NMS Digital Advertising Platform Rate Card #2 – VIDEO ROLLS

with prominent placement on top websites you can expect..

☑ *Better Ad Performance!* ☑ *Increased Brand Exposure!*

☑ *Higher Return On Investment!* ☑ *Your Ad Near Relevant Content!*

Display Advertising

Reach your target audience on top-tier websites based on their specific interests and in-market behavior!

Retargeting Advertising

Convert high-intent prospects after they've left your site and are browsing other sites across the platform!

Audience Channel - AUTOMOTIVE

Local	Rate	CPM	Impressions	Campaign Length
Package #1	$ 10,000.00	$ 30.00	333,333	30+ days
Package #2	$ 15,000.00	$ 29.00	517,241	30-45+ days
Package #3	$ 25,000.00	$ 28.00	892,857	30-60+ days

Regional	Rate	CPM	Impressions	Campaign Length
Package #4	$ 15,000.00	$ 28.00	535,714	30+ days
Package #5	$ 25,000.00	$ 27.00	925,926	30-45+ days
Package #6	$ 50,000.00	$ 26.00	1,923,077	30-60+ days

National	Rate	CPM	Impressions	Campaign Length
Package #7	$ 25,000.00	$ 26.00	961,538	30+ days
Package #8	$ 50,000.00	$ 25.00	2,000,000	30-45+ days
Package #9	$ 100,000.00	$ 24.00	4,166,667	45-60+ days
Package #10	$ 250,000.00	$ 23.00	10,869,565	60-90+ days

EXAMPLE WEBSITE LIST

2040-cars.com	autoblog.com	autobytel.com	autoguide.com
autolist.com	automall.com	automobilemag.com	autonews.com
autoshopper.com	autosport.com	autotempest.com	autotrader.com
autovoi.com	autozin.com	bestcarfinder.com	bestcarsfeed.com
bimmerfest.com	caranddriver.com	carbuzz.com	cargurus.com
cars.com	carsdirect.com	carsforsale.com	cars-on-line.com
carsoup.com	carthrottle.com	classiccars.com	classiccarsarena.com
corvetteforum.com	dupontregistry.com/autos	edmunds.com	gasbuddy.com
hemmings.com	hotrod.com	iseecars.com	leaseguide.com
leasetrader.com	motortrend.com	roadandtrack.com	sportscardigest.com
superchevy.com	superstreetonline.com	suvs.com	theautochannel.com
thecarconnection.com	thedrive.com	thetruthaboutcars.com	usedcarsgroup.com

* You'll find highly relevant audiences with advertising across a network of more than 500 of the most popular automotive websites.

* Reach new customers on the web's best car & truck sites.

* Attract your desired audience at the exact moment they're visiting automotive sites, engaging with specific content related to your offer.

Rate Card Updated: 5/5/2025

1: The NMS Digital Advertising Platform – Video Rolls is based on a CPM calculation as indicated on the NMS Digital Advertising Platform – Video Rolls Rate Cards. "CPM" is a digital marketing term which means "Cost-Per-Thousand". The "M" represents the Roman numeral for 1,000. CPM measures the cost of an online ad per 1000 impressions.

2: CPM rates listed on the NMS Digital Advertising Platform – Video Rolls are subject to change without notice.

3: Audience Channels listed on the NMS Digital Advertising Platform – Video Rolls Rate Cards are websites that the client's digital ads will run on. NMS from time to time may add additional websites with similar demographics or remove websites not performing to improve client's results and response.

4: Audience Channel websites may change from time to time. Clients may request to drop or add certain websites from the NMS Audience Channels from its media buys.

5: Client may request that websites from other NMS Audience Channels be added to their Audience Channel as part of the media buy.

6: The NMS Digital Advertising Platform – Video Rolls is designed to run on all digital devices including mobile phones, tablets and computers. NMS highly advises that all devices are used in media campaigns to maximize results.

7: NMS recommends a "24 x 7" time slot for all media buys on the NMS Digital Advertising Platform – Video Rolls. Fixed time slots are available at an additional cost to be negotiated at time of media buy.

8: Client's ads will run on pages within a website. Relevant ads run on pages associated with that demographic. Example: football related ads running on ESPN or CBS Sports would appear only on web pages about football.

9: Clients may also request a custom program based on a specific demographic that may not be offered as a current Audience Channel. NMS will provide a custom program and CPM rate based on the demographic requested. Custom programs take 2-3 business days to provide to client and are good for a period of ten business days.

10: The NMS Digital Advertising Platform – Video Rolls offers advertising programs in the following breakdown;
      Local Advertising: Includes local DMA's - towns, cities and their suburbs
      Regional Advertising: Includes full states or closely grouped DMA's
      National Advertising: Includes all 50 states
      * GEO Targeted Advertising is available at a custom price and program to clients.

11: The NMS Digital Advertising Platform – Video Rolls runs from 30-90 days depending upon the size of the media buy and number of impressions required.

12: The NMS Digital Advertising Platform – Video Rolls is a 100% customized program designed for a specific audience the client needs to reach. The campaign is managed for you, is continuously optimized and is fully transparent for performance. NMS will provide the client with a weekly campaign report and full details as to where and when the client's ads have run.

13: The NMS will offer clients production of 15-sec and 30-sec Digital Video Rolls:
      15-sec Videos: $625.00   30-sec Videos: $875.00
Ad design takes 5-7 business days to produce. Client will need to provide basic information like company logos, websites, phone numbers, landing pages or other content as needed to design and produce video ads.

Campaigns can start 3-5 days after the ad design is complete and approved by the client, NMS and Publishers. Video rolls are not designed for use on broadcast, cable or satellite tv platforms.

14: NMS reserves the right to decline any ads that NMS deems as not appropriate, illegal or controversial. All ads must not trick or confuse the consumers. NMS may from time to time request that the client provide a proof of claims it is making in its ads.