

INDUSTRY EMAIL UPDATE NEWSLETTER

Reach the inbox of every TIADA member when you advertise in the **TIADA Industry Email Update** (twice monthly) newsletters. Your ad will be featured between informative blogs, legislative updates, educational articles, and association news.

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|----------|---|---------------------------|
| A | TOP LEADERBOARD | \$1,300
monthly |
| | Lead the TIADA Industry Newsletter with this premier position. Your company receives prime exposure and traffic.
640p x 90p | |
| B | TRADITIONAL BANNER | \$1,100
monthly |
| | 640p x 90p | |
| C | PRODUCT SHOWCASE | \$1,100
monthly |
| | We'll help you showcase your latest product with this highlighted placement. Include a photo, 50-word description and a link to your site.
200p x 200p (logo/image) | |
| D | SPONSORED CONTENT | \$1,200
monthly |
| | In addition to your logo, provide us with up to 5 links to your articles, blogs, interviews, and press releases — all under your brand.
200p x 200p max (logo/image) | |
| E | VIDEO CONTENT | \$1,200
monthly |
| | Add your YouTube or Vimeo content with your description (50-75 words) to tell your story to the TIADA audience.
320p x 180p max thumbnail size | |

The sample newsletter layout includes the following sections and ad placements:

- Header:** TIADA logo, "Texas Independent Automobile Dealers Association", and social media links.
- Section 1:** "News for Texas Independent Automobile Dealers" dated January 6, 2022.
- Section 2:** "Top Leaderboard" (labeled **A**) featuring a "Product Showcase" ad (labeled **C**) with a photo of a car and a "Read About the Rules" button.
- Section 3:** "Traditional Banner" (labeled **B**) featuring a "Video Content" ad (labeled **E**) with a play button icon and a "See What TxDMV Allows" button.
- Section 4:** "Product Showcase" (labeled **C**) featuring a "Sponsored Content" ad (labeled **D**) with a car image and a "Read the full article at the Temole Daily Telegram" link.

The Sample above is representative of approximate ad placement.

FORMATS & DEADLINES:

File Format: GIF, JPG (we are unable to accept Flash files)

File Size: 40k maximum

Materials Due: 7 business days prior to start date

PAYMENT POLICY: Full payment for your digital placement is required at the start date of your schedule.