

# WardsAuto.com

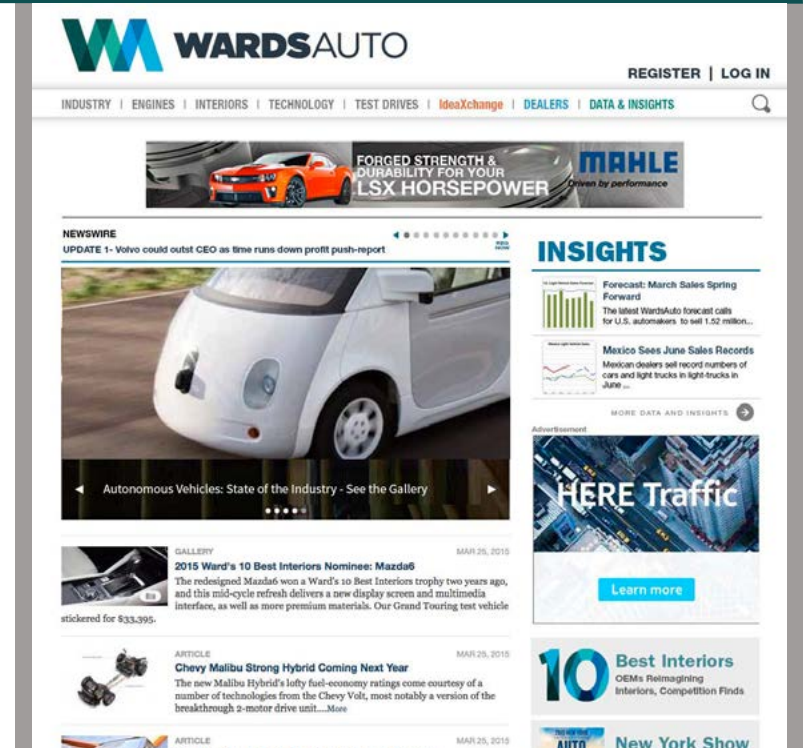
Essential Online Resource for OEM Buying Teams

WardsAuto.com is a constantly-updated, comprehensive site that is more than a collection of the latest news and data; it's the home of unique insights and analysis your customers will find nowhere else. Premium WardsAuto.com subscribers, including many of the top automakers and Tier 1 suppliers, pay for full access to the wide range of information tools we offer, including forecast services, data report generators, and much more.



And WardsAuto.com is home to sponsored features such as Wards 10 Best Engines and WardsAuto Interiors Conference coverage, special-themed Resource Centers, white paper hosting, and much more.

These highly visible features empower our OEM audience to drill deep into subjects vital to their roles, and let you connect with these purchase-influencers in meaningful ways.



**129,000+**  
Unique OEM and Supplier  
Visitors per month



**37,700**  
Engineering/  
Design



**17,000**  
Corporate  
Management



**15,100**  
Manufacturing/  
Production  
Engineering



**12,300**  
Quality/Testing/  
Reliability



**8,600**  
Research &  
Development



**7,000**  
Manufacturing/  
Production  
Operations



**97,800**  
Unique OEM and  
Supplier "Buying  
Chain" Personnel

## WardsAuto Resource Centers Embed Your Message in Our Relevant Content

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

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

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

### Own Your Topic

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

- Engines**
- Diesel Engines**
- Interiors**
- Wards 10 Best: Engines**
- Alternative Powertrains**
- Wards 10 Best: Interiors**
- The Story Behind Wards 10 Best Engines**
- Vehicle Technology**
- Wards 10 Best: User Experiences**



## WardsAuto.com Banner Advertising

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

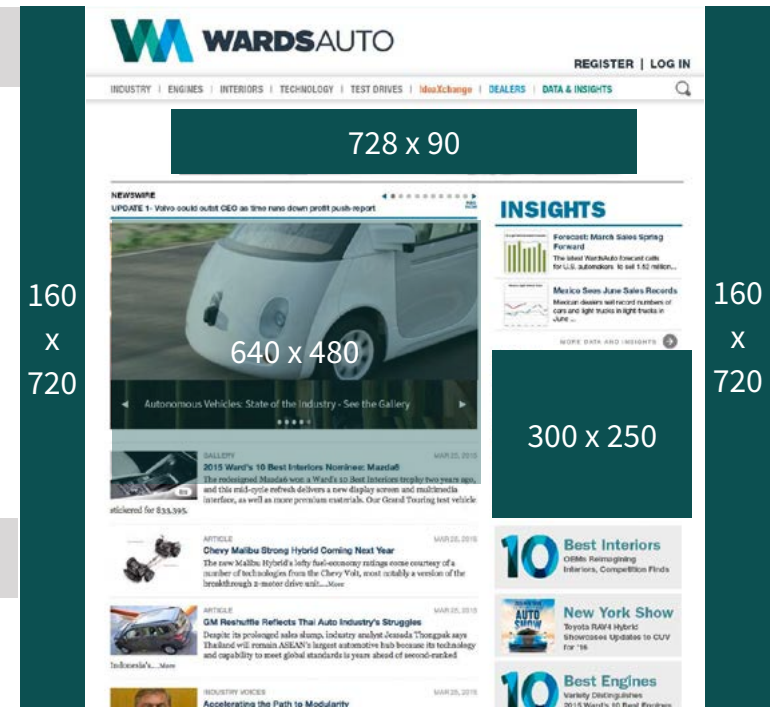
728 x 90 pixels	Top and bottom of most pages	\$92 CPM net (top) \$57 CPM net (bottom)
300 x 250 pixels	Right rail on most pages	\$92 CPM net (top) \$57 CPM net (bottom)

## WardsAuto ideaXchange Positions You As the Expert

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

Your messages within the ideaXchange can include rich media interactive ads and mobile units, designed to grab attention of our users looking for solutions to their most pressing issues. This unique, ongoing reach to our attentive audience will broaden the effectiveness of your campaign and build on your reputation as a go-to solution provider.

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



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

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