



*Taking your message to the
Global Automotive Industry*

2021

Our Programs

Autoline Daily Monday–Friday
Automotive news from around the world,
vehicle impressions, and insight into the
latest products and technologies.



Our Programs

Autoline This Week Weekly National PBS program. Automotive expert John McElroy discusses the latest developments and trends in the industry with top executives and leaders.

Autoline This Week also looks great on location (and looks even better when you sponsor it)!



Our Programs

Autoline After Hours Weekly YouTube LIVE show. Insider discussion with John McElroy and Gary Vasilash (Automotive Design & Production) along with automotive guests, journalists, and vehicles.

Take Autoline After Hours on the road by sponsoring it!



How Many People are Watching?
75,000+ YouTube Subscribers!

Annual Views:

6 million

**up 7% from 2019*



Annual Watch Time (minutes): *"Autoline Network"*

45,107,220

**up 5% from 2019*

They're watching...
but are they *Engaging*?

Total Social Media Following:

2019: 108,058 followers

2020: 123,389 followers

↑14%



Who is Following?

Autoline's Social Media Presence

39,700+ followers



@autoline

3,600+ likes



"Autoline Network"

1,125+ followers



@autolinenetwork

500+ followers



John McElroy

Pricing Options - Programs

Program	About	Annual	Monthly
	Daily news show every Monday-Friday	\$75,000	\$9,000
	Weekly National PBS program	\$65,000	\$8,600
	Weekly YouTube LIVE show	\$65,000	\$8,600
Autoline Programs on Location	Same great content anywhere on Earth	---	\$7,000/episode

***Custom Pricing Options Available:
We work with YOUR budget!***

What Your Program Sponsorship Includes:

The Bridgestone logo, featuring a stylized red and black 'B' followed by the word 'BRIDGESTONE' in bold black capital letters.

BRIDGESTONE

www.bridgestonetire.com



RSM

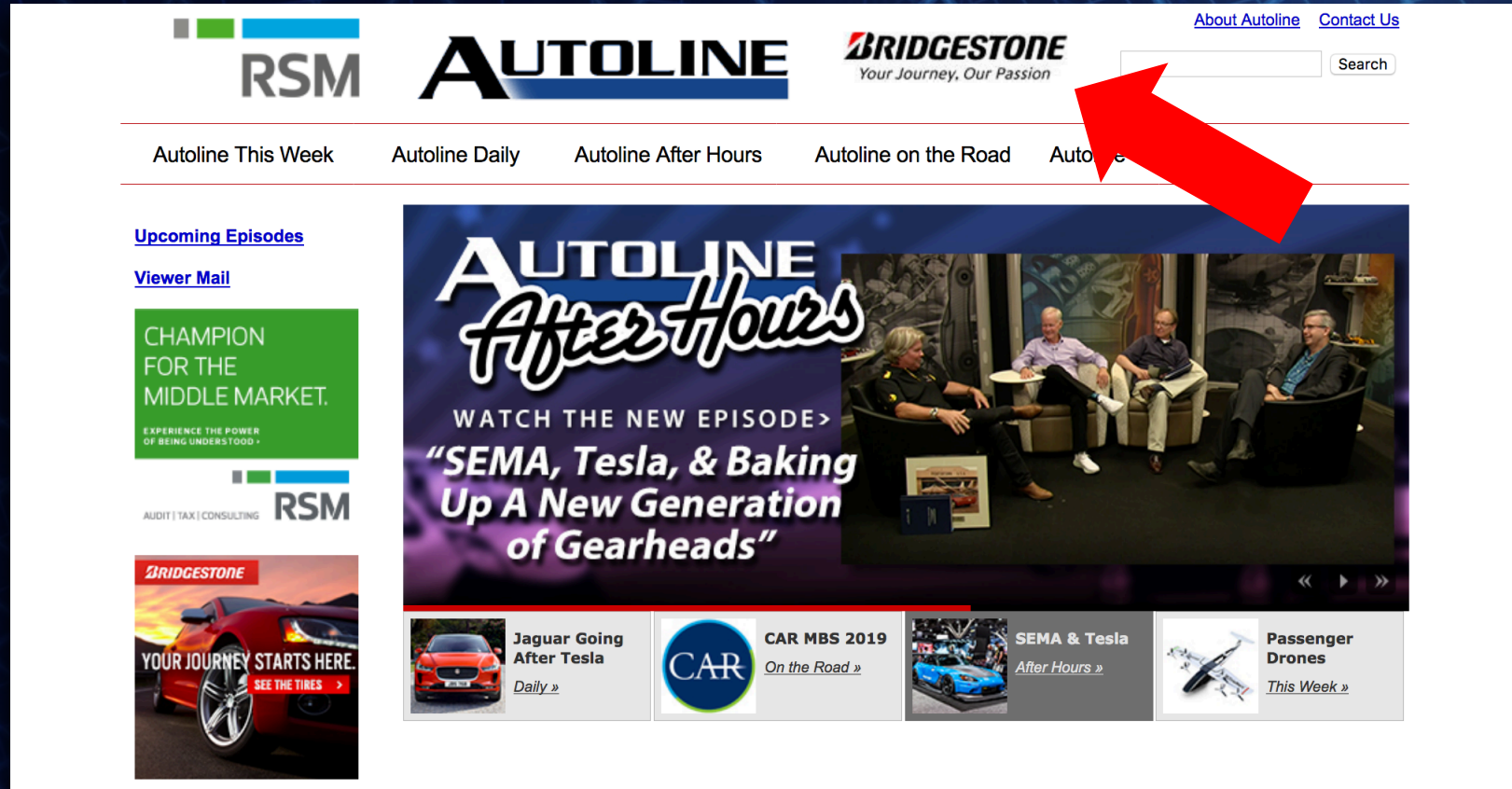
The Lear Corporation logo, featuring a red stylized 'L' inside a circle followed by the word 'LEAR' in bold black capital letters and 'CORPORATION' in smaller black capital letters below it.

LEAR
CORPORATION

www.lear.com

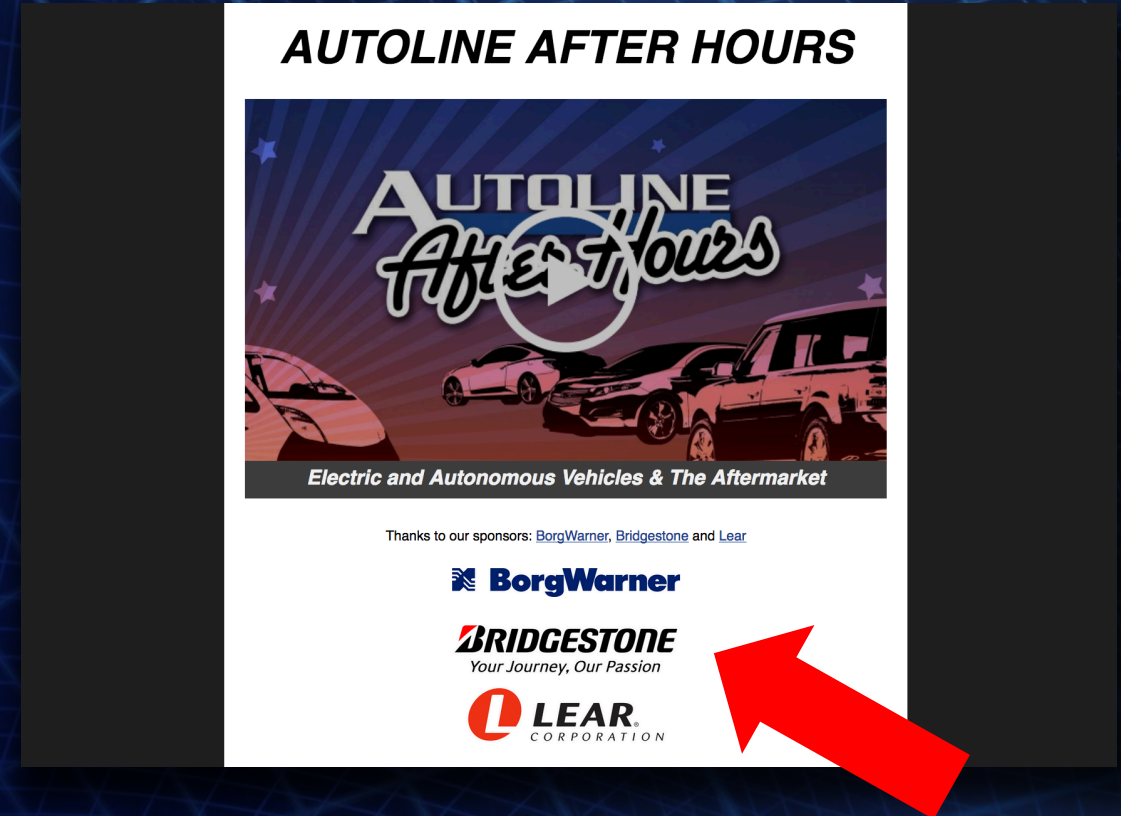
Company logo on a billboard & voice over with “Brought to you by...” including company tagline, :15 commercial

What Your Program Sponsorship Includes:



Company logo/link in rotation on top and bottom of Autoline.tv website

What Your Program Sponsorship Includes:



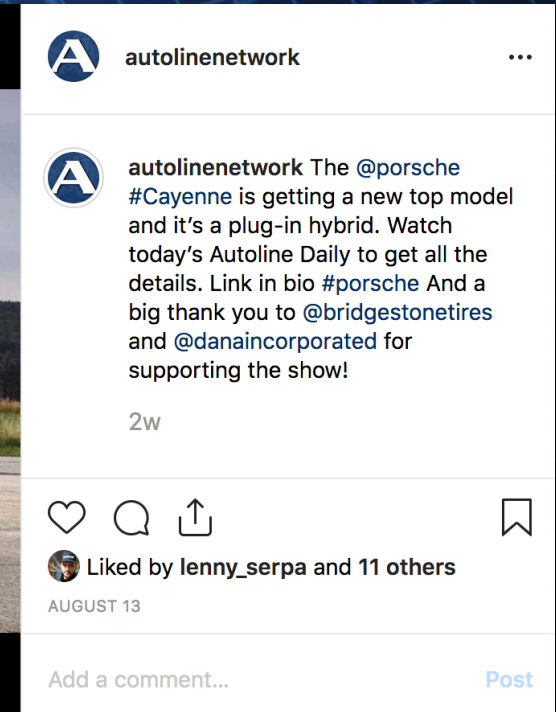
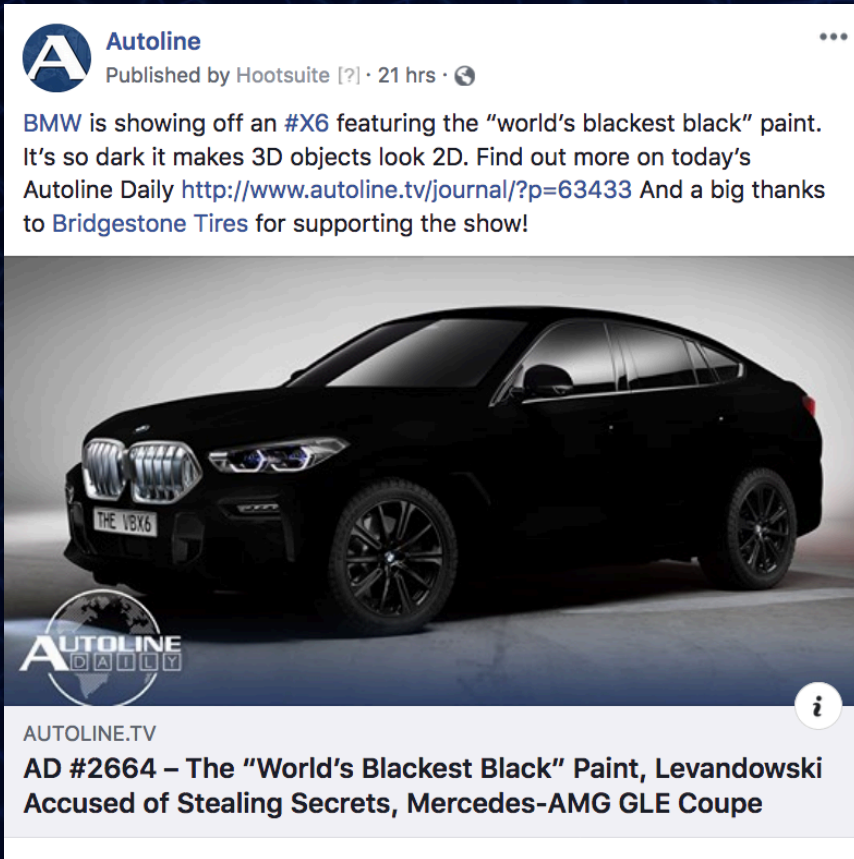
Company logo/link in Autoline e-mail blasts

What Your Program Sponsorship Includes:



Ongoing Social Media Promotions: Autoline retweets, shares, tags, and likes your content to amplify your message

What Your Program Sponsorship Includes:

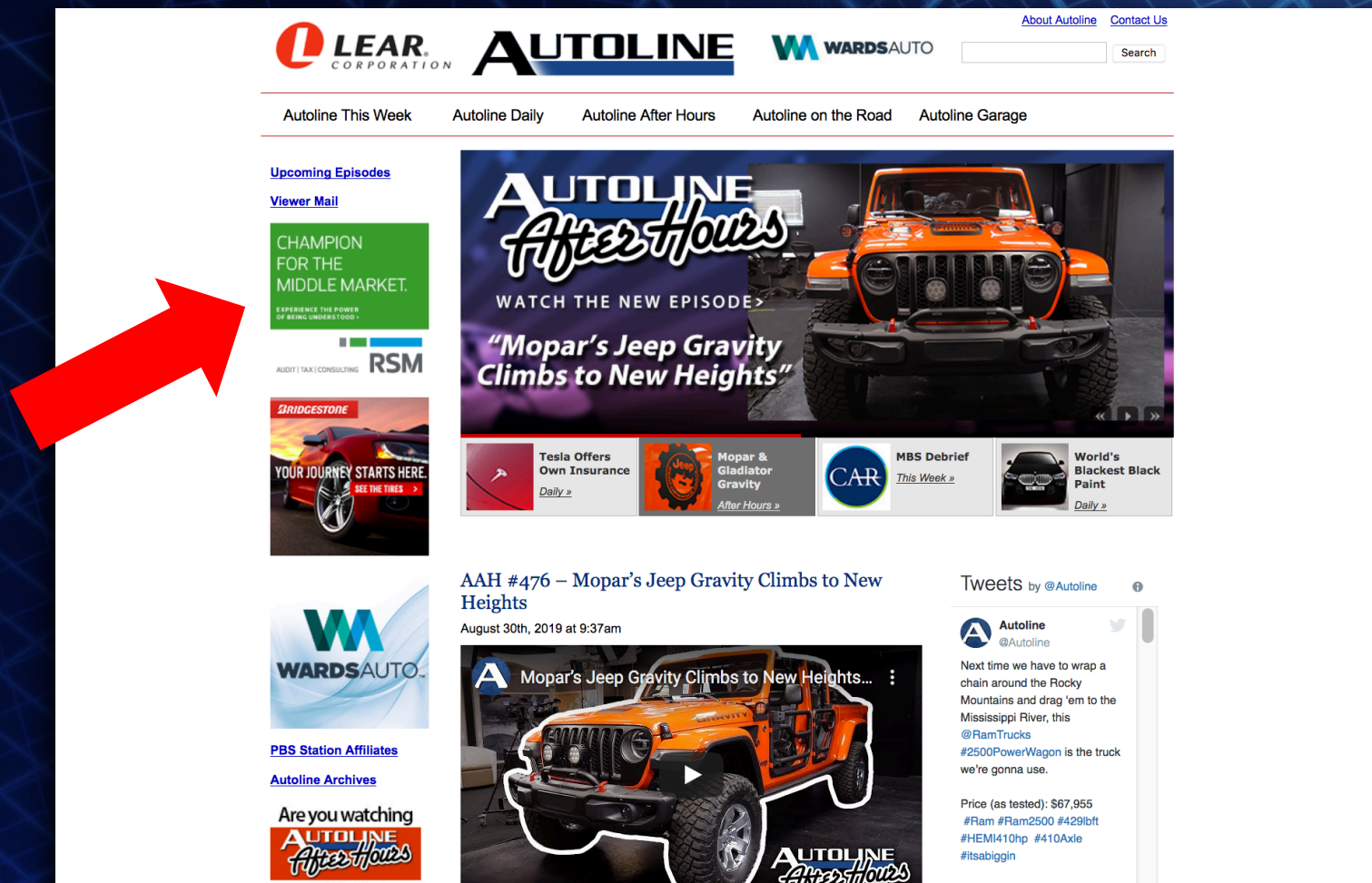


Ongoing Social Media Promotions: Autoline retweets, shares, tags, and likes your content to amplify your message

Pricing Options – Add-Ons

Advertisement	About	Price/Month
Autoline.tv website	Left column banner on all pages	\$1,000
	... with banner in posts	\$1,500
	... with logo in rotation on top and bottom of all pages	\$2,000
Transcript Banner	Banner within Autoline Daily transcript (5 days/week)	\$2,500
Home Page Carousel	Large ad in rotation on home page, links to video ad on our YouTube channel	\$3,000
E-mail Banner	Banner ad within Autoline Daily E-mail blast (5 days/week)	\$1,000

Optional Add-Ons To Your Sponsorship:



Left Column Sidebar Banner Ad: \$1,000/month

Optional Add-Ons To Your Sponsorship:

The screenshot displays the Autoline website interface. At the top, logos for LEAR CORPORATION, AUTOLINE, and BRIDGESTONE are visible, along with navigation links for 'About Autoline' and 'Contact Us'. A search bar is also present. Below the header, a navigation menu includes 'Autoline This Week', 'Autoline Daily', 'Autoline After Hours', 'Autoline on the Road', and 'Autoline Garage'. The main content area features an article titled 'ATW #2322 – Passenger Drones and The Automotive Connection' dated August 15th, 2019. A video player shows a drone flying over a car. To the left of the video, there are three vertical banners: a green one for 'CHAMPION FOR THE MIDDLE MARKET' by RSM, a red one for 'BRIDGESTONE' with the text 'YOUR JOURNEY STARTS HERE. SEE THE TIMES >', and a blue one for 'WARDS AUTO.'. Below the video, a text block reads 'Thanks to our sponsor, RSM. Click below to learn more!' followed by a green banner for 'MONTHLY MIDDLE MARKET ECONOMIC UPDATE PROVIDED BY RSM.' with a 'SUBSCRIBE HERE >' link. To the right of the video, there is an 'Archives' section with a list of months from August 2019 down to 2005. A large red arrow points to the RSM logo in the bottom right corner of the main content area.

LEAR CORPORATION AUTOLINE BRIDGESTONE Your Journey, Our Passion

About Autoline Contact Us

Autoline This Week Autoline Daily Autoline After Hours Autoline on the Road Autoline Garage

Upcoming Episodes
Viewer Mail

CHAMPION FOR THE MIDDLE MARKET.
EXPERIENCE THE POWER OF BEING UNDERSTOOD.
RSM

BRIDGESTONE
YOUR JOURNEY STARTS HERE.
SEE THE TIMES >

WARDS AUTO.

PBS Station Affiliates

ATW #2322 – Passenger Drones and The Automotive Connection
August 15th, 2019 at 4:00pm

Passenger Drones and The Automotive Conn...

Thanks to our sponsor, RSM. Click below to learn more!

MONTHLY MIDDLE MARKET ECONOMIC UPDATE PROVIDED BY RSM.
SUBSCRIBE HERE >

Audio-only version:
Listen to "Autoline This Week #2322: Passenger Drones and The Automotive Connection" on Spreaker.

Follow us on social media:
Instagram Twitter Facebook

Archives
August 2019
July 2019
June 2019
May 2019
April 2019
March 2019
February 2019
January 2019
December 2018
November 2018
October 2018
September 2018
August 2018
July 2018
June 2018
May 2018
April 2018
March 2018
February 2018
January 2018
2017
2016
2015

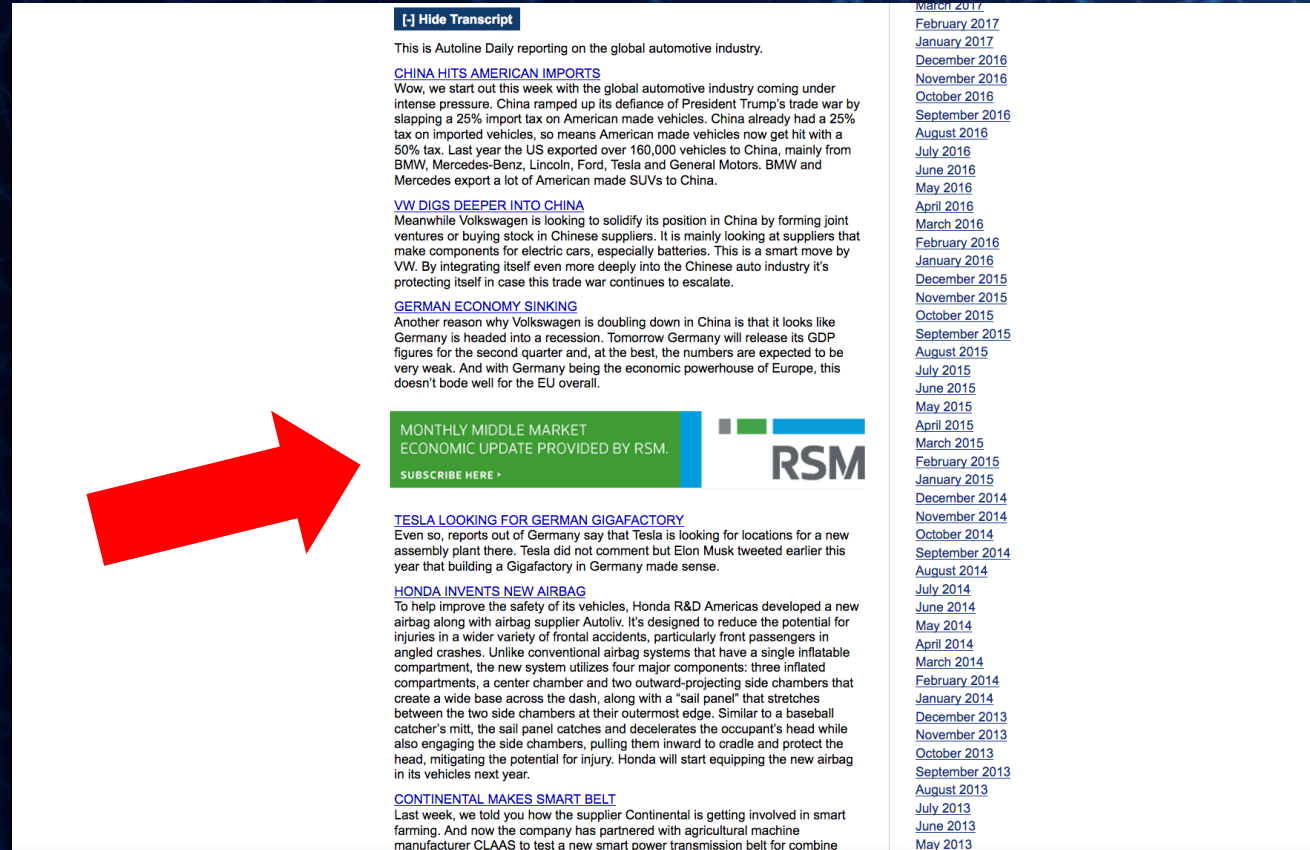
+ Banner Ad in posts: \$1,500/month

Optional Add-Ons To Your Sponsorship:



+ Company logo on top/bottom of website: \$2,000/month

Optional Add-Ons To Your Sponsorship:



The screenshot shows a webpage layout for an Autoline Daily transcript. A large red arrow points from the left towards a banner advertisement. The banner ad is titled 'MONTHLY MIDDLE MARKET ECONOMIC UPDATE PROVIDED BY RSM.' and includes a 'SUBSCRIBE HERE' link. The RSM logo is also present. The transcript content includes sections on China's impact on American imports, VW's strategy in China, Germany's economic challenges, Tesla's plans in Germany, Honda's new airbag technology, and Continental's smart belt technology. A sidebar on the right lists dates from May 2013 to March 2017.

[\[-\] Hide Transcript](#)

This is Autoline Daily reporting on the global automotive industry.

[CHINA HITS AMERICAN IMPORTS](#)
Wow, we start out this week with the global automotive industry coming under intense pressure. China ramped up its defiance of President Trump's trade war by slapping a 25% import tax on American made vehicles. China already had a 25% tax on imported vehicles, so means American made vehicles now get hit with a 50% tax. Last year the US exported over 160,000 vehicles to China, mainly from BMW, Mercedes-Benz, Lincoln, Ford, Tesla and General Motors. BMW and Mercedes export a lot of American made SUVs to China.

[VW DIGS DEEPER INTO CHINA](#)
Meanwhile Volkswagen is looking to solidify its position in China by forming joint ventures or buying stock in Chinese suppliers. It is mainly looking at suppliers that make components for electric cars, especially batteries. This is a smart move by VW. By integrating itself even more deeply into the Chinese auto industry it's protecting itself in case this trade war continues to escalate.

[GERMAN ECONOMY SINKING](#)
Another reason why Volkswagen is doubling down in China is that it looks like Germany is headed into a recession. Tomorrow Germany will release its GDP figures for the second quarter and, at the best, the numbers are expected to be very weak. And with Germany being the economic powerhouse of Europe, this doesn't bode well for the EU overall.

**MONTHLY MIDDLE MARKET
ECONOMIC UPDATE PROVIDED BY RSM.**

[SUBSCRIBE HERE](#)

[TESLA LOOKING FOR GERMAN GIGAFACTORY](#)
Even so, reports out of Germany say that Tesla is looking for locations for a new assembly plant there. Tesla did not comment but Elon Musk tweeted earlier this year that building a Gigafactory in Germany made sense.

[HONDA INVENTS NEW AIRBAG](#)
To help improve the safety of its vehicles, Honda R&D Americas developed a new airbag along with airbag supplier Autoliv. It's designed to reduce the potential for injuries in a wider variety of frontal accidents, particularly front passengers in angled crashes. Unlike conventional airbag systems that have a single inflatable compartment, the new system utilizes four major components: three inflated compartments, a center chamber and two outward-projecting side chambers that create a wide base across the dash, along with a "sail panel" that stretches between the two side chambers at their outermost edge. Similar to a baseball catcher's mitt, the sail panel catches and decelerates the occupant's head while also engaging the side chambers, pulling them inward to cradle and protect the head, mitigating the potential for injury. Honda will start equipping the new airbag in its vehicles next year.

[CONTINENTAL MAKES SMART BELT](#)
Last week, we told you how the supplier Continental is getting involved in smart farming. And now the company has partnered with agricultural machine manufacturer CLAAS to test a new smart power transmission belt for combine

March 2017
February 2017
January 2017
December 2016
November 2016
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March 2014
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January 2014
December 2013
November 2013
October 2013
September 2013
August 2013
July 2013
June 2013
May 2013

Banner Ad within Daily transcript (5 days/week): \$2,500/month

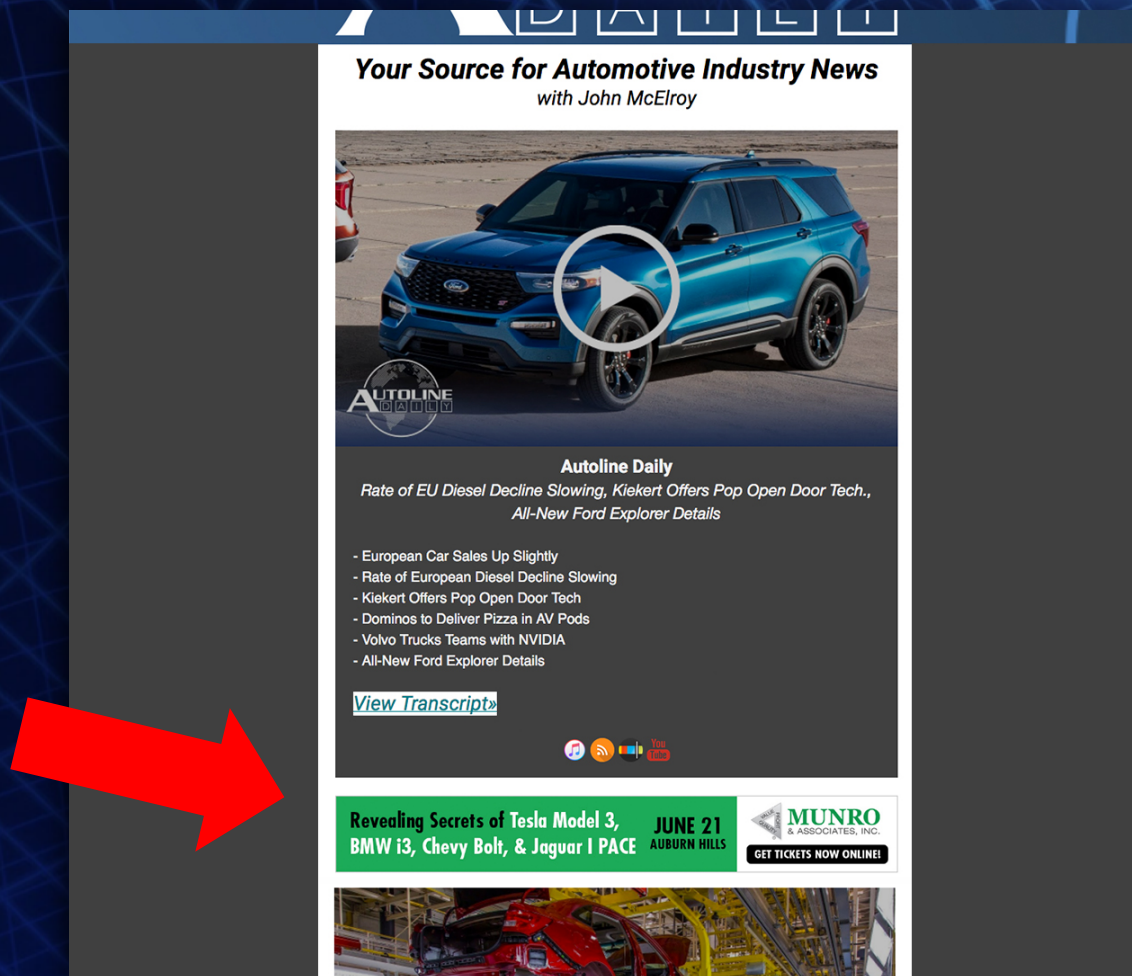
Optional Add-Ons To Your Sponsorship:

The screenshot shows the Autoline website home page. At the top, there are logos for Bridgestone, Autoline, and Lear Corporation, along with navigation links for 'About Autoline' and 'Contact Us'. Below the logos is a search bar. The main navigation bar includes links for 'Autoline This Week', 'Autoline Daily', 'Autoline After Hours', 'Autoline on the Road', and 'Autoline Garage'. On the left side, there are links for 'Upcoming Episodes' and 'Viewer Mail'. The main content area features a large carousel slide titled 'AUTOLINE SUPPLIER SPOTLIGHT HENKEL: THERMAL EXPANSION' with a background image of a car part. Below the carousel, there are four smaller featured articles: 'Car Repair Study', 'SEMA & Tesla', 'Auto Outlook: Few Profits In Sight', and 'Henkel - Thermal Expansion'. The bottom of the page has a small section for 'Your Journey Starts Here' with a red car image.

The screenshot shows the Autoline website home page with a video player for the 'Supplier Spotlight: Henkel – Thermal Expansion' video. The video player shows a man in a red shirt standing in front of a modern building. Below the video player, there is a description of the video: 'Supplier Spotlight is a sponsored segment on Autoline that's all about bringing you some of the latest developments in the automotive supplier community. Here supplier Henkel highlights Thermal Expansion.' On the right side, there is an 'Archives' section with a list of dates from August 2019 to November 2017. The top navigation bar is identical to the first screenshot, including logos for RSM, Autoline, and Bridgestone, and navigation links for 'About Autoline' and 'Contact Us'.


*Home Page Carousel Post that links
to your video: \$3,000/month*

Optional Add-Ons To Your Sponsorship:



Banner Ad in Daily E-mail blast (5 days/week): \$1,000/month

Pricing Options - Events

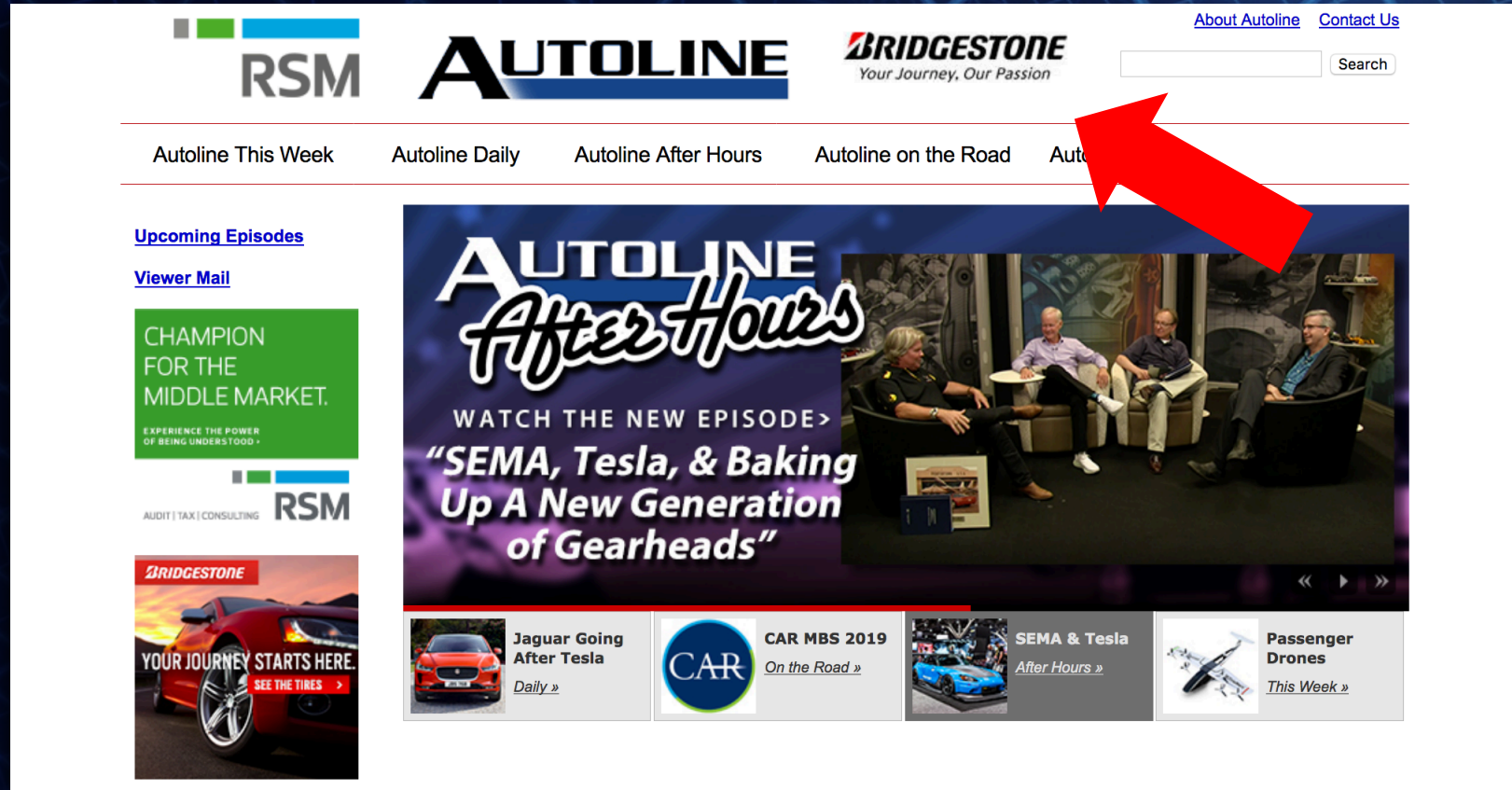
Program	About	Signature Sponsor	Standard Sponsor
	~10 (3-5 minute) interviews from auto shows and other industry events.	<p>\$25,000</p> <p><i>Company logo and a verbal mention in every video, commercial in the majority of all videos, & executive interview.</i></p>	<p>\$9,000</p> <p><i>Company logo is included in every video, commercial is in rotation with other sponsors.</i></p> <p>+ \$2,000 for executive interview in a program called "Autoline Spotlight"</p>

What Your Event Sponsorship Includes:



Company logo in the open of every video, :15 commercial

What Your Event Sponsorship Includes:



Company logo/link in rotation on top and bottom of Autoline.tv website

What Your Event Sponsorship Includes:



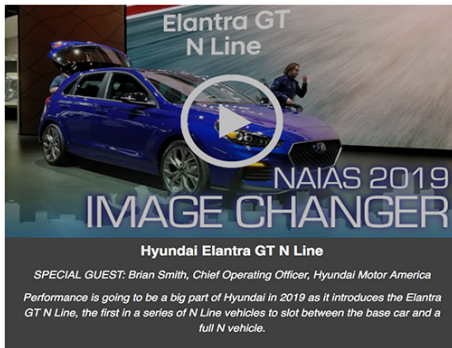
Company logo/link in Autoline Daily E-mail Blast

What Your Event Sponsorship Includes:



Join John McElroy as he tours the floor of the 2019 North American International Auto Show in Detroit where current and future mobility innovations meet the pavement.

Catch up on our full coverage:



A Teijin Group Company **TEIJIN**

And Also by [Brose](#), [Hella](#) & [Ram](#)



Join John McElroy as he checks out the latest and greatest technologies from automakers and suppliers at this year's CES in Las Vegas. See what sort of wizardry they've conjured up for 2019.



CES Coverage Brought to You By Our Signature Sponsor [ZF](#)




And Also by [Gentex](#) & [Magna](#)



Company logo/link in Event Specific E-mail Blast

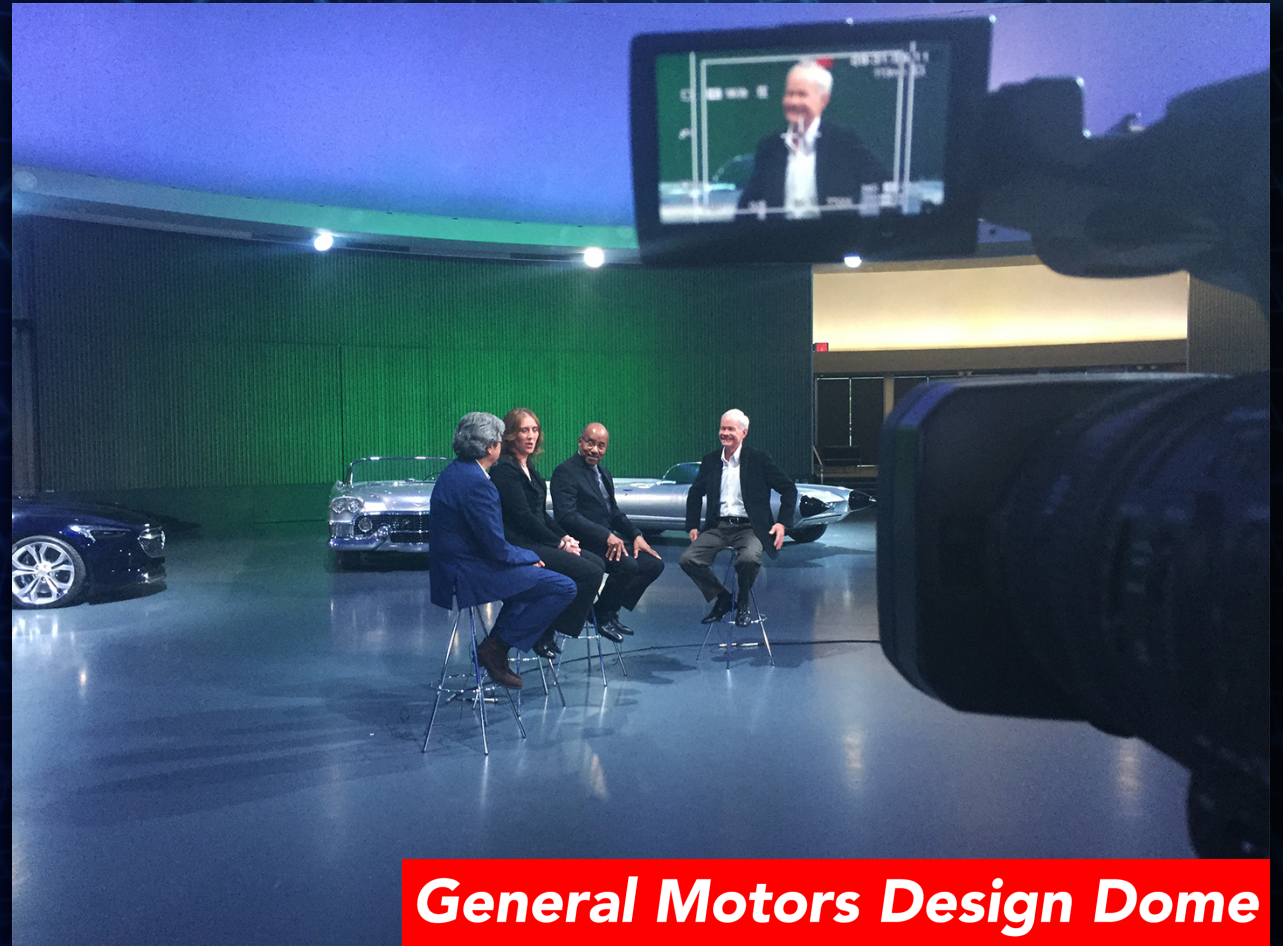
"Automotive Insights" on WWJ NewsRadio 950

Program	About	Standard Sponsor	What You'll Get
<p>Automotive Insights</p>  The logo for WWJ 950 NewsRadio. It features the call letters "WWJ" and the frequency "950" in large, bold, white sans-serif font on a black rectangular background. Below this, the word "NEWSRADIO" is written in a smaller, bold, red sans-serif font on a white rectangular background. The entire logo is enclosed in a thin red border.	<p>Exclusive advertising for John McElroy's Automotive Insights on WWJ NewsRadio 950. 60-second news reports on the auto industry that air 3x a day Monday – Friday.</p>	<p>\$78,000 <i>(or \$1,750 a week)</i></p>	<p>:15 or :30 ad after each report</p>

In-Studio Production



On-Location Production





Support Autoline
Total Viewership: 6 million

Contact John McElroy
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jmcclroy@autoline.tv