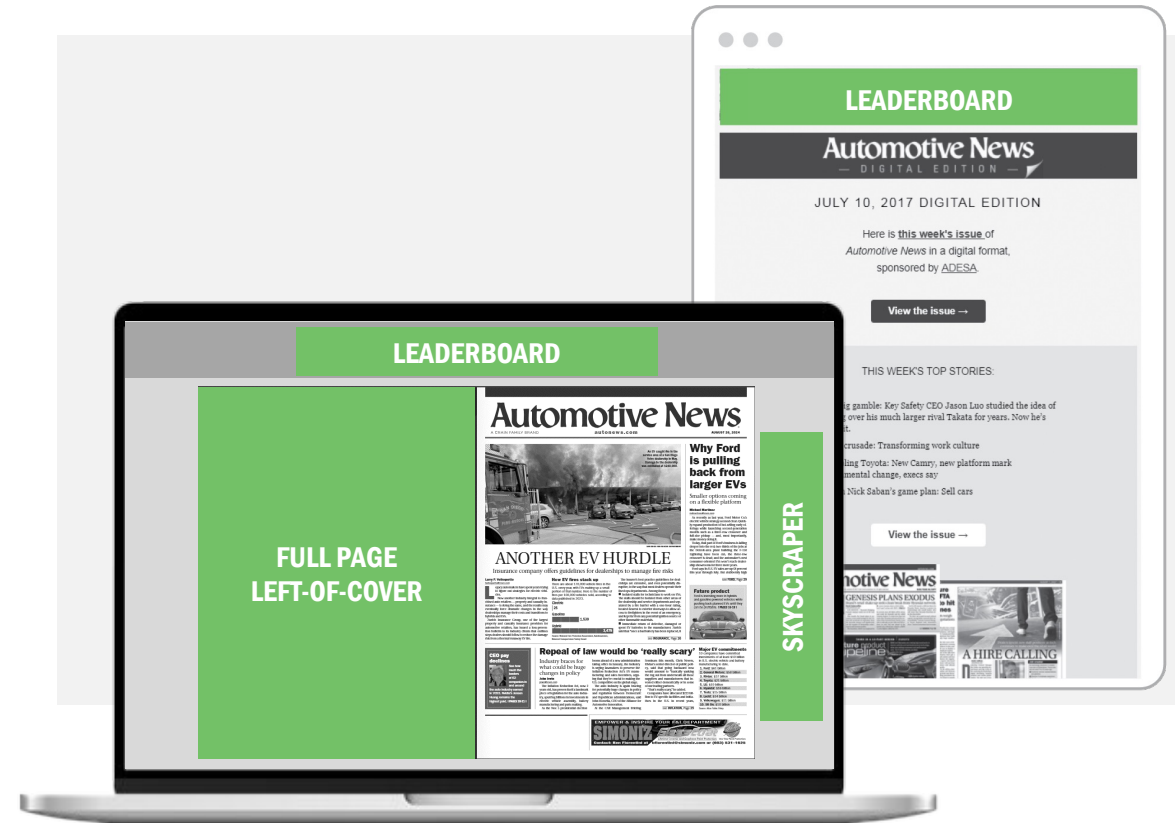
Access to the digital edition is included with every Automotive News subscription. Subscribers are notified by email each Monday morning when the digital edition becomes available. They can also access the digital edition at autonews.com.

SPONSORSHIP INCLUDES:

UPDATED **Digital edition:** Full-page ad opposite the front page, skyscraper, leaderboard and mobile footer banners

- **Delivery email:** Top Leaderboard

Gross investment: \$11,600



PODCAST SPONSORSHIPS

Our podcasts build a deeper connection with our readers and strengthen our authority in the automotive industry. Advertise alongside one of our podcasts to communicate with a captive audience and create advocates along the way.

DAILY DRIVE PODCAST

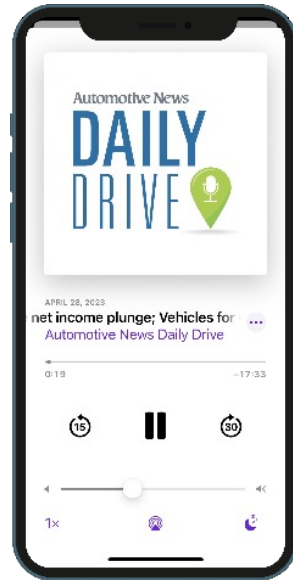
Sold Weekly

Every day of the week, Automotive News hosts speak with industry experts, insiders and our reporters about the issues impacting and reshaping the automotive industry.

New for 2025: Each weekly flight now includes an additional "From the Newsroom episode."

Sponsorship includes:

- **Podcast:** 15-second audio pre-roll, 90-second audio mid-roll
- **Newsletter:** Top Leaderboard in notification email, logo in Weekly newsletter
- **Online:** Top Leaderboard and Half Page on episode page on autonews.com



Gross investment: \$6,650
150,000 guaranteed impressions

SHIFT, A PODCAST ABOUT MOBILITY

Sold Weekly

Our weekly Shift podcast, newsletter and print feature explores the intersection of transportation and technology and the future of the auto industry.

Sponsorship includes:

- **Podcast:** 15-second audio pre-roll, 90-second audio mid-roll
- **Newsletter:** Top Leaderboard, Logo, Text Ad, Lower Text Ad
- **Online:** Shift index/landing pages on autonews.com: Top Leaderboard/Billboard, Med Rectangle, Text Ad
- **Print:** Shift Mobility Report editorial page: 5 column x 3-inch ad



Gross investment: \$7,500
200,000 guaranteed impressions

VIDEO ADVERTISING

FIRST SHIFT NEWSCAST

Sold Weekly

Our popular morning newscast features the lead stories of the day plus deep-dive video reporting and interviews with leading auto industry executives.

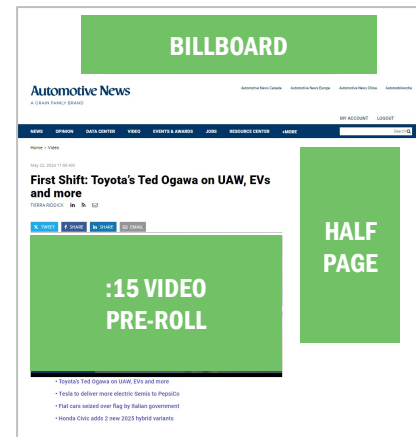


Sponsorship includes:

- **Video:** 15-second video pre-roll

UPDATED Video landing page: Billboard and Half Page

- **Notification email:** Top Leaderboard
- **Weekly or Daily newsletter:** Logo



Gross investment: \$18,190
275,000 guaranteed impressions

IN-UNIT VIDEO

Sold Weekly

Enhance your display ads by including a short video directly within the ad unit, allowing readers to watch your content on-page without leaving autonews.com.

Available in multiple sizes across autonews.com on Retail or OEM article pages, our homepage, or as run-of-site advertising.

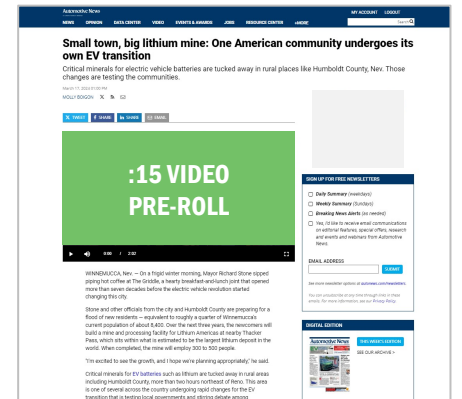


COMING SOON

SITEWIDE VIDEO

Sold Monthly

Coming in early 2025: Your video pre-roll will run before original Automotive News video content embedded within our regular article coverage. Sold on a CPM basis each month.



CONTENT INTELLIGENCE ENGINE

1:1 TARGETED CONTENT SYNDICATION

The Automotive News Content Intelligence Engine uses cutting-edge targeting technology and a high-impact website ad unit to serve your thought leadership materials to the readers most interested in your content.

Each month, the Engine will analyze content from your website, automatically build native ads to promote that content, and serve those native ads on AN article pages to readers who are most likely to be interested in the themes you're writing about.

This unique opportunity will drive more of the right audience to your content.

Plus, after your campaign runs, we'll deliver predictive insights on what topics to write about in the future to draw even more engagement from our audience of automotive decisionmakers.

Gross investment: \$19,300



CONTENT INTELLIGENCE ENGINE

HOW IT WORKS

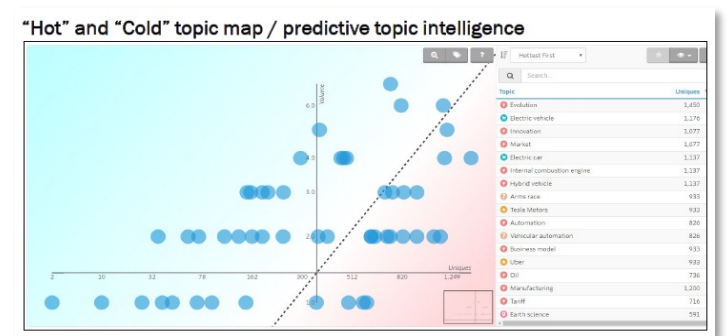
1 Your content is analyzed by the Content Intelligence Engine...



2 ...and promoted inside articles to readers of similar topics...



3 ...followed by predictive intelligence reporting to inform future content topics.



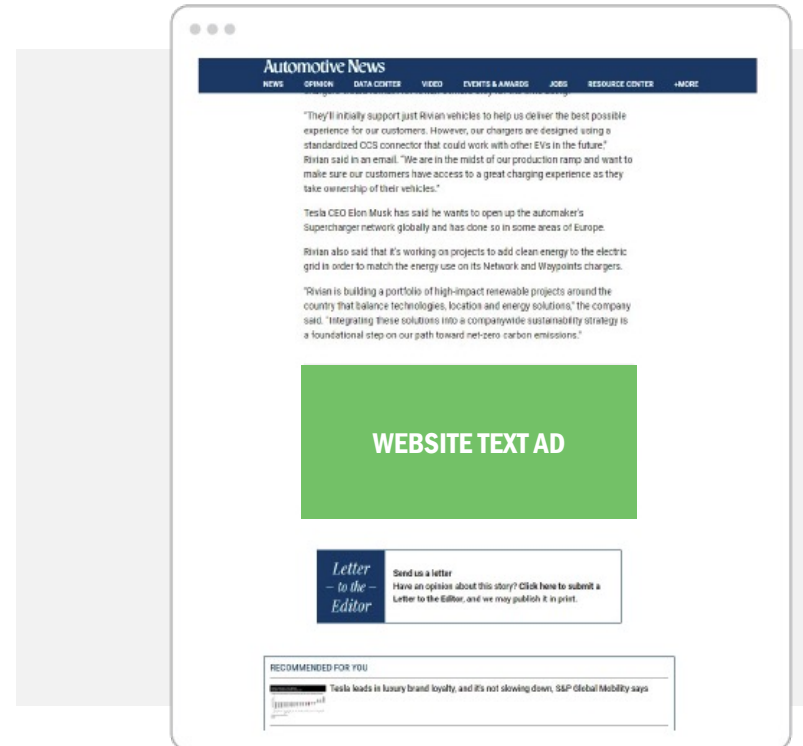
WEBSITE TEXT AD

Position your brand as a thought leader by using this integrated “sponsored content” box – formerly known as the Thought Leadership Box – to connect with our most engaged readers.

This placement, which features a single static message throughout the month, appears at the bottom of every article on our site – providing an opportunity for maximum exposure and brand-building with our most loyal and engaged readers.

Ask your Client Partnerships Manager about opportunities to A/B test different messages to optimize performance over your campaign and provide valuable insights to help fuel your other marketing efforts.

Gross investment: \$9,260 ROS / \$10,140 Retail
280,000 impressions / 165,000 impressions



CUSTOM TARGETING

Choose from a variety of custom digital targeting opportunities to showcase your company's message and brand to the selected audience of your choice, outside of *Automotive News* and across multiple platforms.

WEBSITE RETARGETING

Delivers digital display ads to users on desktop/mobile platforms across the internet who have previously visited a particular website or landing page.

SEARCH RETARGETING

Delivers digital display ads based on a user's search keywords on Google, Bing and Yahoo.

CONTEXTUAL TARGETING

Delivers digital display ads on external websites based on a set of defined content categories.

DATA TARGETING

Delivers display ads based on a user's interest, demographics, purchase behaviors and online behaviors.

GEOFENCING

When a user enters a defined geographic area, the geofence triggers advertising to appear on a user's device.

CONTENT SPONSORSHIPS

Automotive News

A CRAIN FAMILY BRAND

DONE DEALS MONTHLY SPONSORSHIP

Done Deals is our monthly feature focused on dealership acquisitions, including information about the latest transactions and insights into the buy-sell market.

EXCLUSIVE MONTHLY SPONSORSHIP INCLUDES:

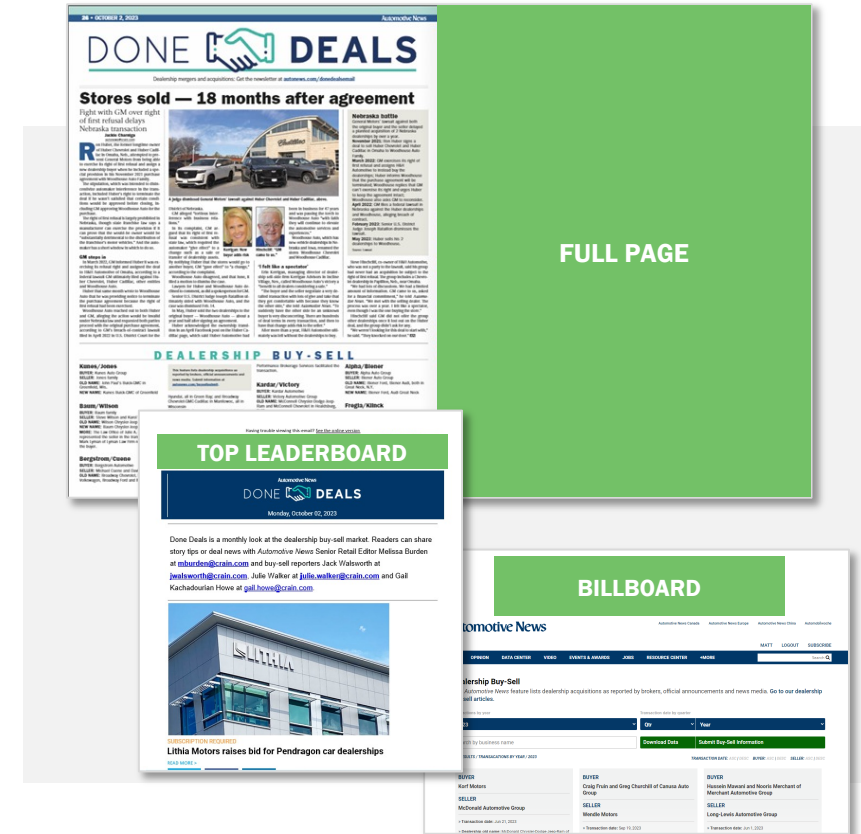
- **Print & digital edition:** Full-page ad in Automotive News, adjacent to Done Deals monthly feature page (120,000+ impressions)
- **Newsletter:** Top Leaderboard and Medium Rectangle (sent Mondays) (10,000+ impressions)

UPDATED Buy-Sell Database: Billboard

OPTIONAL ADD-ONS:

- **Advertorial development:** Turn the full-page ad space into a custom advertorial
- **Publishing Partner online distribution:** Distribute your advertorial as native online article

Net investment: \$17,330
162,000 guaranteed impressions



Print and digital edition, newsletter, buy-sell database.

UPDATED OPPORTUNITY

SERVICE & PARTS DIGITAL SPONSORSHIP

Each week Automotive News looks at creative and unconventional approaches and the everyday best practices that service departments and repair shops use to overcome challenges and increase revenue. Every other week we feature coverage in the Automotive News' print and digital edition.

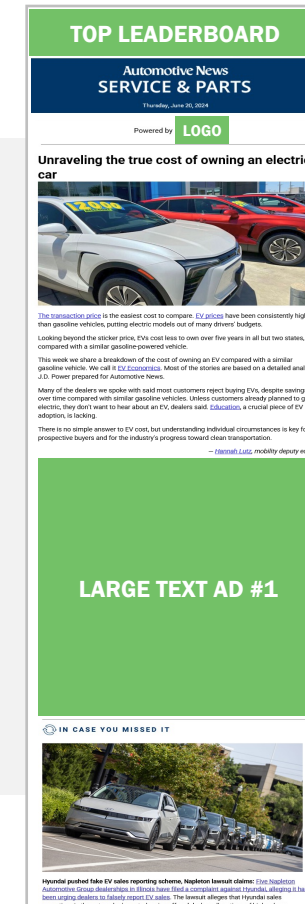
New for 2025: Our Service & Parts coverage is now sold as an exclusive takeover each week, allowing 100% share-of-voice for your brand. And new longform native text ads integrate your brand's content directly alongside our editorial coverage.

Sponsorship includes:

- **Newsletter takeover:** Top Leaderboard, Logo, 2x Large Text Ads
- **Service & Parts index page:** Billboard, Medium Rectangle, Half Page, Large Text Ad

Ask your Client Partnerships Manager about print advertising opportunities adjacent to our fortnightly Service & Parts feature page.

Gross investment: \$6,600
60,000 guaranteed impressions



Newsletter



Service & Parts index page

UPDATED OPPORTUNITY

TECH & INNOVATION COVERAGE WEEKLY SPONSORSHIP

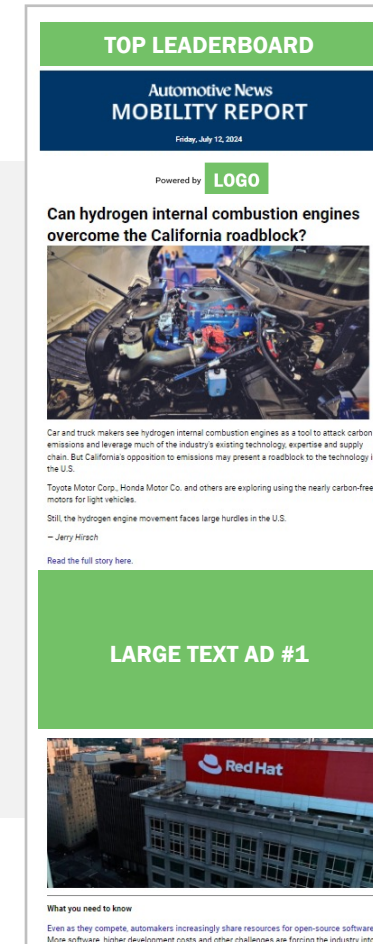
Shift is our multichannel enterprise exploring the intersection of transportation and technology and the future of the auto industry.

With extensive online coverage, an innovative, widely read email newsletter and a weekly print feature, this sponsorship positions your brand as a cutting-edge thought leader in an area of rapid change.

WEEKLY SPONSORSHIP INCLUDES:

- **Podcast:** :15 second audio pre-roll, :90 second mid-roll
- UPDATED** **Newsletter:** Top Leaderboard, Logo, Text Ad, Lower Text Ad
- UPDATED** **Online:** Shift index/landing pages on autonews.com: Billboard, Medium Rectangle, Large Text Ad
- NEW** **Print:** Shift Mobility Report edit page 5 column x 3-inch ad (20% discount)

Gross investment: \$7,500
200,000 guaranteed impressions



Newsletter



Podcast



5 COL. x 3"
Print & digital edition

UPDATED OPPORTUNITY

CARS & CONCEPTS MONTHLY SPONSORSHIP

All our popular coverage of new vehicles, concept cars and automaker product planning lives within Cars & Concepts. Each summer, our Future Product Pipeline series takes an intensive look at product plans for each automaker, allowing sponsors to benefit from increased exposure during high-traffic months.

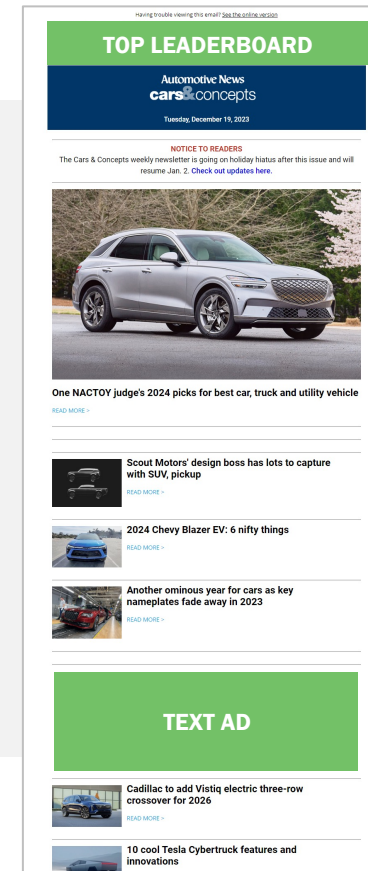
MONTHLY SPONSORSHIP INCLUDES:

- **Weekly Newsletter:** Top Leaderboard, Text Ad

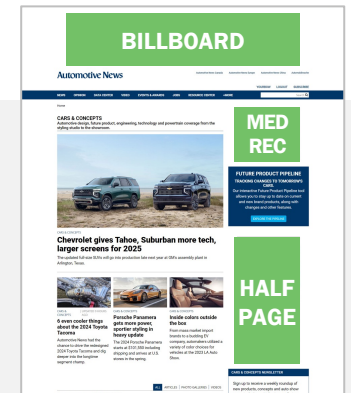
UPDATED Website: Billboard, Medium Rectangle, Half Page, Lower Leaderboard

NEW Print: One ad on Cars & Concepts edit page: 5 column x 3-inch ad (15% discount)

Gross investment: \$18,105
350,000 guaranteed impressions



Newsletter



Website



Print & digital edition

UPDATED OPPORTUNITY

RETAIL BEST PRACTICES SPONSORSHIP

Our weekly “Best Practices” series highlights proven tips and tactics that improve dealership operations and boost their bottom lines.

WEEKLY SPONSORSHIP INCLUDES:

UPDATED Articles & Index page: Billboard, Lower Leaderboard, Half Page, Thought Leadership Box

NEW Print/digital edition: 15-inch (5 columns x 3-inch ad) at 20% discount

Ask your Client Partnerships Manager about additional Best Practices sponsorship opportunities, including our NADA event and annual supplement.

Gross investment: \$7,200
170,000 guaranteed impressions



Best Practices article page



Print & digital edition

LEAD GENERATION OPPORTUNITIES

Generate qualified leads from our high-quality audience through one of our lead generation programs. Stand alongside the authority of the Automotive News brand to acquire and engage with customers and prospects, expand your reach and initiate sales conversations.

Automotive News
Sponsored Whitepapers

Top Takeaways from the Cox Automotive Service Industry Study

The auto care industry is expected to reach \$400 billion by 2025—but customers are losing trust in dealer service departments, creating opportunity for competition to step in.

This eBook highlights:

- Why trust is the top reason service customers return to dealerships
- How fixed ops teams can leverage transparency to boost profitability
- The top digital features customers want from dealership service departments
- Successful techniques to win back the trust of your service customers—and earn their business for life

2023 SERVICE INDUSTRY STUDY

FREE DOWNLOAD

EVs Could Follow a Typical Adoption Curve

EVADOPTION

Gartner Hype Cycle

Moore's "Crossing the Chasm"

Expectation vs. Time

Innovation Trigger, Peak of Inflated Expectations, Trough of Disillusionment, Slope of Enlightenment, Plateau of Productivity

Innovators, Early Adopters, Early Majority, Late Majority, Laggards

Automotive News
A DODGE PUBLISHED BRAND

RESOURCE CENTER

Welcome to the new Automotive News Resource Center, a central hub to access technical, educational, solutions-based content and more!

Click here to sign up and receive monthly Resource Center content directly to your inbox.

Search by Keyword: Enter Keyword

Company: Search Company

Results (117)

- Five Customer-Testing Errors That Dealers Should Avoid
- Unlock the Future of Automotive Retail: Transition from CRM to CDP for Enhanced Customer Engagement
- Unlock the Future of the After-Sales Future: What the OEMs Ought to Building More Hybrid Vehicle Can Benefit for Service Departments
- SPCC: The Nuts & Bolts
- EVs: Environmental Compliance, Create an SPCC Plan for Your Dealership and Body Shop

LEAD GEN EMAILS

Deliver thought leadership content – whitepapers, case studies, eBooks and more – with a custom email blast to our audience.

WEBINARS

You'll develop an educational webinar presentation or roundtable discussion, and Automotive News will host and market the webinar to our audience, who attends at no charge.

RESOURCE CENTER

Host multiple pieces of thought leadership with our Resource Center, generating real-time, high-quality sales leads over the course of a month.

LEAD GENERATION EMAILS

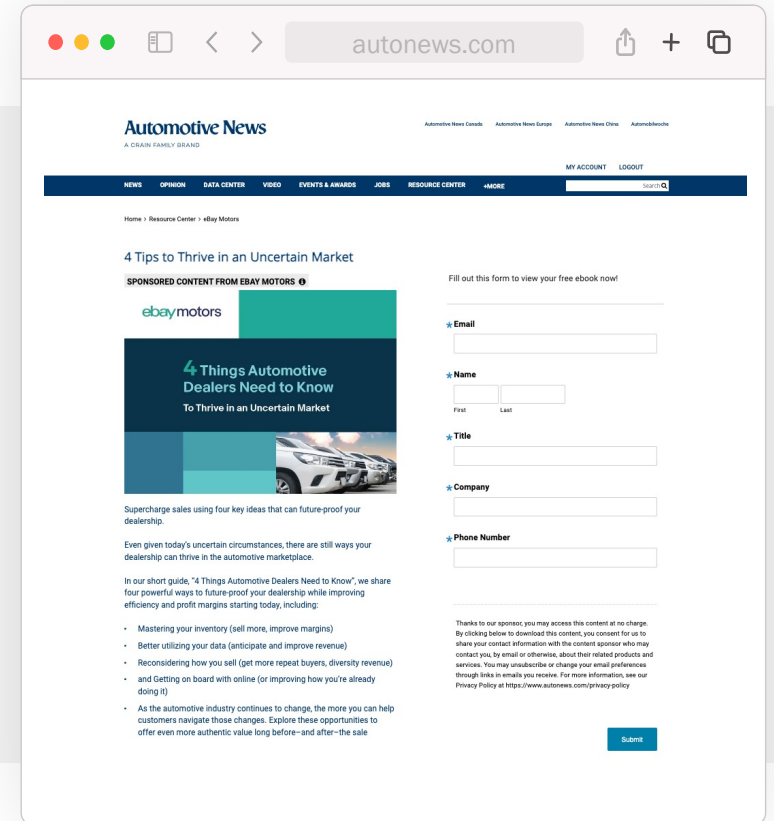
AVAILABILITY VARIES

Deliver thought leadership content – whitepapers, case studies, ebooks and more – to your target audience with custom email blasts that engage potential prospects and drive leads to your business.

We create a custom landing page and send an email blast to our highly engaged audience explaining the value of your thought leadership, emphasizing the key takeaways they can apply directly to their business. On the page, they'll respond to your custom questions and download your content.

You'll have secure, real-time access to the registration data through our lead portal, and – **new this year** – your content will be included within our online resource library for one year.

**Gross investment: OEM: \$8,000 / Retail: \$12,320 /
Service & Parts: \$4,800 / Full Audience: \$15,300**



The screenshot shows a web browser window displaying the Automotive News website. The page features a navigation bar with links for News, Opinion, Data Center, Video, Events & Awards, Jobs, Resource Center, and More. A search bar is located in the top right corner. The main content area is titled "4 Tips to Thrive in an Uncertain Market" and is sponsored by eBay Motors. The page includes a form for users to fill out to view a free ebook, with fields for Email, Name (First and Last), Title, Company, and Phone Number. A "Submit" button is located at the bottom right of the form. The page also contains a list of four key takeaways from the ebook, such as "Mastering your inventory" and "Better utilizing your data".

WEBINAR PROGRAM

Develop your own educational webinar from start to finish – define the topic, invite speakers, and create the presentation.

Automotive News will develop marketing materials that frame your experts as thought leaders, moderate the webinar, and promote the event to your target audience, who attend at no charge.

SPONSORSHIP INCLUDES:

- 60-minute, live-streaming audio presentation with slides (available on-demand for 12 months)
- Hosted by an Automotive News Content Studio team member with a live Q&A session
- Promotion of your webinar: two standalone emails to Automotive News email list, social media channels and website (*ask your client partnerships manager about additional print marketing opportunities!*)
- All webinar-registrant data
- Post-webinar survey, plus up to three custom questions
- Logo on registration page, audience console and all webinar emails
- Ability to re-purpose client's internal webinar recording

Gross investment: \$21,750

Automotive News WEBINARS

COMPETITION IS BACK – BUT IS YOUR SALES STAFF READY TO SELL AGAIN?

Join coaching expert, Sean Kelley (Car Motivators) and United States dealership performance leader Rick Jones, for an interactive Q&A style training webinar to discover how leading dealerships are gaining a competitive edge by employing daily-deflection based training. As new economic challenges compound an affordability crisis, leading to higher competition among dealerships, learn how you can stay one step ahead of your competition and prepare your sales staff by incorporating a mix of training, technology, and positive reinforcement of selling processes.

BY ATTENDING THIS WEBINAR, YOU'LL:

- Unlock the full potential of your sales team with smarter, data-based training
- Understand why it's important to leverage real-time feedback in your coaching conversations
- Empower your sales team to identify and learn from lost opportunities
- Use daily deflection data to pivot to relevant customer messaging

Already Registered? Log In Here

Email:

Log In

Complete this form to enter the webinar. (* indicates required field)

First Name*:

Last Name*:

Company*:

Email*:

Title*:

Phone Number:

Area of Responsibility:

By clicking below to register for this webinar, you consent to receive emails from us about this webinar and other related webinars, and for us to share your contact information with the event sponsor who may contact you by email or otherwise about their related products and services. You may unsubscribe or change your email preferences through links in emails you receive. For more information, see our Privacy Policy at [autonews.com/privacy-policy](https://www.autonews.com/privacy-policy).

Submit

WEBINAR MINI-SESSIONS

Mini-sessions are concise, shorter-form webinars delivered through our standard webinar platform. Mini-sessions are recorded in advance on your own schedule using our turnkey platform and then broadcast to our audience in a simulated live format.

SPONSORSHIP INCLUDES:

- 20-minute, custom video presentation with audio and slides
- Host introduction by an *Automotive News* Content Studio team member
- Promotion of your webinar: one standalone emails to *Automotive News* email list and social media channels
- Receive all webinar-registrant data
- Post-webinar survey, plus up to three custom questions
- Archived for 12 months for on-demand viewing within AN Resource Center
- Logo on registration page, audience console and all webinar emails
- Ability to re-purpose client's internal webinar recording

Gross investment: \$9,600

AUTOMOTIVE NEWS WEBINAR MINI-SESSIONS

On-Demand Recording Now Available!

Automotive News WEBINARS MINI-SESSION

INSIGHTS IN MINUTES

USE AI TO BOOST TEST DRIVES, INCREASE OPERATING EFFICIENCY

In this webinar, an expert from Podium will explain how you can use the power of artificial intelligence (AI) to your advantage and gain more operational efficiencies during the busy season this year. You'll learn how an AI "employee" can save time by automatically answering inventory and availability questions with real-time information and by responding two times faster to all incoming leads, within seconds. Let the AI employee work overtime so you don't have to.

ATTEND THIS WEBINAR TO LEARN HOW AI CAN HELP YOU:

- Reply twice as fast to sales leads, sound like a human and keep leads warm.
- Automatically answer customer's questions about vehicle inventory and availability with accurate, real-time information.
- Respond to questions 24/7 so your team can focus on closing leads.
- Book more test drives, which helps you sell more cars.

Already Registered? Log In Now

Email:

Log In

Complete this form to enter the webcast. (* Indicates required field)

First Name*:

Last Name*:

Company*:

Email*:

Title*:

Postal Code*:

Phone Number*:

By clicking below to register for this webinar, you consent to receive emails from us about this webinar and other related webinars, and for us to share your contact information with the event sponsor who may contact you, by email or otherwise, about their related products and services. You may unsubscribe or change your email preferences through links in emails you receive. For more information, see our Privacy Policy at autonews.com/privacy-policy.

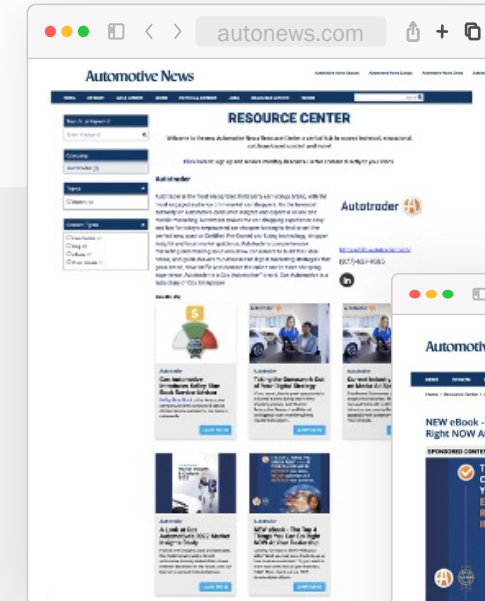
Submit

RESOURCE CENTER

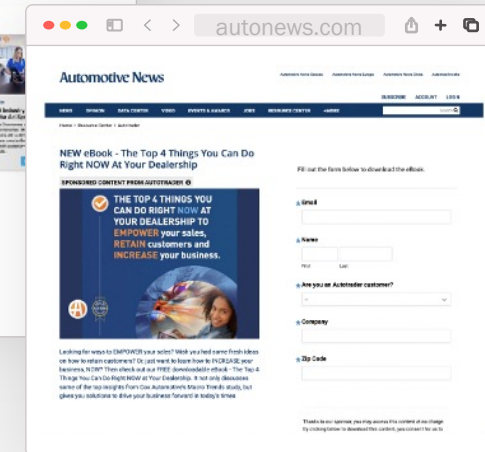
The Automotive News Resource Center is a central hub on autonews.com delivering thought leadership content from Automotive News and sponsors – generating real-time, high-quality sales leads throughout the year.

SPONSORSHIP INCLUDES:

- Either two (Standard) or five (Premium) thought leadership resources posted directly on Automotive News website.
- Custom storefront that includes relevant company information and up to five content pieces (whitepapers, eBooks, case studies, infographics, webinars, surveys, reports, guides and videos), gated behind registration forms.
- Custom lead dashboard to access leads in real-time.
- Ability to change content within storefront monthly.
- Promotion of storefront and resources using multiple elements: banner ads, newsletter placements, email and more.



Sponsor Storefront



Sponsor Lead Generation Landing Page

Gross investment: Premium: \$9,700/Standard: \$3,900

Optional: Spotlight newsletter display ads available. Ask Client Partnerships Manager for details.

OVERVIEW: ALL LEAD GENERATION PROGRAMS

	Webinar	Webinar Mini-session	Lead Gen Email	Resource Center	Learning Lab
Resource Center inclusion	✓	✓	✓	✓	✓
Asset type	Webinar 60 min live & on-demand w/ Q&A AN recorded	Webinar 20 min, on-demand, Sponsor recorded	File download Whitepapers, eBooks	File download Whitepapers, webinars, videos, infographics, eBooks, research	Interactive course Multiple video sessions, quizzes, completion certificate
Email promotion	2 standalone 1 roundup	1 standalone 1 roundup	1 standalone	4 roundups	Multiple
Website promotion	Online ads	-	-	Homepage mid-leaderboard	Online ads
Social promotion	4 posts	2 posts	-	-	Regular posts
Average leads	306	134	62 (OEM) to 82 (Retail)	85 (standard) to 170 (premium)	1,000+
Gross rate	\$21,750	\$9,600	OEM - \$8,000 Retail - \$12,320 Service & Parts - \$4,800 Full - \$15,300	Standard - \$3,900 Premium - \$9,700	Ask your client partner

BRANDED CONTENT DEVELOPMENT

Automotive News — contentstudio —

The Automotive News Content Studio is the creative content arm of Automotive News. Think of us as a full-service marketing agency – with a wealth of expertise in content creation, research, events and multichannel marketing programs – that just happens to be backed by the most trusted voice in the automotive industry.

We partner with you to define and refine your objectives and use these insights to help you tell your story, your way.



CONTENT CREATION

We craft customized stories that engage audiences

advertisements • advertorials • case studies/testimonials • coffee table books • infographics • inserts • online sponsored content • social content • supplements • white papers



INTERACTIVE MULTIMEDIA

Meet audiences on their preferred platforms

content hubs • custom video • interactive quizzes • video interviews • social media campaigns • microsites • podcasts • virtual reveals



STRATEGY & RESEARCH

Data-driven approach reveals fresh perspectives

end-to-end custom research • brand awareness studies • sponsored market research • marketing & communication strategy



EVENTS

Make authentic connections with your customers

live events • livestreams • experiential activations • roundtables • virtual events

PUBLISHING PARTNER PROGRAM

Position your company as an industry-leading, authoritative and trusted thought leader by **publishing your content directly on autonews.com.**

Enhance your brand's visibility through seamless integration of your content within our editorial framework and promotion across our digital platforms.

SPONSORSHIP INCLUDES:

- Publication of your content on autonews.com within our article framework, accessible for 12 months (no paywall)
- Option to surround the article with banner ad placements (Top Leaderboard, Medium Rectangle, Half Page) and include a byline, “about us” information and call-to-action links
- Promotion on autonews.com homepage for two weeks
- Promotion within two of our editorial newsletters
- NEW** • Promotion on Automotive News LinkedIn and Facebook channels
- Full ownership of your content to share within your internal and external networks

Net investment: \$12,000

Discounts available for packages of multiple Publishing Partner posts.



The screenshot displays the Automotive News website interface. At the top, there is a navigation bar with the ROUTEONE logo and links for CREDIT, MENU, and CONTRACTING. Below this is the Automotive News logo and a search bar. The main content area features a sponsored article titled "Embracing Omnichannel: Enhancing the modern vehicle buying experience" by ROUTEONE, dated August 12, 2024. The article includes a large image of a woman and a man looking at a tablet. To the right of the article is a sidebar with a newsletter sign-up form for ROUTEONE, offering options for Daily Summary, Weekly Summary, and Breaking News Alerts. Below the newsletter form is a "Digital Edition" section with a "THIS WEEK'S EDITORIAL" link. At the bottom right, there is a ROUTEONE logo with the tagline "Powering the Vehicle Buying Experience".

[Click here to view example](#)

PUBLISHING PARTNER PROGRAM

HOMEPAGE PROMOTION EXAMPLE

The screenshot shows the Automotive News homepage with a navigation bar at the top. A green box highlights a 'PUBLISHING PARTNERS' section featuring an Ally advertisement. The ad includes the Ally logo and the text 'all ears F&I office tips to consider'. Below the ad, there are several sponsored content blocks from various partners like Truist, HMC Partners, Experian, and Cox Automotive. The main content area on the right features news articles such as 'Ally: Room for more car rate increases without affecting demand' and 'Jaguar Land Rover losses mount amid slow ramp up of new Range Rovers'. A 'SIGN UP FOR FREE NEWSLETTERS' form is also visible, with options for 'Daily Summary', 'Weekly Summary', and 'Breaking News Alerts'. At the bottom, there is an 'Automotive News Jobs Board' with a search bar and a 'GO' button.

NEWSLETTER PROMOTION EXAMPLE

The screenshot shows an 'Automotive News DAILY' newsletter for Wednesday, July 27, 2022. The header includes the logo and date. The main content area features a large article titled 'Penske Automotive's Q2 net income rises 10% to \$376 million' with a 'READ MORE >' link and social media sharing options. Below this is another article titled 'NXP Semiconductors bullish on chip shipments to automakers' with a 'READ MORE >' link. A green box highlights a sponsored content block from Salesforce titled '3 Steps to Becoming a Data-Driven Auto Enterprise'. The text in this block reads: 'According to Domo, 1.7MB of data were created every second for every person on earth in 2020. That's a lot of data. In the Automotive space, connected vehicles and smart factories will only accelerate the amount of data generated.' Below the text are social media sharing options.

PUBLISHING PARTNER PRINT EXTENSION

Amplify your Publishing Partner content even further through the pages of Automotive News' print and digital editions.

Digital edition ads are highlighted and link to a URL of your choice.

WHY ADD PRINT?

158K

Total readers. Includes 3.6 readers per copy and digital edition

100%

paid circulation

31 min.

spent per week

3+

readers per copy (resulting in +186k readers)

79%

have read 4 out of 4 issues

97%

have taken action as a result of reading an issue

83%

make purchase decisions within their company

85%

keep issues for more than one week

Net investment: \$11,000 per full page / \$21,100 per spread

SPONSORED CONTENT

REINVENTING THE SERVICE CONTRACT FOR EVs

BY SCOT EISENFELDER
CEO of APCO HOLDINGS
Home of the EasyCare and GWC Warranty brands

As we enter the era of electric vehicles (EVs), one of the biggest challenges the EV industry will face is consumer perception that EVs are too expensive to maintain. If there are no charges, no engine or transmission and fewer moving parts, why would an EV owner need a vehicle service contract (VSC)?

EVs managers may need to change their perspective on what the EV owner wants. According to APCO data, 75 percent of VSC claims are on items that service EVs such as tires, brakes, electronics and air conditioning. Only 25 percent of claims are on the powertrain.

That's why it will be the EV manager's job to reinvent EV shoppers on the following:

HIGH COST OF REPAIRS
While EVs can save money in the short term due to lower fuel and maintenance costs, the cost of EV ownership rises over time. EV repair costs are significantly higher than gas-powered vehicles, due to the need for highly trained technicians and the fact that parts are more costly. In addition, repaired EVs are also loaded with complex components that come with hefty price tags, such as the drive motor, EV battery, safety control module, charge and auxiliary beams. Consumers will need to know whether their vehicle insurance covers the cost of repairing their EV in the event of a claim. If the cost is not their liability, they will want to opt for a service contract that does provide that service. Plus, if their EV is in the shop for a covered repair, a service contract can help with additional transportation and trip interruption costs.

The goal is to get consumers to bring in their vehicles at least once a year. Once EVs are in your service bay, there will be opportunities for service work.

Another option to get into the EVs are to create their own service contracts, as they can create greater value and loyalty by offering free tire rotations and free snow tire storage.

SPONSORED CONTENT

HOW AUTOMOTIVE DEALERS CAN CAPITALIZE ON SPORTS MARKETING

THREE BEST PRACTICES FOR MAXIMIZING YOUR SPORTS AD DOLLARS

Seven years ago, Torco Auto Group altered its approach to advertising. "We decided to really invest in advertising that involved sports events because we're about it. That sports us a great fit for the brand," says Brandon Torneo, president of Torco Auto Group and its brand manager.

Today, sports marketing remains a key way to reach consumers. Live sports is the most powerful of advertising—the most readily, most visible programming and the most powerful place to advertise. According to Nielsen, sports accounted for 88% of the 50 most viewed programs in 2012 on U.S. television.

Some 88% of viewers who watch sports watch them live or within the same day. It's a significant advantage for "appointment" viewing—only a small number of viewers watch live sports, but they are highly engaged. And for many people, that's a deep emotional investment in sports. "I'm a fan of the sport, and I'm a fan of the team," says Matt Lusher, Vice President of Marketing at Torco Auto Group in Western New York State who also knows the power of sports marketing. "The marketing we want to focus on is live sports. To get the most out of the live sports, we need to make sure we're in the right place at the right time. We need to be there when the game is on." Lusher says. "By associating with people they like, we get some of the best ROI."

With many different ways to connect with fans, how do you maximize your investment in sports? Here are three ways you can reach the fans you want to reach. The experts at Spectrum Reach suggest these best practices to get the most out of your sports marketing dollars.

GO MULTISCREEN:
Today, 65 percent of U.S. households have 20+ connected devices, hence so many on their own. Sports fans are watching their favorite teams and live games not only on their TV screens in the living room but also on the laptop, on the phone and on the go. Sports marketing professionals need to take advantage of this. To get the most out of their advertising, brands should build a multiscreen strategy that includes both linear and streaming TV. Advertising strategy has become a multiscreen strategy with a campaign's reach by 20%.

BROADEN THE SPORTS LINEUP:
Although the "live" professional sports are always a starting point for advertisers, Americans have a voracious appetite for sports to watch on TV.

Many sports are growing in popularity. For example, soccer is enjoying a renaissance in the U.S. women's—especially with the Olympic delegation. Qualifiers on week-end games and other live highlights, but effective places to reach women fans in their work and sports environments with public frequency.

In addition to adding professional athletes as ambassadors, collegiate student athletes are now able to make endorsement deals, and awareness also can build positive and local/valuable campaigns around those athletes.

BETTER AD TARGETING:
Today, advertisers on TV have the same way that has digital ad on content, sports, social media or mobile. Rather than rely on demographics such as men 25-34 years old, with the help of sophisticated measurement, an advertiser can target audiences with higher precision to purchase.

Spectrum Reach uses its sophisticated and detailed first-party audience segmentation data and overlays that with precise location targeting to create a highly targeted and effective advertising strategy. This is done by using a combination of different data sources to create a highly targeted and effective advertising strategy.

Many dealers used to operate on faith and hope when choosing dates or big sporting events. TV, however, has a lot of options, but it's important to know the right time to advertise. The registration of the trade show has made it even harder to measure results consistently.

That makes it more important to work with partners who offer easy-to-use distribution and sales solutions. Spectrum Reach, for instance, has partnered with industry leaders in streaming TV (Spectrum) and data privacy (Brightroll) to build a multichannel advertising solution. Solutions like these can help advertisers connect the dots, bring ad exposures for both linear and streaming TV to business outcomes such as website visits. This helps dealers spend ad dollars.

THE BOTTOM LINE:
Sports marketing is a powerful way to advertise and can be effective for dealerships. Taking time to follow these strategies can really get a great ROI on your fan base.

ABOUT SPECTRUM REACH AUTOMOTIVE
Spectrum Reach is a leading provider of advertising solutions for the automotive industry. We offer a range of advertising solutions, including display, video, mobile, and social media advertising. Our solutions are designed to help automotive dealerships reach their target audience and drive sales. For more information, visit www.spectrumreach.com.

in partnership with
Automotive News
contentstudio

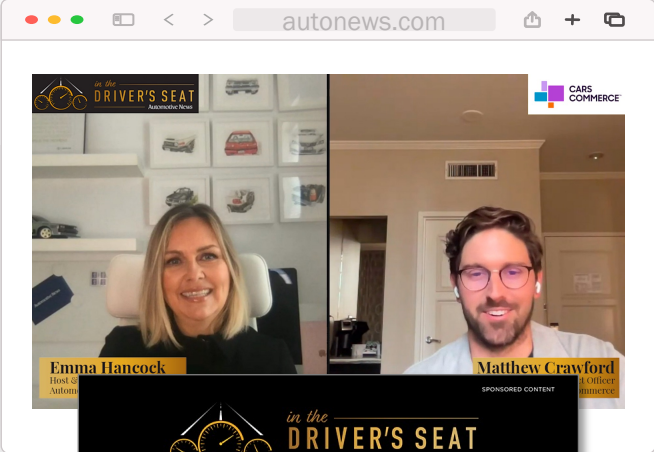
CUSTOM SOCIAL VIDEO INTERVIEWS IN THE DRIVER'S SEAT

This custom video interview with Automotive News enables you to share your thought leadership with our audience in long form.

Automotive News Driver's Seat host and Content Strategist Emma Hancock will conduct a fast-paced, off-the-cuff interview with one of your executives. The resulting 10-minute video will be posted on autonews.com and shared on Automotive News social channels.

SPONSORSHIP INCLUDES:

- Planning and production of one 10-minute video interview
- A dedicated autonews.com landing page to host your video
- Promotion on Automotive News social media, homepage and newsletter
- Ownership of your In the Driver's Seat episode – feel free to post on your website and repurpose for other marketing efforts
- **Add-on option: Print extension.** Automotive News will transcribe the interview, lightly edit the responses for space and clarity, and lay out the Q&A as a full-page advertorial-style ad – \$11,000 net



in the DRIVER'S SEAT
Automotive News

CARS COMMERCE AIMS TO SIMPLIFY AUTO RETAIL

With solutions like Car Commerce Media Network, Dealer Assist and AutoHub under its corporate umbrella, Car Commerce is on a mission to make buying and selling cars simpler and more efficient for dealers. To get a handle on innovations in the Driver's Seat, we spoke with Matthew Crawford, the company's chief product officer. Crawford oversees the company's products, design and research operations and is focused on the company's overarching platform strategy, delivering the best experience for car buying and selling.

Q: We're seeing digital-enhanced car shopping and car buying more and more. What do you see as the next big opportunities for innovation in your marketplace, Crawford?

Business Crawford: We are really focused on simplifying everything there is about buying and selling cars for consumers, which means there needs to be a clear, frictionless experience for consumers. We're sitting in the middle of that and asking what consumers need from an editorial content perspective to educate themselves. What do they need from a digital or video standpoint? Where are there the most online vehicles available about dealerships and about vehicles and how do we help them to make an informed decision as they move through the process? And then how do they know what their trade-in is worth? So really, it's bringing all of those things to the fingertips of the consumer – one experience that can, if all together and then brings it to fruition inside of the dealer context. So, when a consumer comes offline, they have a consistency of experience and they're not starting processes over. We want those things to be connected as much as possible.

Q: You mentioned financing and trade-ins. What is the next step for instant financing and trade-in?

Crawford: We're really focused on creating a marketplace for financing for vehicles. So, from a financing standpoint, we've focused on bringing consumers to the table as possible to compare for consumers. We're looking at things like how we can bring that spectrum of lending options. From a trade-in standpoint, vehicle valuations are changing faster than ever. So, we're trying to bring consumers that moment-in-time data that we match up with our AutoHub trade-in and inventory platform to create a real moment-in-time value for vehicles, which allows consumers to know exactly what their trade-in is worth at that moment in time.

Q: What are products or technologies you are looking to add that will simplify car buying for both consumers and dealers?

Crawford: We're really focused on what we're doing on the Car Hub, which gives consumers the ability to understand new model launches. The gives our automaking partners the ability to put their why message directly in front of our buyers. Almost three quarters of our site visitors don't know what vehicle make or model they want. So, we're helping them by marrying up the automaking messages with our editorial editorial content. The next piece is related to that. With all of the electric vehicle (EV) launches happening, we're looking at how we can help consumers understand the differences between internal combustion engine (ICE) vehicles. There's a lot of information that consumers must parse through. So, what we're trying to do is bring all of that content in a way of understanding for consumers – help them parse what they're really considering here and what do they need to be looking at.

We also are offering consumers the ability to track the value of their vehicles over time so they can make a more informed decision about when it's a good time to sell a vehicle.

Q: In addition to these kinds of innovations, what else are you excited about when it comes to websites and your Dealer Assist business?

Crawford: We're going to deliver the tools to run their businesses more effectively and efficiently. We want to make it easier for them to do things with us. We wanted to make it easier for them to acquire shoppers and we want to make it easier for them to acquire inventory. With Dealer Assist, we have an existing website platform, which serves as the foundation to connect all of the digital experiences that I just talked about. We want to make it as efficient as possible for our dealer partners to acquire consumers using our Car Commerce Media Network and then enable them to acquire inventory with AutoHub as well. We're really focused on bringing all of those technology solutions to bear inside that Dealer Assist marketplace.

Q: How do you balance the automaker requirements while also delivering the additional innovation and performance that dealers want?

Crawford: I think what we all want is to serve the consumer in the most effective way possible. And we want to be efficient. So, we're looking at how we can meet those automaker requirements, but also meet the most needs of our dealers.

Q: How are you and your team using generative AI? Retail strategists seem to be all over that. What do you think it will have on the automotive retail experience?

Crawford: In our ecosystem, we think about Gen AI as an accelerator. It's another tool that is going to further empower consumers. But it will also create the opportunity for providing relevant information and creating content. And we've introduced some innovations to the website that leverages the same sort of capabilities to bring the key parts of our content to help consumers absorb and understand the information faster than they otherwise would be able to. We're helping our dealers become more efficient by automating things like the listing process. Using Gen AI to help craft a default listing that they can then edit. We're really focused on how we can make the experience more efficient and use Gen AI as a complement to the experience.

Automotive News contentstudio **CARS COMMERCE**

SCAN TO WATCH

Net investment: \$27,500

NEW OPPORTUNITY

CUSTOM SOCIAL VIDEO INTERVIEWS UP TO SPEED

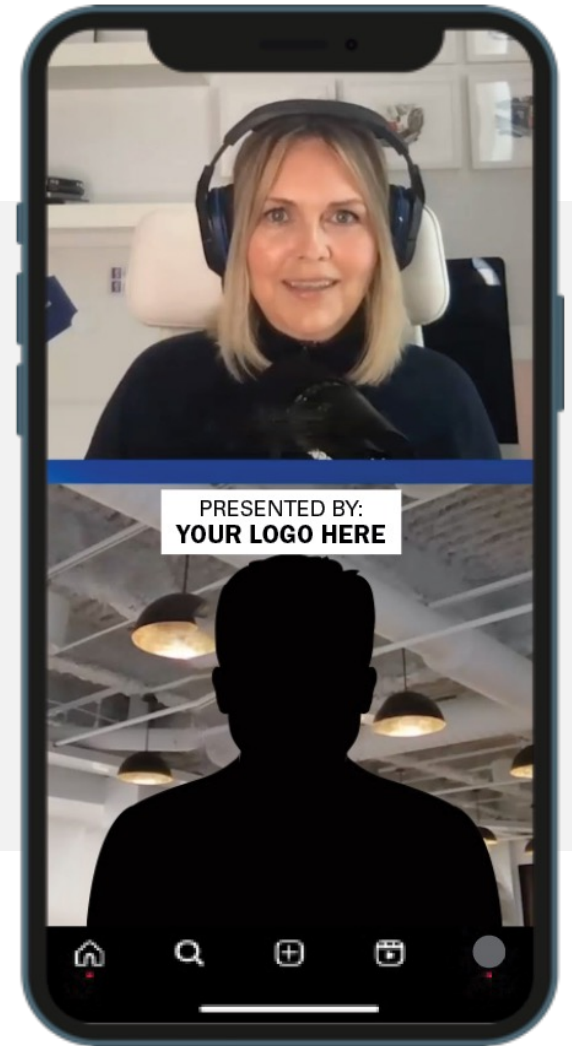
In this new social-first video interview series, Automotive News will get our readers “up to speed” on a hot topic or key trend with the help of an expert from your company.

Each casual, inviting 2-to-3-minute video will be **posted directly on Automotive News’ social platforms** (LinkedIn, Facebook, X, YouTube) and **broadly promoted on those platforms to an audience target of your choice**. Both your company and your featured expert will be tagged on all platforms.

You’ll retain full rights to the final edited video and can repurpose the video internally or externally.

Net investment: \$11,500 for a single video

Estimated 75,000 plays per video. Discounts available for packages of multiple videos.



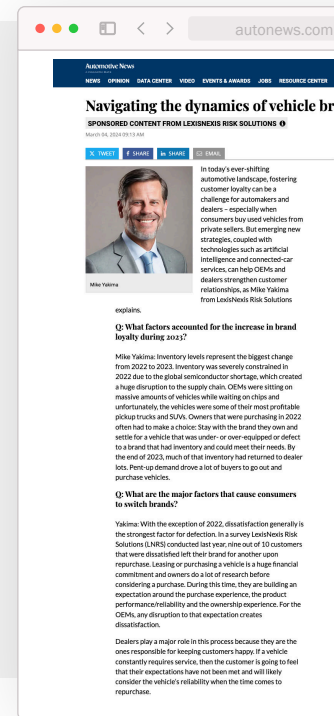
EXECUTIVE INSIGHTS Q&A

Our Executive Insights Q&A series is a turnkey opportunity to position your company as a thought leader and showcase your expert insights on the state of the industry.

Automotive News will draft questions focused on a topic of your choice, and your experts written responses – along with a headshot, bio, logo and link to learn more – will be published within a full-page feature in Automotive News and in an article on autonews.com.

We'll publish the Q&A as a standalone article on autonews.com and promote it within two editorial newsletters. Access to these articles is pay-wall free so you can share your thought leadership with your partners, prospects and colleagues!

Net investment: \$17,000

A graphic titled "EXECUTIVE INSIGHTS" and "THE DYNAMICS OF BRAND LOYALTY EXPLAINED". It features a photo of Mike Yalms and a Q&A section. The Q&A discusses factors like inventory levels, dealer relationships, and customer expectations. It also includes a bio for Mike Yalms and a link to the full article on autonews.com. The graphic is part of the Automotive News content studio.

NADA ADVERTISING OPPORTUNITIES

2025

Automotive News

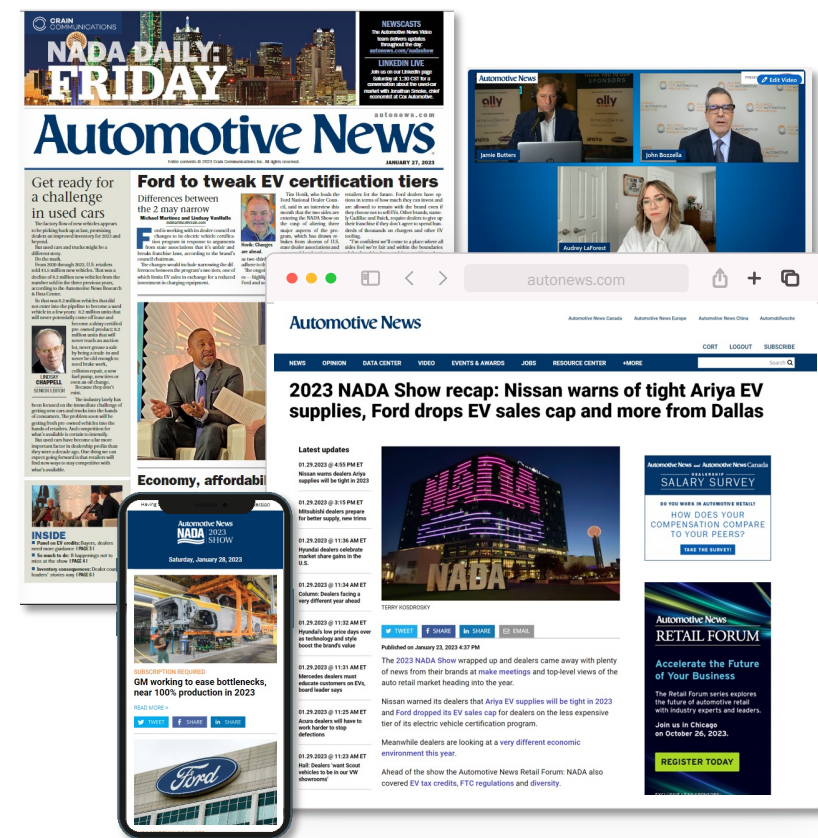
A CRAIN FAMILY BRAND

NADA is a big investment. Automotive News helps you make the most of it.

The annual convention of the National Automobile Dealers Association is one of the biggest industry events of the year. That's the good news. And the bad news. With more than 500 exhibiting companies, and over 1 million square feet of exhibit space, getting potential customers to your booth can be a real challenge.

And that's where Automotive News comes in!

With a multitude of print, digital and event opportunities to drive traffic, leads, booth visits and thought leadership, we can help you make the most of your presence at the NADA Show.



NADA ADVERTISING OPPORTUNITIES

TRUST AUTOMOTIVE NEWS TO MAXIMIZE YOUR NADA INVESTMENT

Pre-NADA

Drive leads and traffic to your booth

PRINT

- 2024 Yearbook
- NADA Preview Special Section
- Inserts
- High-impact units
- Executive Insights Q&A

DIGITAL

- Retail Targeted Display and Video
- Lead Generation Email
- Webinar and Mini-Webinar
- Resource Center
- Publishing Partner
- Content Intelligence Engine
- In the Driver's Seat video interview

NADA week

Engage dealers throughout the show

EVENT

- Best Practices at NADA

PRINT

- NADA Show Dailies
- Inserts, high-impact units
- Executive Insights Q&A

DIGITAL

- Show Dailies Digital Edition
- In the Driver's Seat video interview on-location
- NADA Newsletter Sponsorship
- Retail Targeted Display and Video
- Homepage Interstitials
- Publishing Partner
- Content Intelligence Engine
- Geofencing

Post-NADA

Reinforce your message and drive action

PRINT

- NADA Review Special Section
- Inserts
- High-impact units
- Executive Insights Q&A

DIGITAL

- Retail Targeted Display and Video
- Lead Generation Email
- Webinar and Mini-Webinar
- Resource Center
- Publishing Partner
- Content Intelligence Engine

NEW EVENT

BEST PRACTICES AT NADA

EVENT DETAILS

Thursday, January 23, 2025 (*morning half-day*)

New Orleans Marriot Arts District hotel

For the first time ever, the popular Automotive News' Retail Best Practices editorial series will be brought to life at NADA 2025.

Dealers tell us that what they want most of all out of pre-NADA conferences is actionable strategies, tactics and tips they can take back to their store. Our half-day Best Practices at NADA conference will focus on **innovation** and **leadership**, with topics including:

- *Fostering a culture of innovation at your store*
- *Harnessing AI applications to empower your business*
- *Managing multigenerational workforces*
- *Sales, marketing and customer experience innovations*

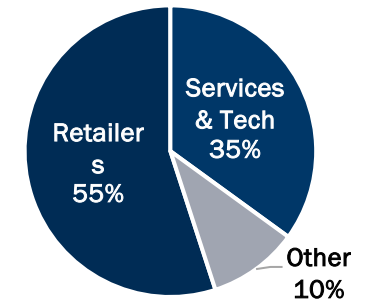
We will also celebrate the embodiment of 'Best Practices' through

- Recognition of the Automotive News 40 Under 40 in retail
- Presentation of Automotive News Centennial Award to a retailing legend

EXPECTED AUDIENCE

200+ attendees

33% executive-level
22% director-level
32% manager-level
12% other



TENTATIVE AGENDA

- **9:00am** | Welcome
- Centennial award presentation
- Leadership keynote from centennial award honoree
- Panel 1
- Panel 2
- Networking lunch
- **1:15pm** | Event concludes

BEST PRACTICES AT NADA

DIAMOND SPONSORSHIP

Contract out to JM&A

EVENT

Sponsorship benefits

- Opportunity for your executive to participate in a panel discussion - Connecting to Customers: Transform Your Sales Team into Customer Experience Champions
- 20 registrations to the event for sponsor employees and guests
- Logo on all program marketing (email, print, online), event website and confirmations
- Complete list of attendees with contact information, delivered one week before the event and following the event
- Right of first refusal for the 2026 event

CONTENT EXTENSIONS

In the Driver's Seat interview

- 1x In the Driver's Seat video interview shot on location at the Automotive News NADA booth, with print extension (*\$26k value*)
 - Video published on social channels + homepage (50k+ estimated plays)
 - Edited version of interview will be published as a written Q&A in a print issue of *Automotive News*

Print & digital edition advertising

- 1x Full-page ad in a 2025 issue of Automotive News (*\$21k value*)

INVESTMENT: \$40,000

Limited to 1 sponsor.

BEST PRACTICES AT NADA

REGISTRATION SPONSORSHIP

EVENT

Sponsorship benefits

- Logo on all attendee badge lanyards at the Forum, plus prominent visibility on signage at the registration desk
- 20 registrations to the event
- Sponsor acknowledgement at the event
- Logo under platinum heading on email marketing messages and ads in *Automotive News*
- Logo on attendee registration confirmations
- Company profile on sponsorship page – 100 words
- Ad in digital program at event
- Database of attendees one week before the event
- Complete database of attendees with contact information following the event

CONTENT EXTENSIONS

Print & digital edition advertising

- 1x full-page ad in a 2025 issue of *Automotive News* (\$21k value)
- 100k Homepage Billboard impressions in 2025 (\$5k value)

INVESTMENT: \$25,000 net

Limited to 1 sponsor. This sponsorship is on hold for the 2024 sponsor with a right of first refusal.

BEST PRACTICES AT NADA

GOLD SPONSORSHIP

EVENT

Sponsorship benefits

- 10 registrations to the event
- Sponsor acknowledgement at the Forum
- Logo under Gold heading on ads in *Automotive News*
- Logo under Gold heading on e-mail marketing messages
- Logo on website and company profile on sponsorship page – 100 words
- Ad in digital program at event
- Database of attendees one week before the event
- Complete database of attendees with contact information following the event

CONTENT EXTENSIONS

Print & digital edition advertising

- 1x full-page ad in a 2025 issue of *Automotive News* (\$21k value)

INVESTMENT: \$20,000 net

BEST PRACTICES AT NADA

SILVER SPONSORSHIP

EVENT

Sponsorship benefits

- 5 registrations to the event
- Sponsor acknowledgement at the event
- Logo under Silver heading on ads in *Automotive News*
- Logo under Silver heading on e-mail marketing messages
- Logo on website and company profile on sponsorship page – 100 words
- Ad in digital program at event
- Database of attendees one week before the event
- Complete database of attendees with contact information following the event

CONTENT EXTENSIONS

Print & digital edition advertising

- 1x junior-page ad in a 2025 issue of *Automotive News* (\$16k value)

INVESTMENT: \$15,000 net

BEST PRACTICES AT NADA

BRONZE SPONSORSHIP

EVENT

Sponsorship benefits

- 2 registrations to the event
- Sponsor acknowledgement at the event
- Logo under Bronze heading on ads in *Automotive News*
- Logo under Bronze heading on e-mail marketing messages
- Logo on website and company profile on sponsorship page – 100 words
- Ad in digital program at event
- Database of attendees one week before the event
- Complete database of attendees with contact information following the event
- Additional 20% discount on ads placed in the NADA Preview, NADA Review or Show Daily issues

INVESTMENT: \$7,500 net



Automotive News
RETAIL FORUM

FEBRUARY 1, 2024 | LAS VEGAS

Real Solutions From Real Dealers

The future of automotive retail is moving quickly - secure your spot to engage with leaders from from Nissan, Toyota, Experian Automotive, and more. Keynotes include:

 <p>Judy Wheeler Divisional Vice President Nissan Sales & Regional Operations, Nissan U.S.</p>	 <p>Jack Hollis Executive Vice President, Sales Toyota Motor North America</p>
--	--

Full agenda available now.

Register now at autonews.com/retailforumnada

SCAN THE CODE TO LEARN MORE.



EXCLUSIVE LEAD SPONSOR:  Reynolds & Reynolds. PLATINUM SPONSOR:  STELLANTIS

GOLD SPONSORS:  ally  JMSA GROUP  Future Energy SILVER SPONSOR:  CRAIN CURRENCY



NADA PRINT ISSUES

Our award-winning editorial team's insightful analysis and unprecedented access to influential industry leadership makes our NADA coverage required reading. Dealerships and OEMs trust our newsroom to provide information that will impact their businesses in the coming year.

Our NADA Show coverage will include:

- **Preview issue:** Jan. 20 (*close date Jan. 8*)
- **Show Dailies:** Jan. 24, 25 & 26 (*close date Jan. 2*)
- **Review issue:** Feb. 3 (*close date Jan. 22*)

Partner with us to benefit from the wide reach and devoted readership that only *Automotive News* delivers.



NADA PACKAGE DISCOUNTS

Applies to NADA Preview, NADA Review & Show Dailies

Buy 2 of 3, save 10%

Buy 3 of 3, save 10

NADA SHOW DAILIES DIGITAL EDITION SPONSORSHIP

AVAILABLE JANUARY 24-26

Our NADA Show Dailies are the eyes and ears of the NADA Show, emailed to 44,000+ readers each day they're published. This exclusive sponsorship is an excellent opportunity to showcase your brand adjacent to all three Show Daily issues.

Sponsorship includes:

- Exclusive ownership of Digital Edition ad space for all three Show Dailies
- Full page ad left of cover, right rail skyscraper and mobile footer banners
- 80,000 estimated impressions served over three days

This sponsorship is on hold by the 2024 sponsor with a right of first refusal.



Net investment: \$3,500
80,000 guaranteed impressions.
Online volume discounts do not apply.

IN THE DRIVER'S SEAT: ON LOCATION

RECORDING DATES: JANUARY 24 & 25

PUBLISH DATES: JANUARY 27 ONWARD

We're bringing our popular In the Driver's Seat interview series directly to the floor of the NADA Show!

Join host Emma Hancock for a brief in-person interview at the stage within the Automotive News booth – we'll work with you to understand your key talking points, plan interview questions in advance and coordinate a shoot time that works for your executive.

After the show, your video interview will be posted and promoted at a time of your choosing on our LinkedIn and Facebook pages, as well as our homepage. The typical In the Driver's Seat video earns more than 50,000 plays.

Add-on opportunity: Extend the reach of your video with an advertorial-style Q&A feature in a print issue.



Net investment: \$15,000

*Limited availability – ask your client partnerships manager.
Online volume discounts do not apply.*

NADA NEWSLETTER SPONSORSHIP

AVAILABLE JANUARY 24-27

Our team of journalists will be covering what's happening on – and off – the show floor throughout the week.

All of our reporting and insights will be distributed each day of the Show within this special NADA newsletter, sent to 49,000+ readers.

Newsletter positions:

- **Top leaderboard** – \$6,530 net / 100,000 impressions
- **Medium rectangle 1** – \$6,060 net / 100,000 impressions
- **Text ad** – \$5,770 net / 100,000 impressions
- **Medium rectangle 2** – \$5,500 net / 100,000 impressions
- **Lower text ad** – \$5,770 net / 100,000 impressions

All placements are currently on hold by 2024 sponsors with a right of first refusal.

The screenshot displays a newsletter layout for the NADA 2024 Show. At the top is a green bar labeled "TOP LEADERBOARD". Below it is a dark blue header with the "Automotive News NADA 2024 SHOW" logo and the date "Sunday, February 04, 2024". The main content area features a photo of a show floor with a "WELCOME TO MIAMI STATE" banner. Below the photo is a news snippet: "SUBSCRIPTION REQUIRED Chevy sees 2024 EV launches as 'unique opportunity' for conquests" with a "READ MORE" link and social sharing buttons for Twitter, Facebook, and LinkedIn. A large green box labeled "MED REC 1" is positioned below the snippet. Further down is another news snippet: "SUBSCRIPTION REQUIRED Nissan's moonshot: 6.1 percent U.S. retail share in fiscal 2024" with a "READ MORE" link and social sharing buttons. At the bottom is a large green box labeled "TEXT AD".

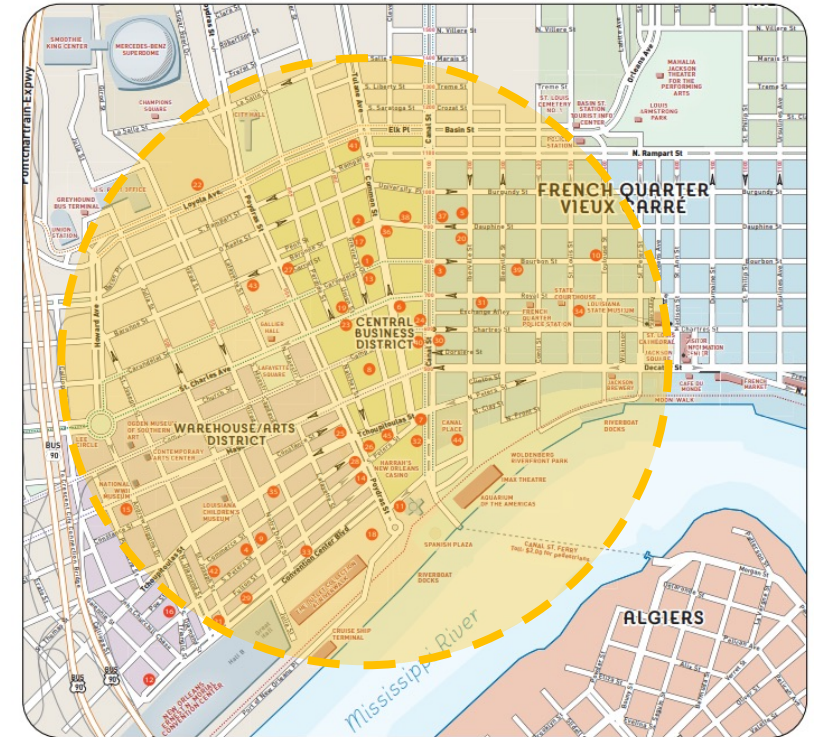
GEOFENCED ADVERTISING OPPORTUNITY

Every NADA Show attendee will be checking their mobile phone while they're on the show floor – stay top-of-mind with attendees by tapping into our geofenced advertising capabilities to serve your message to those who are actually at the Show!

Partner with us to **hyper-target** NADA Show visitors with your messaging at the right time in the right place. We'll serve your ads on partner websites to readers who are visiting from within a half-mile radius of the convention hall.

More details:

- 100,000 impressions served throughout the week
- Target your selected audience
- Opportunity for dayparts and creative updates throughout the week
- Ad sizes needed: 300x250, 320x50, 320x480, 300x250 & 728x90 (animated or static ads accepted)



Net investment: \$6,000

*Ask your client partnership manager for more details.
Online volume discounts do not apply.*

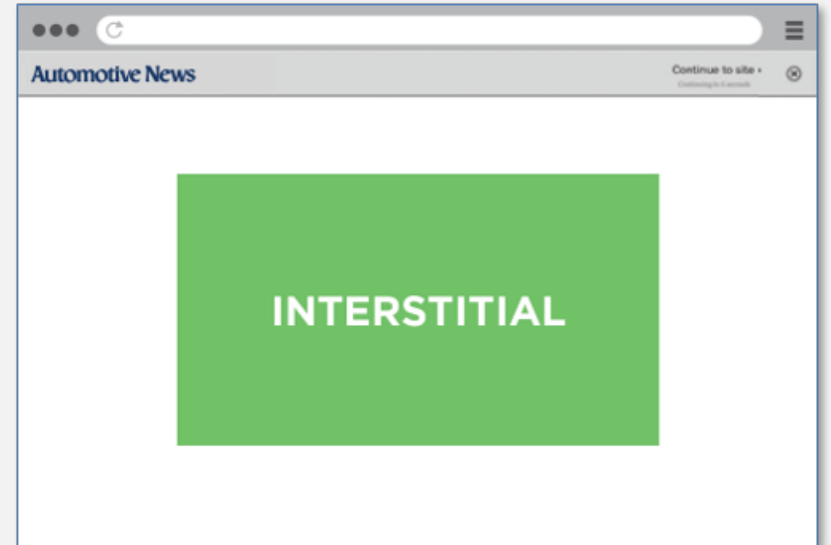
HOMEPAGE INTERSTITIAL

AVAILABLE JANUARY 23, 24, 25 & 26

Take advantage of high traffic to our website during NADA week with an interstitial ad on the homepage of autonews.com.

When visitors arrive at autonews.com during the week of the NADA Show, they'll see your advertisement before the homepage itself loads.

This high-visibility homepage placement provides ~10x the clickthrough rate of a standard banner ad and can be used to drive visibility, clicks to your site and leads for your sales operation.



Net CPM: \$300

*11,000 impressions available per day.
Online volume discounts do not apply.*



EVENTS

Automotive News

A CRAIN FAMILY BRAND

THOUGHT LEADERSHIP | EVENTS



SHARE YOUR INSIGHTS

Take the spotlight as a thought leader, with opportunities to amplify and integrate your message beyond the event.



INCREASE BRAND VISIBILITY

Raise your profile through broad event marketing campaigns and highly visible on-site activations.



CONNECT WITH LEADERS

Leverage our long-standing industry connections to forge meaningful relationships with current and future auto leaders.

AUTOMOTIVE NEWS GROUP 2025 GLOBAL EVENT CALENDAR

NEW EVENT

Automotive News
BEST PRACTICES
at NADA

JANUARY 23 • CONFERENCE
NEW ORLEANS

Automotive News
**FORTY
UNDER 40**

JANUARY 23 • BREAKFAST
NEW ORLEANS

Automotive News Canada
CONGRESS

FEBRUARY 13 • CONFERENCE
TORONTO

**Automobilwoche
KONFERENZ**

FEBRUARY 25 • CONFERENCE
MUNICH

Automotive News Canada PRESENTS
**EMBRACING
DIVERSITY**

MARCH • ROUNDTABLE
VIRTUAL

Automotive News
PACE

APRIL 15 • GALA
DETROIT

100 LEADING
WOMEN

MAY 19 • GALA
DETROIT

AUTOMOTIVE NEWS PRESENTS
**LEADING
WOMEN**

MAY 20 • CONFERENCE
DETROIT

Automobilwoche
**WOMEN'S
LEADERSHIP
DAY 2025**

MAY 21 • CONFERENCE
MUNICH

Automotive News Europe
CONGRESS

JUNE • CONFERENCE
ITALY

Automotive News Europe
RISING STARS

JUNE • GALA
ITALY

Automotive News Europe
EUROSTAR

SEPTEMBER 8 • GALA
MUNICH

Automotive News
CONGRESS

SEPTEMBER 22 & 23 • CONFERENCE
DETROIT

Automotive News
RISING STARS

SEPTEMBER 22 • GALA
DETROIT

Automotive News
ALL*STARS

SEPTEMBER 23 • GALA
DETROIT

Automotive News
**BEST
DEALERSHIPS
TO WORK FOR**

OCTOBER • GALA
NASHVILLE

Automotive News Canada
RETAIL FORUM

OCTOBER 16 OR 23 • CONFERENCE
TORONTO

Automotive News Canada
**BEST
DEALERSHIPS
TO WORK FOR**

OCTOBER 16 OR 23 • GALA
TORONTO

**Automobilwoche
KONGRESS**

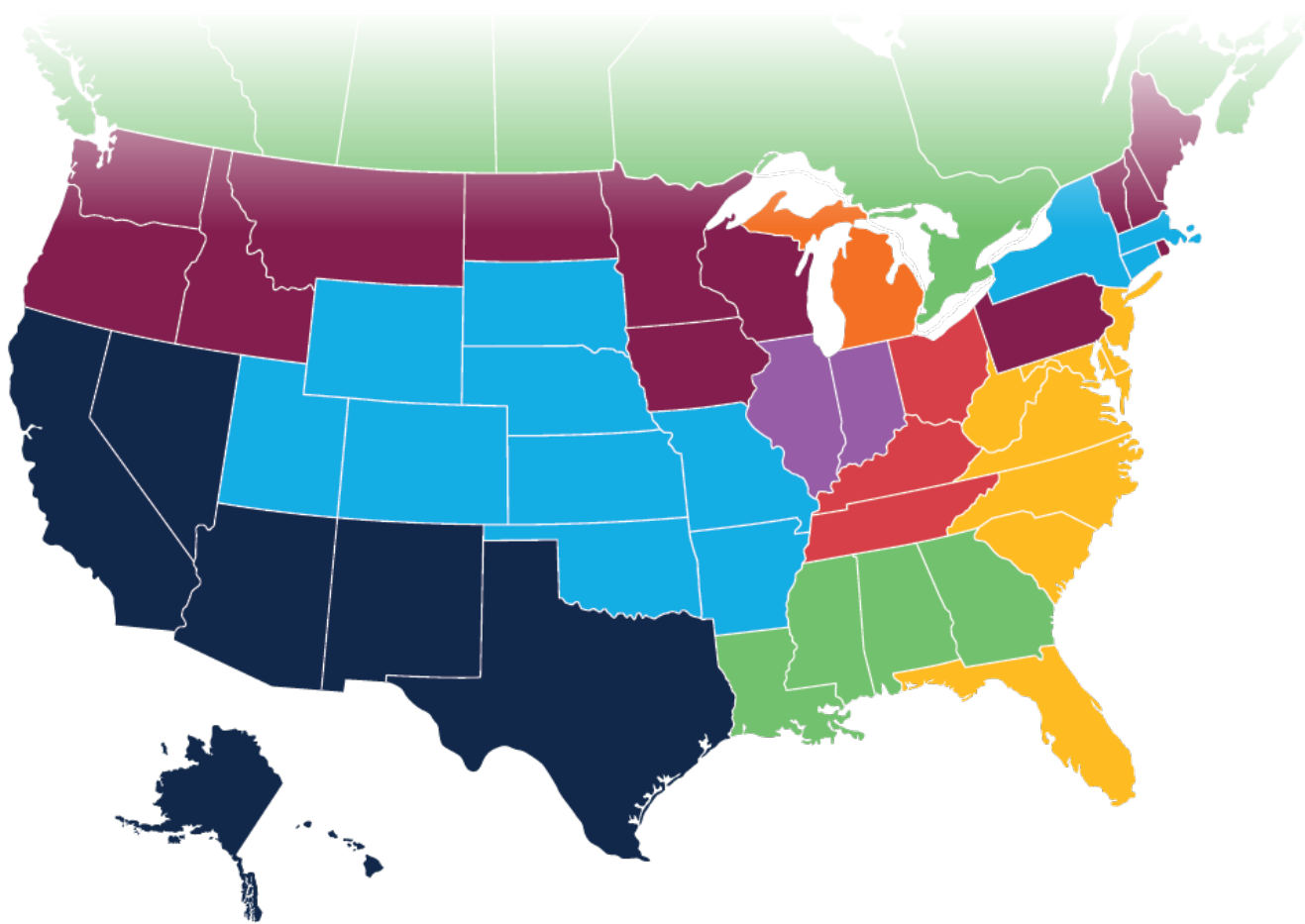
NOVEMBER 12 - 13 • CONFERENCE
BERLIN

AUTOMOTIVE NEWS CANADA PRESENTS
**LEADING
WOMEN**

NOVEMBER 2025 • ROUNDTABLE
VIRTUAL

Automotive News | ADVERTISING

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Automotive News

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Automobilwoche Automotive News Automotive News Europe^{***} CRAIN'S CHICAGO BUSINESS

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