



WMDA/CAR WEB ADVERTISING **CAR** Council of Automotive Repair A Division of the WMDA

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: 102 pixels

height: 101 pixels

See sample at right

Available:

www.wmda.net

Cost:

1 month: \$155

3 months: \$275

6 months: \$525

12 months: \$935

Non-member advertisers add 20%

**Don't miss WMDA/CAR's
annual Training Day
for Techs & Execs!**



TOWER BUTTON AD

Dimensions:

width: 102 pixels

height: 204 pixels

See sample at right

Available:

www.wmda.net

Cost:

1 month: \$245

3 months: \$425

6 months: \$815

12 months: \$1,455

Non-member advertisers add 20%

**WMDA/CAR
ANNUAL
CONVENTION &
THE MEGA SHOW**

**Ocean City
Convention Center
Ocean City, Maryland**

Company _____ Date _____

Contact Name _____

Address _____

City _____ State _____ Zip+4 _____

Phone _____ Fax _____

Email _____ Website _____

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

MasterCard Visa Amex **Total Insertions** _____ **Total Cost \$** _____

Credit Card # _____ Exp. Date _____

Signature _____ CVV Code _____

For additional information about website advertising, please contact:

Amy Gailey
Director of Finance & Administration

Fax: 301-390-3161
Phone: 301-390-0900

Email: agailey@wmda.net