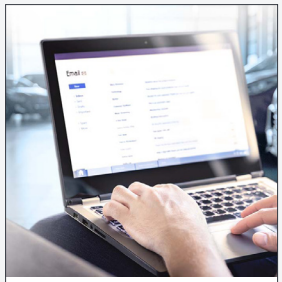
Overview

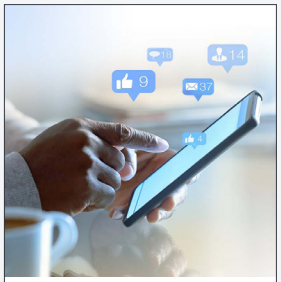
Digital Dealer supports the automotive community through year-round business and professional development opportunities, including education and networking to foster growth and connections. Through physical events, online learning and media properties, including Digital Dealer Conference & Expo, Dealer 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.

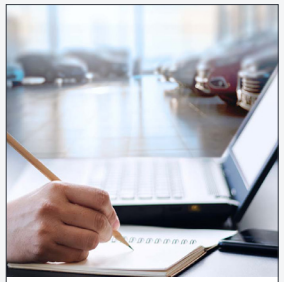
Year-Round Digital Advertising Opportunties

Magazine

Website


Email Marketing

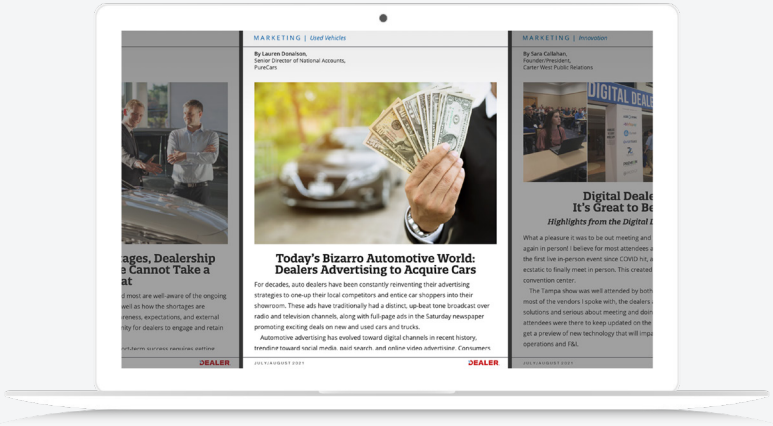

Social Media


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.

FULL-PAGE AD
$1,900
SAMPLE
SPECS

FULL-PAGE SEMI-DYMANIC AD
$2,450
SAMPLE
SPECS

FULL-PAGE AD + VIDEO CALLOUT
$2,350
SAMPLE
SPECS

1/4-PAGE AD WITH ANIMATED EFFECT
$1,900
SAMPLE
SPECS

1/4-PAGE AD WITHIN ARTICLE
$1,550
SAMPLE
SPECS

1/4-PAGE STANDALONE AD
$1,100
SAMPLE
SPECS

1/4-PAGE MARKETPLACE AD
$750
SAMPLE
SPECS

CALL TO ACTION POP-UP
$1,250
SAMPLE
SPECS

ADVERTORIAL
$1,650
SAMPLE
SPECS

VIDEO AD ADVERTORIAL
$2,150
SAMPLE
SPECS

BANNER AD POP-UP
$1,250
SAMPLE
SAMPLE
SPECS

PULSING AD LINK ADD-ON
$600
SAMPLE
SPECS

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.

GLOBAL WEBSITE BANNER – HEADER	GLOBAL WEBSITE BANNER – FOOTER	HOME PAGE BANNER – TOP OF PAGE	HOME PAGE BANNER – MIDDLE OF PAGE	HOME PAGE BANNER – BOTTOM OF PAGE
$3,100	$2,600	$2,100	$1,900	$1,700

Banner Specs

Main Contact: Advertising@digitaldealer.com

Please submit your files via wetransfer.com.

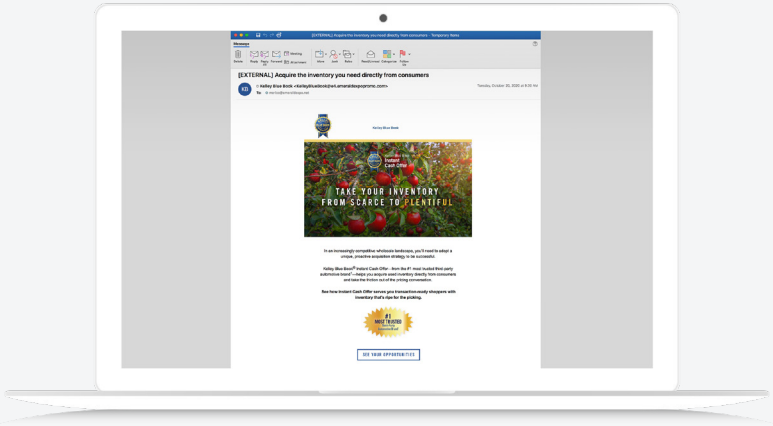
Banner size: 970 x 90 px (Mobile size: 300 x 50)

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

Please submit your files via 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 find. 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

Text: 35 words

Choose a URL for the ad to link to.

DEDICATED E-BLAST

$4,995

Dedicated E-blast

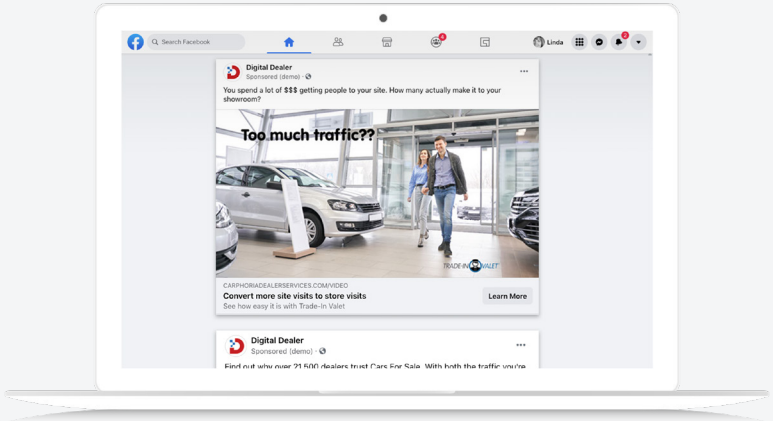
Main Contact: Advertising@digitaldealer.com

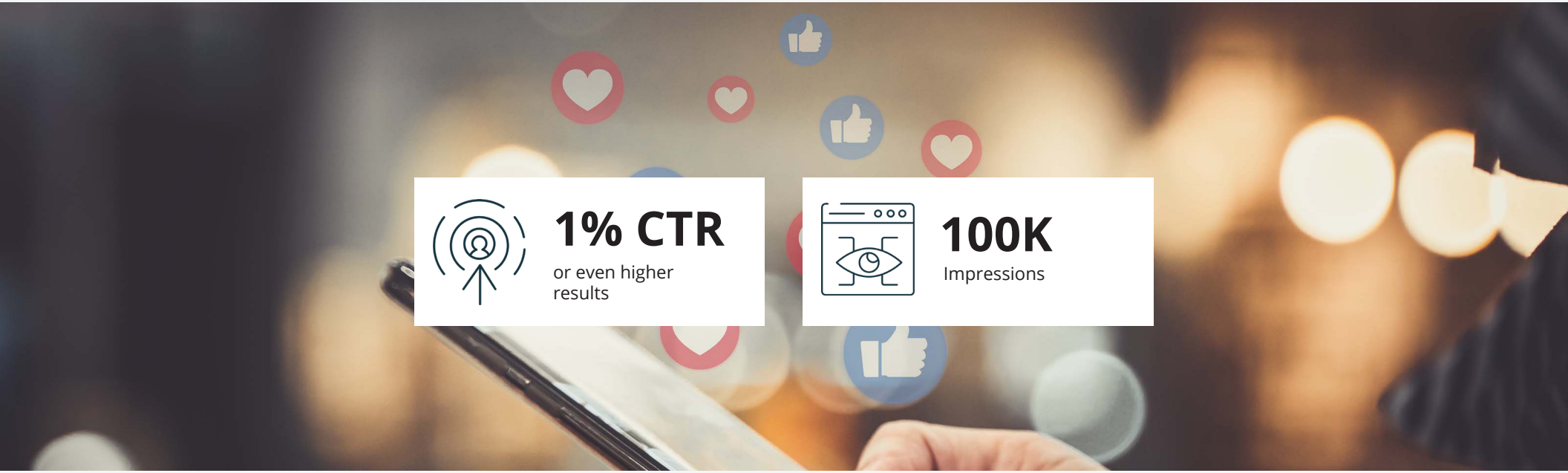
Reach an online audience in search of valuable digital solutions to improve marketing and sales operations at their dealership. Subscribers range from single-point stores to the largest multi-rooftop dealership groups. You create the content, and we will deploy the email to nearly 40,000 active subscribers.

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.





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.

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

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

Please submit your files via wetransfer.com.

Ad specs

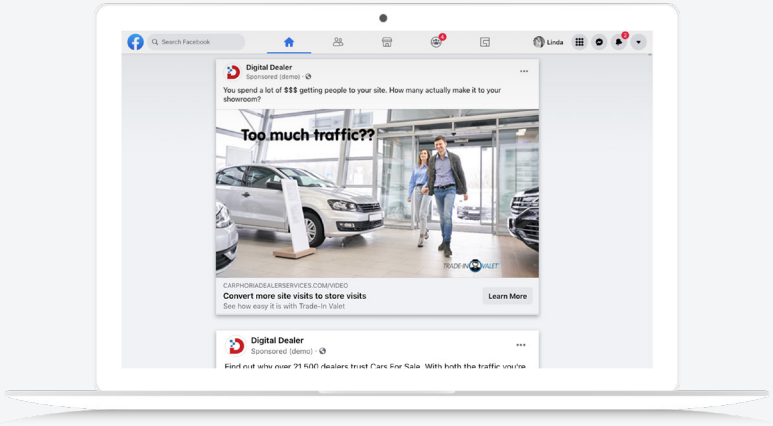
- Image Size: 1,200 x 628 Pixels
- Image Ratio: 1.91:1 Copy. Use images that contain minimal (or no) overlaid text.
- Text: 90 characters
- Headline: 25 characters max.
- Link Description: 30 characters max.

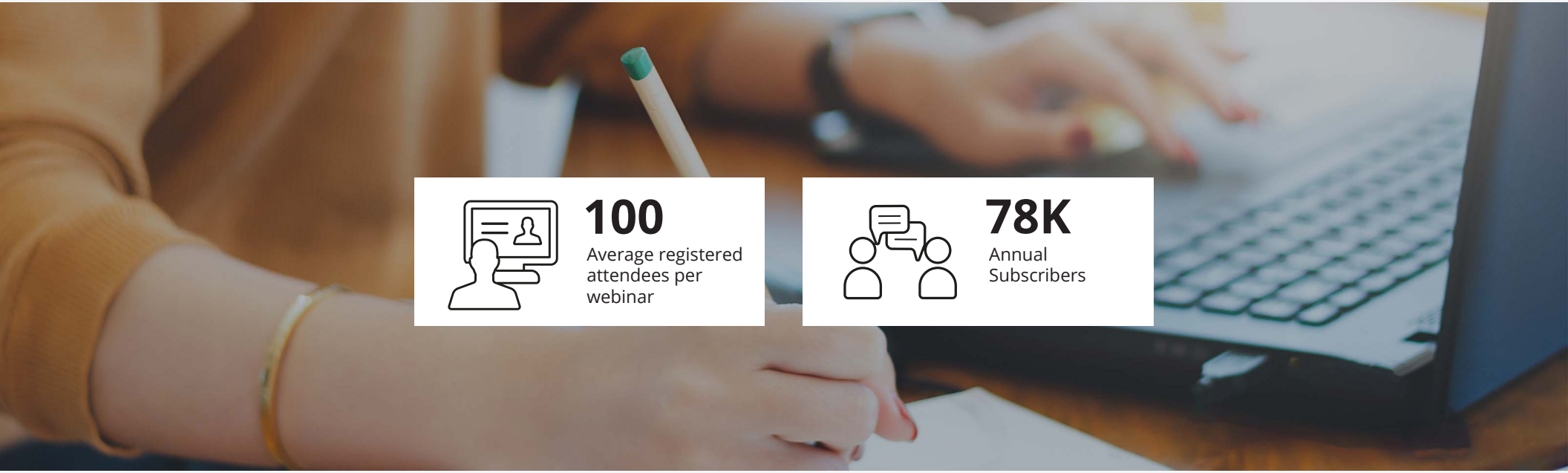
Please Include Click-through Link With Submission

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.

Podium
CALLREVU
C-4 Analytics
OfferUp
ACQUISIO
amazon advertising
SPINCAR
oxlo
Unlocking Innovation in Automotive Retail
adtaxi
friendemic
arcade

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