



# WMDA WEB ADVERTISING

## ACCESS TO DECISION MAKERS

WMDA 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 WMDA’s 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%*



### 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%*



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 \_\_\_\_\_ CVW Code \_\_\_\_\_

**For additional information about website advertising, please contact:**

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