



## Advertise on NAEDA.com!

The Web site for equipment industry news, resources and perspectives.

Dealers visit [www.naeda.com](http://www.naeda.com) regularly for equipment industry news, information and more.

The NAEDA Web site features a CEO blog by NAEDA President/CEO Paul Kindinger, videos, continually updated equipment industry and U.S. and Canadian government news, legislative and regulatory updates and resources, advocacy information, manufacturer and industry insights, and much more.

Reach dealership decision makers! Advertise on [www.naeda.com](http://www.naeda.com)!

To get started, please contact Carol Kindinger: Phone: 314/452-3576 • Fax: 636/447-2769 • E-mail: [Carol.Kindinger@telventdtn.com](mailto:Carol.Kindinger@telventdtn.com)

## Advertise on the NAEDA CEO blog!

North American Equipment Dealers Association President/CEO Dr. Paul Kindinger shares his thoughts about the equipment industry with dealers in his monthly column in *NAEDA Equipment Dealer* magazine, "The Way I See It," and on the NAEDA CEO blog. Visitors can read and respond to his blog posts on [www.naeda.com](http://www.naeda.com). They can also access the blog from a link in each issue of the *NAEDA Update* e-newsletter.

Reach dealer decision makers who avidly read Paul Kindinger's "The Way I See It" ... advertise on the NAEDA CEO blog!

### Web Site and Blog Ad Rates

Size	1 mo.	3 mos.	6 mos.	12 mos.
1:3 Skyscraper (150 x 450)	\$525	\$510	\$490	\$475
1:2 Skyscraper (150 x 300)	\$425	\$410	\$390	\$375
Sidebar Square/Permanent Top (150 x 150)	\$500	\$480	\$465	\$450
Sidebar Square/Rotating (150 x 150)	\$300	\$280	\$265	\$250
Horizontal Banner (560 x 120)	\$550	\$520	\$500	\$450
Horizontal Tall Banner (560 x 388)	\$775	\$725	\$680	\$625
Standard Blockbuster (276 x 388)	\$500	\$475	\$450	\$425

Ad sizes are in pixels. Ads can be static (JPG, PNG or GIF) or animated GIFs, up to 50kb. Maximum three loops of animation, up to 15 seconds per loop.

## Feature your product videos on NAEDA.com!

Reach dealer decision makers with your product videos on [www.naeda.com](http://www.naeda.com) by the month or year. Show dealers your product or services in action and explain the benefits to key decision makers.

### Sponsored Video Rates

Length	1 mo.	3 mos.	6 mos.	12 mos.
Three minutes or less	\$500	\$470	\$440	\$410
More than 3 min., but less than 10	\$550	\$530	\$490	\$460
10 minutes or more	\$600	\$580	\$540	\$510

Discounts available for combination of print, Web and/or e-newsletter advertising. Rates are gross with 15% discounts available to agencies. Contact Carol Kindinger for details.



### "Helping Dealers Succeed"

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### Web and Blog Ad Sizes / Shapes

