



Vermont Vehicle and Automotive Distributors Association

ADVERTISING OPTIONS

EMAIL MARKETING

VADA sends out weekly and monthly email updates. Advertise your products or services to our members.

Associate Members: Include your logo at the bottom of each of our newsletters for \$250 annually!

Weekly Legislative Update (Jan-May)

\$600 for 6 weeks

(W x H): 600px x 200px

Drivetrain Newsletter

\$300 for 6 weeks

(W x H): 600px x 200px

Monthly Hotwire Newsletter

\$1,200 for 6 months

(W x H): 600px x 200px

Monthly New Vehicle Registration Report

\$1,200 for 6 months

(W x H): 600px x 200px

BANNER ADS

www.vermontada.org launched in May 2021 and over the past eight months has had 4,289 page views and 1,707 unique visits with 3.4 average pages per unique visit. Choose which page you'd like to display your ad.

Homepage

\$600 for 6 months

(W x H): 970px x 200px

2 ad spaces available

Membership

\$300 for 6 months

(W x H): 970px x 200px

1 ad space available

Employee Benefits

\$300 for 6 months

(W x H): 970px x 200px

1 ad space available

Forms & Guidelines

\$300 for 6 months

(W x H): 970px x 200px

1 ad space available

PUBLICATIONS

Be part of the 2022 VADA Membership Directory, a handy reference for important industry contact and website information, advertising regulations and the dealer franchise law. Directory to be available in print and online.

Full Page Ad

\$1,000

(W x H): 4.75" x 7.5"

Half Page Ad

\$500

(W x H): 4.75" x 3.5"

Quarter Page Ad

\$250

(W x H): 2.125" x 3.5"

DIGITAL AD FILE FORMAT:

jpg, gif, png (72 dpi up to 40 kb in size)

Don't forget to let us know your complete URL to ensure the proper click-through accuracy!

PRINT ADD FILE FORMAT:

High resolution PDF

AD DESIGN SERVICE:

Let us design your ad for only \$200!

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