



# NATIONAL MOTORISTS ASSOCIATION

Empowering Drivers Since 1982

402 West 2nd Street  
Waunakee, Wisconsin 53597-1342

Telephone: 608-849-6000  
Fax: 888-787-0381  
E-mail: nma@motorists.org  
Website: www.motorists.org

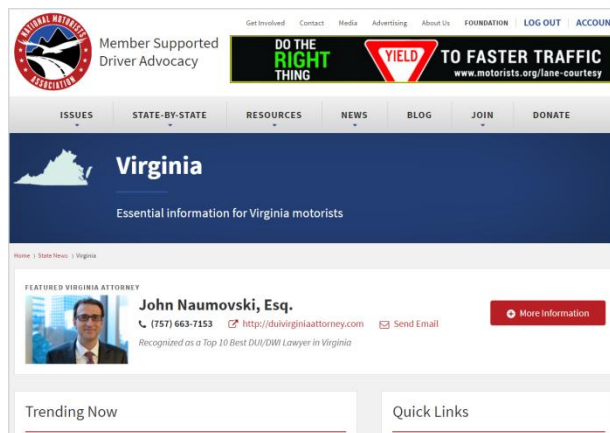
## NMA Website Advertising Rates Motorists.org, Speedtrap.org, Roadblock.org (valid for ads placed by December 31, 2019)

### State Page Rotating Banner (1140p x 300p)

A focal point of all three sites are the state pages. They draw a high volume of regular traffic – Motorists.org with daily driving news stories, featured posts, and forum discussions; Speedtrap.org and Roadblock.org with driver-sourced reporting on specific community-based enforcement actions. Recent visitation numbers for each site:

	<u>Avg. Visitors per Month</u>	<u>Avg. Page Views per Month</u>
<b>Motorists.org</b>	<b>54,650</b>	<b>77,065</b>
<b>Speedtrap.org</b>	<b>14,275</b>	<b>44,580</b>
<b>Roadblock.org</b>	<b>4,330</b>	<b>12,205</b>
<b>Combined</b>	<b>73,255</b>	<b>133,850</b>

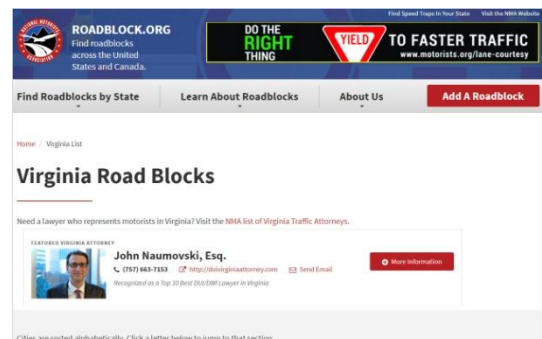
The State Page Rotating Banner location is illustrated by the *John Naumovski, Esq.* ad in these screen shots of each site’s respective Virginia state page:



www.motorists.org



www.speedtrap.org



www.roadblock.org

**For competitive advertising rates that promote your products and services to the visitors of one, two, or all three of these sites, see the next page.**

## State Page Rotating Banner, 1140p x 300p

All rates are per month unless otherwise noted. For a 6-month advertising buy with 100% paid up front, a 3% discount applies. For a 12-month advertising buy with 50% paid at the time of ad placement and 50% paid after six months, a 6% discount applies.

<b>Motorists.org site per state*</b>	<b>\$ 21.00</b>
<b>Speedtrap.org site per state</b>	<b>\$ 12.50</b>
<b>Roadblock.org site per state</b>	<b>\$ 5.00</b>
<b>Bundled rate for two of three sites</b>	<b>5% discount</b>
<b>Bundled rate for all three sites</b>	<b>8% discount</b>

\* Attorneys listing their services on the Motorists.org Traffic Attorney Referral pages receive a special monthly rate

The discounts are additive. For example, the purchase of the rotating banner space on all three sites for a 12-month period would cost:

Motorists.org banner (single state)	\$ 21.00
Speedtrap.org banner (single state)	\$ 12.50
Roadblock.org banner (single state)	<u>\$ 5.00</u>
Standard Monthly Rate	\$ 38.50
8% discount for 3-site run	<b>\$ 3.08</b>
6% discount for 12-month buy	<b><u>\$ 2.31</u></b>
Discounted Monthly Rate	<b><u>\$ 33.11</u></b>

Please note:

- Advertiser to provide 1140 pixel x 300 pixel banner image in JPG format and specify click-through URL to be associated with the banner.
- The National Motorists Association reserves the right to reject any and all advertising copy submitted. If prepayment has been made for such advertising, the NMA's liability shall be limited to the refund of that prepayment.
- The number of banners in rotation at any given time will not exceed ten.

Contact Gary Biller at the NMA (608-849-6000, nma@motorists.org) for special rates regarding multiple state banner ads or different advertising periods.

### **About the National Motorists Association**

The NMA, founded in 1982, is a grassroots alliance of thousands of motorists in the United States and Canada joined together to protect drivers' rights in the courts, on the streets, and in their vehicles.