



## Overview

Digital Dealer supports the automotive community through year-round business and professional development opportunities, including education and networking to foster growth and connections. Through physical events, online learning and media properties, including Digital Dealer Conference & Expo, Dealer Magazine, DigitalDealer.com and Digital Dealer NOW (DDN), Digital Dealer brings automotive professionals and businesses together to power innovation and growth with dealerships, OEMs, and auto retail solution providers.

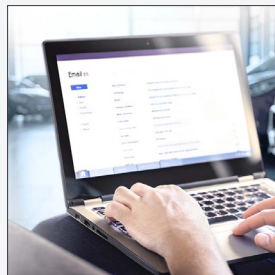
## Year-Round Digital Advertising Opportunities



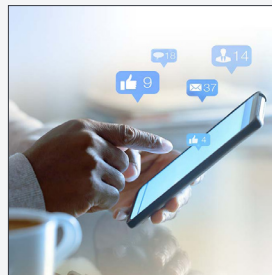
Magazine



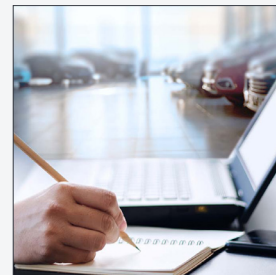
Website



Email Marketing



Social Media



Webinars

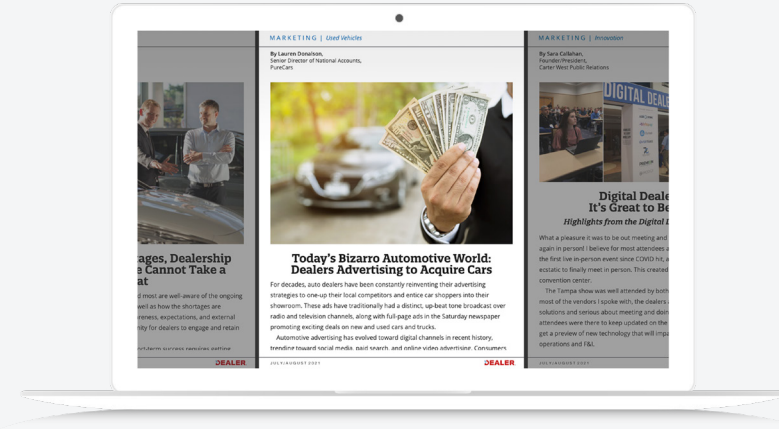


Conference & Expo



# Dealer Magazine

With actionable insights for sales, service, dealer ops, and marketing, Dealer Magazine is the go-to publication for dealerships looking to leverage new approaches and technologies. The interactive digital edition provides advertisers with dynamic ad capabilities - keeping readers engaged with your content. Advertising in Dealer Magazine's digital edition brings your brand front and center during a critical time when dealers are looking for new technology and solutions to adapt and stay ahead of the curve.



**33k+**  
Monthly Page Visits



**402k+**  
Annual Page Visits



## Magazine Advertising Ad Sizes, Placement, & Specs

Reach your target customers and engage your audience year-round.  
Custom packages can help you achieve your unique business needs and objective.

<p><b>FULL-PAGE AD</b></p> <p>\$1,900</p> <p><a href="#">SAMPLE</a></p> <p><a href="#">SPECS</a></p>	<p><b>FULL-PAGE SEMI-DYMANIC AD</b></p> <p>\$2,450</p> <p><a href="#">SAMPLE</a></p> <p><a href="#">SPECS</a></p>	<p><b>FULL-PAGE AD + VIDEO CALLOUT</b></p> <p>\$2,350</p> <p><a href="#">SAMPLE</a></p> <p><a href="#">SPECS</a></p>	<p><b>1/4-PAGE AD WITH ANIMATED EFFECT</b></p> <p>\$1,900</p> <p><a href="#">SAMPLE</a></p> <p><a href="#">SPECS</a></p>	<p><b>1/4-PAGE AD WITHIN ARTICLE</b></p> <p>\$1,550</p> <p><a href="#">SAMPLE</a></p> <p><a href="#">SPECS</a></p>	<p><b>1/4-PAGE STANDALONE AD</b></p> <p>\$1,100</p> <p><a href="#">SAMPLE</a></p> <p><a href="#">SPECS</a></p>
<p><b>1/4-PAGE MARKETPLACE AD</b></p> <p>\$750</p> <p><a href="#">SAMPLE</a></p> <p><a href="#">SPECS</a></p>	<p><b>CALL TO ACTION POP-UP</b></p> <p>\$1,250</p> <p><a href="#">SAMPLE</a></p> <p><a href="#">SPECS</a></p>	<p><b>ADVERTORIAL</b></p> <p>\$1,650</p> <p><a href="#">SAMPLE</a></p> <p><a href="#">SPECS</a></p>	<p><b>VIDEO AD ADVERTORIAL</b></p> <p>\$2,150</p> <p><a href="#">SAMPLE</a></p> <p><a href="#">SPECS</a></p>	<p><b>BANNER AD POP-UP</b></p> <p>\$1,250</p> <p><a href="#">SAMPLE</a></p> <p><a href="#">SAMPLE</a></p> <p><a href="#">SPECS</a></p>	<p><b>PULSING AD LINK ADD-ON</b></p> <p>\$600</p> <p><a href="#">SAMPLE</a></p> <p><a href="#">SPECS</a></p>

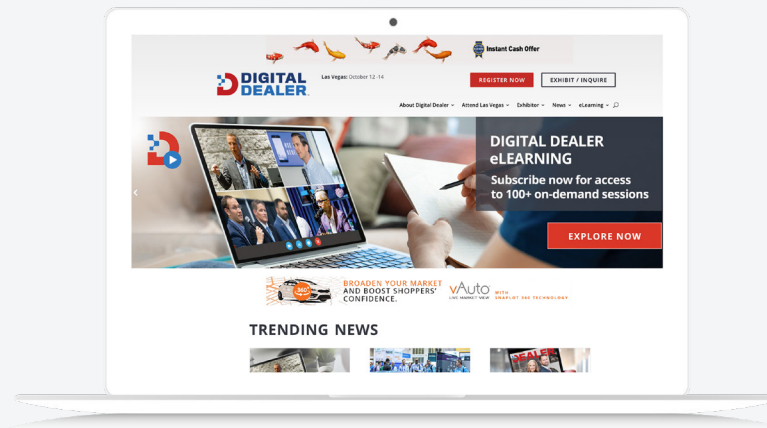
EDITORIAL CALENDAR

PREVIOUS ISSUES



## Website Advertising

DigitalDealer.com is a repository for our education (blog, press releases, digital edition of Dealer Magazine) and the registration hub for our Digital Dealer Conference and Expo. Our website averages nearly 500,000 page views and 180,000 visits annually. Drive quality traffic to your website by advertising on DigitalDealer.com.



**500k**  
Page Views



**180k**  
Visits



**28k+**  
Banners -  
Avg. Monthly  
Impressions



## Website Advertising Ad Sizes, Placement, & Specs

Reach your target customers and engage your audience year-round.  
Custom packages can help you achieve your unique business needs and objective.

<p><b>GLOBAL WEBSITE BANNER – HEADER</b></p> <p>\$3,100</p>	<p><b>GLOBAL WEBSITE BANNER – FOOTER</b></p> <p>\$2,600</p>	<p><b>HOME PAGE BANNER – TOP OF PAGE</b></p> <p>\$2,100</p>	<p><b>HOME PAGE BANNER – MIDDLE OF PAGE</b></p> <p>\$1,900</p>	<p><b>HOME PAGE BANNER – BOTTOM OF PAGE</b></p> <p>\$1,700</p>
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### Banner Specs

**Main Contact:** [Advertising@digitaldealer.com](mailto:Advertising@digitaldealer.com)

Please submit your files via [wetransfer.com](https://wetransfer.com).

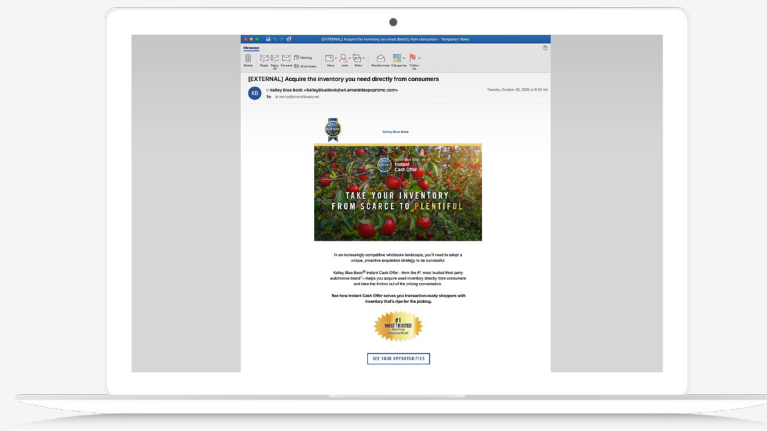
**Banner size:** 970 x 90 px (Mobile size: 300 x 50)

JPGs, PNGs or GIFs less than 1 MB in size.

Choose a URL for the ad to link to.

## e-Newsletter Advertising

Our weekly eNewsletter reaches 49K+ subscribers in the auto industry, summarizing the news of the week. With a 4.67% open rate, the eNewsletter is a great place to advertise using digital banners or a 35-word advertorial to reach your target audience at dealerships.



**49k+**  
Subscribers



**4.67%**  
Open Rate



**1.54%**  
Monthly Avg. Clicks



# Email Advertising Ad Sizes, Placement, & Specs

Reach your target customers and engage your audience year-round.  
Custom packages can help you achieve your unique business needs and objective.

**WEEKLY  
E-NEWSLETTER  
BANNERS**

\$2,999

## Banner Specs

**Main Contact:** [Advertising@digitaldealer.com](mailto:Advertising@digitaldealer.com)

Please submit your files via [wetransfer.com](http://wetransfer.com).

**Banner size:** 728 x 90 px

JPGs or PNGs less than 1 MB in size. PNGs are necessary for transparency (PNG-24 is preferred), otherwise JPGs work fine. GIFs are not recommended.

Choose a URL for the ad to link to.

**WEEKLY  
E-NEWSLETTER  
35-WORD  
ADVERTORIAL**

\$1,995

## Advertorial Specs

**Main Contact:** [Advertising@digitaldealer.com](mailto:Advertising@digitaldealer.com)

**Text:** 35 words

Choose a URL for the ad to link to.

**DEDICATED  
E-BLAST**

\$4,995

## Dedicated E-blast

**Main Contact:** [Advertising@digitaldealer.com](mailto:Advertising@digitaldealer.com)

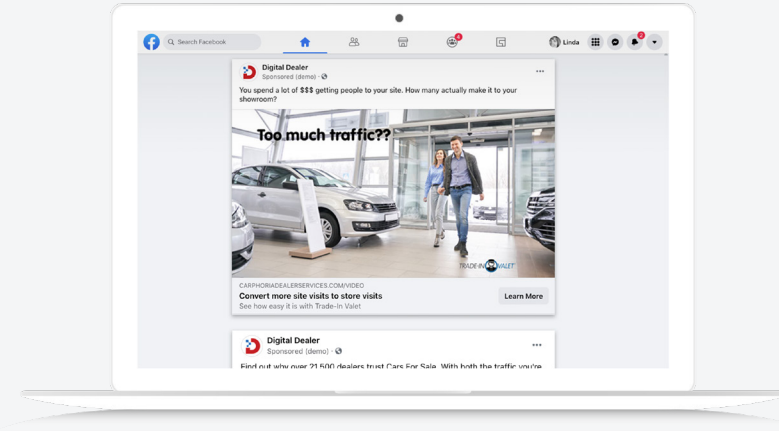
Reach an online audience in search of valuable digital solutions to improve marketing and sales operations at their dealership. Subscribers range from single-point stores to the largest multi-rooftop dealership groups. You create the content, and we will deploy the email to nearly 40,000 active subscribers.

SPEC SHEET



## Social Targeting Extension Program (S.T.E.P.)

Advertise to our engaged audience on Facebook. Digital Dealer will showcase your ads using our targeted database of website visitors, social media followers, and dealership contacts with the ability to target by industry categories and job titles. Enjoy results that far surpass traditional marketing programs. S. T. E. P. achieves a 1% CTR or even higher results.




**1% CTR**  
or even higher results



**100K**  
Impressions



# Facebook Targeting Capabilities

**\$3,495**

Your campaigns can be customized including design, implementation, monitoring, and optimization with the support and guidance of our certified social media strategists.

<p><b>TARGET LOOKALIKE AUDIENCE BUILT FROM WEBSITE VISITORS</b></p> <p>2.3 M</p>	<p><b>TARGET EMAILS FROM OUR DATABASE</b></p> <p>50K</p>	<p><b>TARGET WEBSITE VISITORS FROM THE LAST 180 DAYS</b></p> <p>23K</p>	<p><b>TARGET DIGITAL DEALER PAGE FOLLOWERS PLUS ENGAGED CONTENT USERS</b></p> <p>10.8K</p>
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## Specs

The single image Facebook ad type is one of the most versatile types of ad. Here's an example of what a single image ad looks like in action.

**Main Contact:** [Advertising@digitaldealer.com](mailto:Advertising@digitaldealer.com)

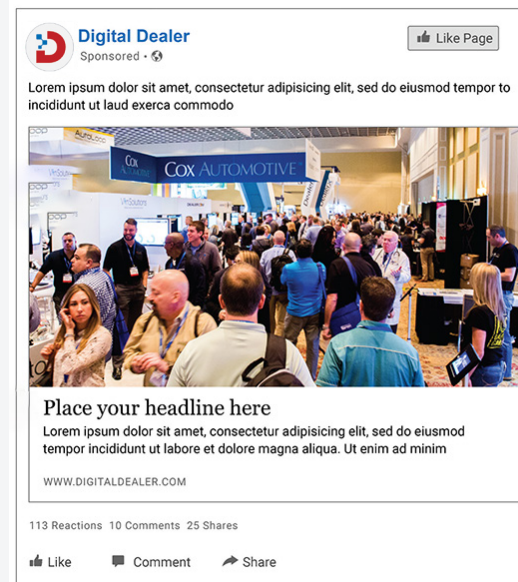
Please submit your files via [wetransfer.com](http://wetransfer.com).

### Ad specs

- ▶ Image Size: 1,200 x 628 Pixels
- ▶ Image Ratio: 1.91:1 Copy. Use images that contain minimal (or no) overlaid text.
- ▶ Text: 90 characters
- ▶ Headline: 25 characters max.
- ▶ Link Description: 30 characters max.

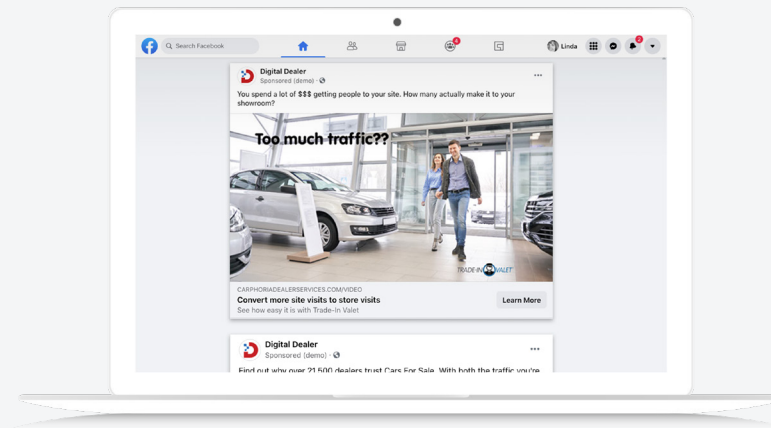
Please Include Click-through Link With Submission

Limited to 6 versions of the creative

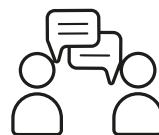


## Sponsored Webinar

Generate leads and position your brand as a thought leader in the automotive retail space by conducting a 50-minute webinar. Digital Dealer will promote your live or provide your pre-recorded webinar via email to 78K auto industry experts and dealers. In 2021, Digital Dealer webinar organic social media posts averaged more than 100 registered attendees per webinar.



**100**  
Average registered attendees per webinar



**78K**  
Annual Subscribers



## Previous Webinar Presenters

**\$5,500 per webinar**

Generate leads and position your brand as a thought leader in the automotive retail space by conducting a 50-minute webinar to showcase your product or solution.



[SPEC SHEET](#)

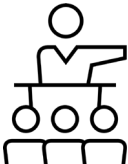
[PREVIOUS WEBINARS](#)

## Conference & Expo

Digital Dealer is where top dealerships go to stay ahead of the technology curve. Digital Dealer delivers the largest array of industry speakers, peer-to-peer networking opportunities, and exhibit hall offerings – all carefully designed to impart groundbreaking solutions & strategies. Spanning 2.5 days, dealership and OEM attendees discover new solutions, meet new companies, develop friendships, and find ideas necessary to capture and keep customers in both sales and service. Digital Dealer has become the most powerful networking location for America’s car dealers and technology superstars.



 **2.5**  
Days

 **100+**  
Sessions

 **1,000+**  
Dealership and  
OEM Staff



## Exhibiting, Sponsoring, and Advertising

An investment in a booth, sponsorship, and/or advertising places your brand in front of the largest dealership buying audience of marketing, sales, and management solutions. Our team is here to answer any questions you have.

For exhibiting, sponsoring, or advertising opportunities inquiries click [here](#).

DIGITAL DEALER  
TAMPA, FL  
**MAY 9-11, 2022**  
TAMPA CONVENTION  
CENTER

DIGITAL DEALER  
LAS VEGAS, NV  
**OCT. 11-13, 2022**  
MIRAGE HOTEL & CASINO

## Contact Us

Need more information? Please send your questions our way or reach out to our team directly!

[Advertising@digitaldealer.com](mailto:Advertising@digitaldealer.com)