

WardsAuto e-Newsletters

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

Embed Your Message to Decision Makers in Our Deep-Dive e-Newsletters

WardsAuto's OEM and Tier 1 readers have diverse information needs, from the latest technical details on new powertrain technologies, to trends in green manufacturing, to analysis of just-released sales numbers. We serve all these needs in a series of specific eNewsletters that offer a deep-dive on topics that matter most to our readers. And each of these titles empowers you to embed your own message within our editorial content to impact your customers in the buying chain at automakers and top suppliers.

WardsAuto Daily Report

Roundup of breaking news, latest columns and insights, sent each weekday

WardsAuto Topical Editions

Focused e-newsletters on topics of vital interest to OEMs and suppliers

WardsAuto Subscriber Edition

Weekly summary for premium subscribers of WardsAuto data and analysis



Daily Edition e-Newsletter

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

AUDIENCE:

The *WardsAuto Daily Edition* is deployed to approximately 34,000 subscribers on a daily basis. This includes email addresses from our *WardsAuto* magazine subscriber base of OEMs and suppliers (corporate management, engineering/design, manufacturing, and other buying team functions) as well as users of WardsAuto.com.

SPONSORSHIP POSITIONS:

Lead Sponsor

Your company will enjoy top visibility in the e-newsletter with a 580 x 80 banner above the lead story, and a text ad plus 180 x 150 banner in the e-newsletter body. **\$2,195/week net**

Banner Sponsor

Your 580 x 80 ad will appear within e-newsletter body. **\$1,595/week net**

Text Ad Sponsor

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

TOP TEXT AD POSITION (below lead story): **\$1,995/week net**

RUN OF e-NEWSLETTER: **\$1,595/week net**

The screenshot shows the top of the e-newsletter with the WardsAuto logo and 'DAILY EDITION' header. Below is the date 'SEPTEMBER 1, 2015' and an 'ADVERTISEMENT' label. A large 580 x 80 banner features a red Mazda CX-3 with the headline 'Mazda's 'Garage' Emerges as Top Ad' and a sub-headline about Mazda's 'Most Engaging Ad of the Week' ranking. Below this is another 'ADVERTISEMENT' section with a 180 x 150 banner and a text ad titled 'Smart-Grid Renewable Energy Needs Intelligent Substations' by Ellen Blinks and Arnon Friedmann. The text ad discusses the importance of intelligent substations for smart grids and includes a 'Full article' link.

AD SPECS

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

Clickthrough URL must be provided.

Pixel Size: 580 x 80, 180 x 150

Max File Size: 40 KB

Accepted Formats:
GIF or JPG

Rich media is not accepted for e-newsletter placements.

Regarding Animated GIFs

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

We will accept Animated GIFs within these parameters:

Looping: 3 times

Max Frames: 4

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

e-Newsletter Lineup and Pricing

Title	Subject	Frequency	Audience	Lead Sponsor (580 x 80 at top plus text ad)	Top text ad plus 180 x 150 banner position	580 x 80 banner (run of newsletter)	Text ad plus 180 x 150 (run of newsletter)
WARDSAUTO DAILY	Wrap-up of Top WardsAuto Articles, Columns & Analysis	Each weekday	30,000+	\$2,195/wk net	\$1,995/wk net	\$1,595/wk net	\$1,595/wk net
WARDSAUTO ENGINE & TECHNOLOGY UPDATE	Engines, Powertrain & Other Vehicle Technologies	Every other week, 26x per year	11,500+	\$3,995/mo net	\$3,495/wk net	\$2,995/wk net	\$2,995/wk net
WARDSAUTO SUBSCRIBER EDITION	Premium Content Summary, for Paid Subscribers	Weekly	6,500+	\$2,495/mo net	\$2,295/mo net	\$1,895/mo net	\$1,895/mo net
WARDSAUTO OUTLOOK	Forecast-based Sales and Production Trends	Monthly	25,000+	\$2,195/mo net	\$1,995/mo net	\$1,595/mo net	\$1,595/mo net
WARDSAUTO SALES REPORT	Our Analysis of New Sales Numbers from the OEMs	Monthly	25,000+	\$2,195/mo net	\$1,995/mo net	\$1,595/mo net	\$1,595/mo net