



NATIONAL MOTORISTS ASSOCIATION

Empowering Drivers Since 1982

1001 Arboretum Drive, Suite 120
Wauwaukee, Wisconsin 53597-2670

Telephone: 608-849-6000
E-mail: nma@motorists.org
Website: www.motorists.org

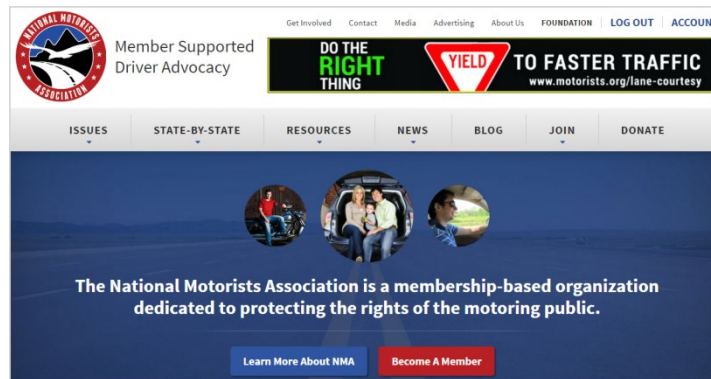
NMA Website Advertising Rates Motorists.org, Speedtrap.org, Roadblock.org (valid for ads placed by December 31, 2021)

Run-of-Site, Top-of-Page Rotating Banner (728p x 90p)

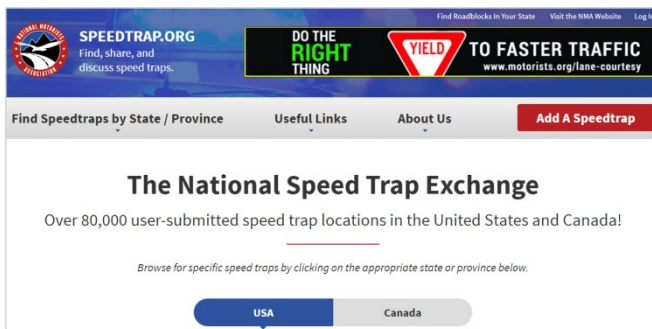
Situated between the primary and secondary navigation menus of each of the site pages, this is our highest profile online advertising space. Each of the NMA sites, from the flagship Motorists.org to the popular specialty sites Speedtrap.org and Roadblock.org, receives a steady stream of visits from auto enthusiasts and those interested in finding out more about issues facing motorists. Recent visitation numbers for each site:

| | <u>Avg. Visitors per Month</u> | <u>Avg. Page Views per Month</u> |
|----------------------|--------------------------------|----------------------------------|
| Motorists.org | 46,700 | 61,975 |
| Speedtrap.org | 15,975 | 39,625 |
| Roadblock.org | 3,625 | 9,165 |
| Combined | 66,300 | 110,765 |

The Top-of-Page Rotating Banner location is illustrated by the NMA's *Do the Right Thing, Yield to Faster Traffic* promo in these screen shots:



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.

Top-of-Page Rotating Banner, 728p x 90p

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.

| | |
|--|--------------------|
| Motorists.org site | \$ 59.00 |
| Speedtrap.org site | \$ 34.25 |
| Roadblock.org site | \$ 9.50 |
| Bundled rate for two of three sites | 5% discount |
| Bundled rate for all three sites | 8% discount |

The discounts are additive. For example, the per month cost of the rotating banner space on the Motorists.org and Speedtrap.org sites for a 6-month period that typically attracts 445,500 visitors would be:

| | |
|-----------------------------|-----------------------|
| Motorists.org banner | \$ 59.00 |
| Speedtrap.org banner | <u>\$ 34.25</u> |
| Standard Monthly Rate | \$ 93.25 |
| 5% discount for 2-site run | \$ 4.66 |
| 3% discount for 6-month buy | <u>\$ 2.80</u> |
| Discounted Monthly Rate | <u>\$ 85.79</u> |

Please note:

- Advertiser to provide 728 pixel x 90 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 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.