

## An Innovative Digital Magazine with Media-Rich Ad Opportunities

The new *WardsAuto Dealer Business* is an app, but more than that, it's a living, breathing platform offering an abundance of ways to creatively connect with dealers on an ongoing basis.

WardsAuto.com already serves dealers daily with regularly updated news and features. The new *WardsAuto Dealer Business* is designed to offer dealers a deeper and more engaging connection with the information that's most vital to their businesses.

The new *WardsAuto Dealer Business* takes the best of the web (latest content, searchability and archives) and adds features (longform articles, interactive video and media in an artistic layout) to create an entirely new environment for dealer engagement.

Issues are published as we create special content such as the WardsAuto Dealer Rankings (see Special Opportunities section for information on sponsoring) and we alert our audience to download the app and get the special content now.

Your advertising within these issues can be as media-rich as you'd like it to be: include videos of demos or testimonials, photo galleries, and even games. Need help building the content for your message? We can help with that, too!



## 2015 Display Advertising Rates

Frequency (2 Ads per Month)	24x (12 mos)	12x (6 mos)	6x (3 mos)	2x (1 mo)
Page (r.o.b. - run of book)	\$3,434	\$4,121	\$5,151	\$6,868
Category Sponsor (logo at top of title page in desired category, plus r.o.b. page)	\$5,151	\$6,181	\$7,727	\$10,302
Page 2 (following cover)	\$6,868	\$8,242	\$10,302	\$13,736
Cover Peel (plus r.o.b. page)	\$12,019	\$14,423	\$18,029	\$24,038
Issue Sponsor (logo on email alerts and issue loading screen, plus r.o.b. page)	\$17,170	\$20,604	\$25,755	\$34,340
Page Enhancement* (video, animation, and/or other interactive features)	\$1,717	\$2,060	\$2,576	\$3,434



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

## Contact us to start planning your WardsAuto campaign.

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