



# 2022 Sponsor Media Planner

Driving Auto Dealer Success Since 1962

The **NMIADA Media Planner** is the most effective way to get your company's brand and value message across to over 1000 independent dealers in New Mexico.

With nearly half of all New Mexico higher volume dealers being members of the association, your brand will have a distinct advantage in reaching those performing dealerships from across the state.

Our media channels are organized in three categories. These are customizable and can fit any advertising budget to ensure maximum effect of your advertising and event dollars.



## Events:

Building relationships has always been one of the tenets of the NMIADA. In New Mexico, a face to face meeting can create a life long customer. NMIADA hosts events during the course of the year that give your marketing team solid opportunities to get in front of New Mexico's best auto dealers and give you exclusive moment to sell your service or product. We offer monthly opportunities with our Pre-Licensing Education classes, Continuing Education seminars, seasonal events and of course our annual convention.



## Scholarship:

The NMIADA Scholarship program was started in 2017 as a way for its dealer members to directly support their dealer community. Members contribute by renewing their membership with a portion of their dues going to support the Scholarship Program, and by their purchases at the NMIADA eStore. The NMIADA also accepts donations from dealers and sponsor members.

As of 2019 the NMIADA has given \$17,000 to dependents of members. View our Expo Media Planner for ways to sponsor a scholarship.



## eMedia:

NMIADA has aggressively expanded its digital presence and abilities to deliver the latest in news, offers, and instruction to our members across the state. We offer several platforms where your company's value message can be digitally sent, shared, and understood at lightning speed.

Advertising digitally with the NMIADA allows your brand to get in front of your target audience with our "click-through" web banners, email campaigns, and social media outreach.

# NMIADA Education

NMIADA holds several state mandated education classes throughout the year. These events are available for vendor sponsorship. Current trends allow you to remotely leverage your company's value message and programs to new and existing dealers with face to face interaction utilizing video or PowerPoint presentations via Zoom.

See below for the schedule of classes and sponsorship opportunities:

## Pre-Licensing Education Sponsorships

PLE Class	Cost
3 Classes	\$500.00
6 Classes	\$900.00
12 Classes	\$1,500.00

PLE and Continuing Education kits have printed study-aid material that new and veteran auto dealers use during their class. We allot space for Vendors to insert flyers, sell sheets and coupons in these kits. This is a cost effective way to get a actual “In Hand” message to your market.

## Pre-Licensing Education



The state of New Mexico requires an 8-hour Pre-Licensing class in order to apply for a Dealer's License.

In 2020 we had a total of 162 PLE students of which 113 (70%) have become licensed dealers in our state. It takes an average of 3 months from the time they take the class to become licensed.

**Check our Events Calendar online for dates.**

## Continuing Education Sponsorships

The state of New Mexico requires a 4-hour Continuing Education be taken yearly, this became effective on July 1, 2019. All independent dealers must take this class in order to renew their dealer license.

Vendors who take advantage of this opportunity see a marked increase in visibility and interest in what your companies goods and services are.

Space is limited for these events.

What you get:

- Class Sponsorship w/ logo and presentation
- Opportunity to interact with attendees
- Your company marketing flyer in education packet & attendee registration confirmation

# Of Events	Total
1	\$500.00
3	\$1,300
6	\$2,500

## Lunch & Learn



Lunch and Learns are development classes that have a specific business focus. They are geared to enhance a dealers understanding on various topics. They are held in our Professional Development Center.

Set your company apart by being a source of knowledge and head one of these events.

Sponsor cost is \$1500

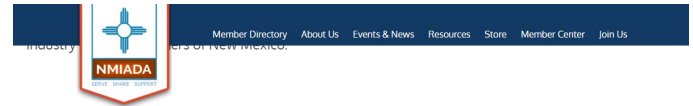
# NMIADA eMedia

## Website Banners

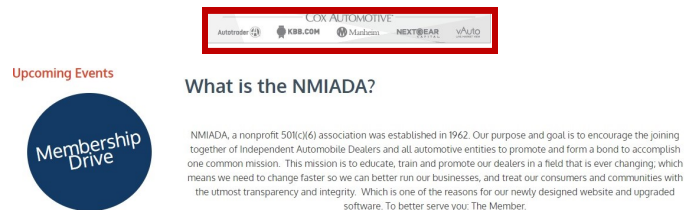
With every dealer in New Mexico having to go to [www.NMIADA.com](http://www.NMIADA.com) to register for PLE or CE ordering dealer supplies and forms, the NMIADA website is only seeing its online traffic increase. This advertising tool is an excellent way to have your company's logo and profile current through the course of the year.

Banner ads run for 3, 6, and 12 months subscriptions in 3 sizes: Home Page Slider, Regular Banner that can be affixed to any page on the site, and Side Page Banner that is a small horizontal oriented on either the left or right side of any page. Click-through is supported with proper URL you provide. These can be updated to correspond to any banner change at the subscribers request. We support Gif, PNG, Bitmap, or jpeg formats only.

Video content available with your YouTube link, along with a 50-word block to describe your company's mission and value statement. The 50 word block can (with proper URL) contain a link to a corresponding page.



**Home Page Slider**



**Regular Banner**

Banner Type	Banner Size	3 Month	6 Month	12 Month
Home Page Slider	1875x600	\$500.00	\$600.00	\$1000.00
Regular Banner	480x60	\$200.00	\$300.00	\$500.00
Side Page Banner	175x300	\$200.00	\$275.00	\$350.00
Video Banner	1875X600	\$850.00	\$1000.00	\$1500.00

## Lobby

In our lobby we have 1,500 dealers pass though our waiting area on a monthly basis and our Large Screen TV scrolls important information as well as Vendors' and Sponsor's messages. We invite you to utilize this tool for greater brand recognition, announcements, and hot new deals. Pixel size is 1280x720 in jpeg format only.

Size	3 Month	6 Month	12 Month
1280x720	\$300.00	\$400.00	\$500.00



## Email Campaigns

Email campaigns are an effective way to reach your audience and a great way to alert them to specials, announcements, exclusive offers and changes. Our emails have a 45% open rate so your message is going to be read.

Emails can be composed with a combination of ads, links, subject line tag lines and value messages. All graphics must be in a PNG or jpeg format. E-mail cost is dependent on campaign length.



Email Occurrence	1 E-mail	3 E-mails	6 E-mails	12 E-mails
Campaign Cost	\$ 100.00	\$225.00	\$420.00	\$780.00

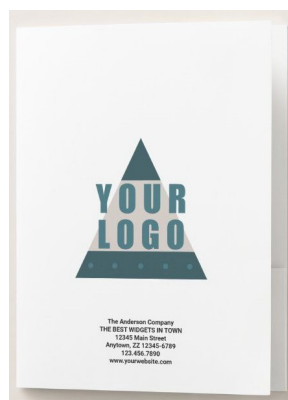
## Social Media

The NMIADA is aggressively expanding our social media footprint. With a rapidly growing Facebook and Instagram account our followers are learning to watch these outlets for the latest news and compliance updates. This is a golden opportunity for your to brand to a large number of members in an immediate way.



## Additional Sponsorships

- Lanyards \$700
- Folders \$1000
- Pens \$700
- Notebooks \$2000
- Flash Drives \$2000



Materials given out at events.

Disclosure:

All material Branding is in concert with NMIADA branding and must be approved.

## NMIADA Sponsorship Tier Levels

Sponsorship levels elevate your brands recognition and are customizable to fit into your company's budget.



### Platinum—\$10,000.00

- 8 Continuing Education Presentations
- 12 Pre-Licensing Presentations per year
- 12 E-mail Campaigns
- Window Placement
- Named Title Sponsor for all NMIADA Events
- Revolving Lobby TV Ad Spot
- Enhanced NMIADA Website Listing
- Homepage Banner
- 12 Social Media Campaigns
- PLE & CE Kit Marketing Flyer



### Gold—\$5,000

- 5 Continuing Education Presentations
- 8 PLE Presentations per year
- 6 E-mail Campaigns
- 6 Social Media Campaigns
- Revolving Lobby TV Ad Spot
- Enhanced NMIADA Website Listing
- Regular Web Banner
- PLE & CE Kit Marketing Flyer
- Logo recognition at events



### Silver—\$2,500.00

- 2 Continuing Education Presentations
- 4 Pre-Licensing Presentations
- 3 E-mail Campaigns
- 3 Social media Campaigns
- Revolving Lobby TV Ad Spot
- Enhanced NMIADA Website Listing
- Regular Web Banner
- Logo Recognition at events



### Bronze—\$1,500.00

- 1 Continuing Education Presentation
- 3 Pre-Licensing Presentation
- 2 E-mail Campaign
- 1 Revolving Lobby TV Add Spot
- PLE & CE Kit Marketing Flyer
- 2 Social Media Campaigns
- Logo recognition at events