

NATDA DIGITAL MEDIA ADVERTISING

Reach a Niche Audience of Nearly 10,000 Trailer Industry Professionals

With an **average open rate of 21%** and **click-through rates consistently above 3%**, NATDA's digital media delivers performance metrics well above general B2B marketing benchmarks.

	Trailer News E-Newsletter	NATDA Magazine E-Newsletter	Other Digital Offerings
E-Blasts \$1,925 per email			X
Leaderboard (728 x 90) \$825	X	X	
Sponsored Video Feature \$700	X		
Vendor MFG Q&A / Mini Interview \$750	X		
Sponsored Product Feature ("New From the Industry") \$600	X		
Mid-Page Banner (600 x 200) \$425	X	X	
Inline Product Strip (600 x 150) \$350	X	X	
Sponsored Poll of the Month \$350	X		
Animated GIF Ad: (max 600 px wide) \$350	X	X	
Sponsored Social Posts \$300/post			X



SCAN ME TO LEARN
HOW TO GET MAXIMUM
EXPOSURE WITH
NATDA ADVERTISING

**Want more
information?
Reach out to the
sales team:**

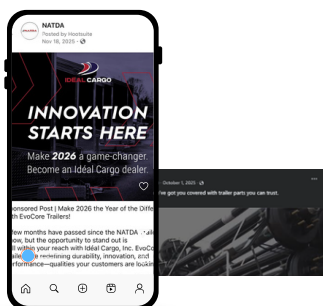


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Note: Event blackout dates may impact availability.
For more information, visit natda.org/advertising



NATDA DIGITAL MEDIA ADVERTISING

2027 Spec Sheet

E-Blasts

- Sizes: 600–800 px
- Accepted Formats: JPG, PNG, HTML
- Subject Line, Pre-Header & Link

Leaderboard

- Size: 728 × 90 px
- Accepted formats: JPG, PNG
- Please include link

Sponsored Video Feature

- Thumbnail: 600–800 px wide
- Accepted formats: JPG, PNG
- Video Link: YouTube or Vimeo URL

Vendor MFG Q&A / Mini Interview

- Image: 600 px wide
- Accepted formats: JPG, PNG
- *Marketing team will reach out for mini interview

Sponsored Product Feature (“New From the Industry”)

- Image: 600 px wide
- Accepted formats: JPG, PNG
- *Marketing Team will reach out with more information

Mid-Page Banner

- Size: 600 × 200 px
- Accepted formats: JPG, PNG, GIF
- Please include link

Inline Product Strip

- Size: 600 × 150 px
- Accepted formats: JPG, PNG
- Please include link

Sponsored Poll of the Month

- Logo: up to 600 px wide
- Accepted formats: JPG, PNG
- Please include link

Animated GIF Ad

- Size: max 600 px wide, length under 30 seconds
- Accepted formats: GIF (+ static JPG/PNG recommended)

Sponsored Social Posts

- Size: 1080 × 1080 px, 1200 × 630 px
- Accepted formats: JPG, PNG, MP4
- Short social copy and link

Please submit all artwork at least 7 days before the scheduled sponsorship date. Images should be a minimum of 72 dpi, 300 dpi is the highest recommended.

Need More Information? Reach out to the marketing team:

caitlin@natda.org or jenn@natda.org