



# NATIONAL MOTORISTS ASSOCIATION

Empowering Drivers Since 1982

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## Motorists.org Homepage Advertising Rates (valid for ads placed by December 31, 2019)

### Traffic Attorney and DUI Attorney Testimonial Display Ad

Located prominently on the NMA's flagship website's homepage, these display ads are aligned in a maximum array of six rotating slots. The array shifts in order with each page reload/refresh to provide each advertiser equal visibility opportunities. Our Motorists.org site is fully responsive, adjusting automatically to the screen size of the viewing device whether desktop monitor, laptop, tablet, smartphone or PDA.

Recent traffic numbers for Motorists.org – consisting of people looking for resources to deal with their traffic/DUI tickets, auto enthusiasts, and drivers' rights advocates – average 60,560 visitors and 88,801 pageviews per month. Example of a six-ad array:

#### Traffic Attorney, DUI Attorney, and Personal Injury Attorney Testimonials

<p><b>FLORIDA</b></p>  <p><b>Boris Lavent, Miami Personal Injury Lawyer</b></p> <p>Miami personal injury attorney with a proven track record of fighting for car accident victims to make sure they get the money they deserve.</p> <p><a href="#">See Our Full Listing</a></p>	<p><b>CALIFORNIA</b></p>  <p><b>Ron Hedding, San Fernando Valley Criminal &amp; DUI lawyer</b></p> <p>Over 25 years experience focused exclusively on criminal law and a track record of success in all San Fernando Valley Courthouses. (213) 542-0940</p>	<p><b>CALIFORNIA</b></p>  <p><b>Vikas Bajaj, San Diego Criminal Defense Lawyer</b></p> <p>Vikas Bajaj has over 17 years experience defending those accused of a crime. Mr. Bajaj handles all criminal law matters and offers a free consultation.</p> <p><a href="#">See Our Full Listing</a></p>
<p><b>CONNECTICUT</b></p>  <p><b>Connecticut Criminal Attorneys Billings &amp; Barrett</b></p> <p>Skilled Connecticut traffic lawyers who can provide a strong legal defense.</p> <p><a href="#">See Our Full Listing</a></p>	<p><b>CALIFORNIA</b></p>  <p><b>Personal Injury Lawyers San Diego</b></p> <p>Experienced personal injury lawyers offering free consultations for car accidents or any type of accident cases.</p>	<p><b>NEW YORK</b></p>  <p><b>The Blanch Law Firm PC</b></p> <p>DUI &amp; DWI   Lawyers &amp; Criminal Defense Attorneys</p> <p><a href="#">See Our Full Listing</a></p>

#### Display Ad Specifications (character counts include spaces):

Listing with image: 50 character title and 160 character message limits

Listing without image: 70 character title and 250 character message limits

**Monthly Advertising Rate: \$53.00 per display ad**  
(discounts available for 6 and 12 month advertising purchases)

For text link ad rates on the Motorists.org homepage, see the next page.

## Text Link Ad

There are a total of three text link opportunities situated in the **Quick Links** section of the homepage, directly below our “Find a Traffic Attorney” feature, above “How to Fight a Speeding Ticket,” and centrally located across from the popular **Trending Now** carousel of current stories of interest to motorists. The following screen shot illustrates the position of the text link ad space. Two or more text link ads would appear in the same space, each of the same size, with the order of the ads changing with each page reload/refresh.

### Trending Now



Should States Bear the Brunt of Paying to Fix the Nation's Bridges and Roads?

### Quick Links



#### **Find a Traffic Attorney**

Representation for speeding tickets, red-light camera and speed camera tickets, DWI/DUI, and other traffic violations.

Select a State

**Go**

#### **David Benowitz, Washington DC Criminal Defense Attorney**

A seasoned criminal defense attorney with years of experience as a DC traffic lawyer handling DUI and other traffic charges.



#### **How to Fight a Speeding Ticket**

[Learn More](#)



#### **Subscribe to NMA's free weekly e-newsletter**

A unique perspective on motorist issues

### Text Link Ad Specifications (character counts include spaces):

60 character title and 250 character message limits

**Monthly Advertising Rate: \$44.00 per text link ad**  
(discounts available for 6 and 12 month advertising purchases)

### **The following applies to Testimonial Display Ads and Text Link Ads:**

- Advertiser to provide ad content including image (for display ad if desired) in JPG format and to specify click-through URL to be associated with the ad title. Content may be changed at advertiser's request a maximum of once a month.
- 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.

Please contact Gary Biller at the NMA (608-849-6000, [nma@motorists.org](mailto:nma@motorists.org)) with any questions

### 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.