



# WMDA/CAR WEB ADVERTISING

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Bowie, Maryland 20716

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email: lpindell@wmda.net  
website: www.wmda.net

## ACCESS TO DECISION MAKERS

WMDA/CAR gives you – the advertiser – direct access to thousands of decision makers in the automotive industry. Unlike most sites, we do not charge you for the number of impressions (the number of times a page is viewed that contains your ad) but for 1, 3, 6 and 12 month blocks of time on our websites – a better value for each advertising dollar. Choose from two sizes of Button Ads that are available on the website: Square Button Ads or Tower Button Ads.

## BUTTON ADS

Button Ads are small graphic advertisements that link to your website. Button Ads are placed on the sides of the site in the navigation bar, on every single page of the site. They provide constant visibility and are never swapped out with other ads. The longer your ad is online, the more you save. Advertising rates are shown below:

### SQUARE BUTTON AD

**Dimensions:**

width: 2.25"  
height: 2.25"

See sample at right  
(shown at 2/3 actual size)

**Available:**

www.wmda.net

**Cost:**

1 month: \$155  
3 months: \$275  
6 months: \$525  
12 months: \$935

Non-member advertisers add 20%



### TOWER BUTTON AD

**Dimensions:**

width: 2.25"  
height: 3.5"

See sample at right  
(shown at 2/3 actual size)

**Available:**

www.wmda.net

**Cost:**

1 month: \$245  
3 months: \$425  
6 months: \$815  
12 months: \$1,455

Non-member advertisers add 20%



Date: \_\_\_\_\_

Company: \_\_\_\_\_ Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

**Ad Size:**  Square Button Ad  Tower Button Ad      **Insertions:**  1 Month  3 Months  6 Months  12 Months

Check (Make payable to WMDA)       VISA       MasterCard       AMEX

Credit Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Card Holder Name (please print) \_\_\_\_\_

Card Holder Signature \_\_\_\_\_ CVV Code\* \_\_\_\_\_

\* The CVV Code is the last 3 digits found on the back of your credit card.

**Mail Payment By Check to:**  
WMDA/CAR  
1532 Pointer Ridge Place, Suite G  
Bowie, Maryland 20716

**Fax or Email Payment By Credit Card**  
**Fax to:**  
301-390-3161

**Email to:**  
lpindell@wmda.net