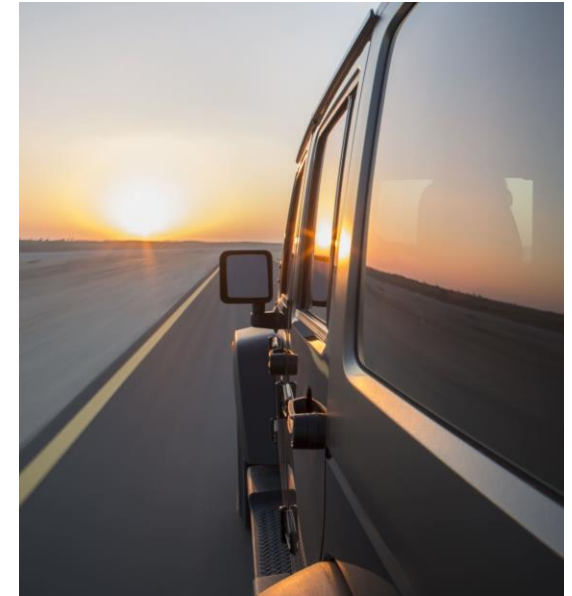


AUTOLINE

2022 Media Kit



Taking your message to the Global Automotive Industry

About Autoline

- Autoline is dedicated to reporting on, discussing and dissecting the inner workings of the auto industry and the products that it makes.
- Nearly everything Autoline produces is based on video which allows our sponsors and advertisers to better tell their story.
- Our website has several channels that carry our different programs, blog, and other information resources.
- Social platforms are our key delivery mechanism, thereby allowing our readers to consume our content how, where, and when they desire.
- Autoline is often the first stop for auto executives, industry insiders, and consumers looking for the latest news about cars and the industry.



About John McElroy

John McElroy is an influential thought leader in the automotive industry. He is a journalist, lecturer, commentator and entrepreneur. He created “Autoline Daily,” the first industry webcast of industry news and analysis. He is also the host of the television program “Autoline This Week,” an Emmy Award-winning, weekly half-hour discussion program featuring top automotive executives and journalists. And he co-hosts “Autoline After Hours,” a weekly live webcast that focuses on new cars and technology.



McElroy also broadcasts three radio segments daily on WWJ Newsradio 950, the CBS affiliate in Detroit. He writes a blog for Autoblog.com and a monthly op-ed article for WardsAuto. McElroy has appeared as an automotive expert on ABC World News Tonight, CBS News, and NBC Nightly News. He is often interviewed by CNN, NPR, and CBC in Canada. He is frequently asked to speak to automakers, suppliers and industry organizations. He is a member of the jury of the North American Car and Truck of the Year and has won numerous awards for editorial excellence.



What the Industry Has to Say



“I am a loyalist. Your shows are special because it’s all about substance, challenging conventional wisdom, using data and informing them using subject experts. For auto insiders, Autoline and a few online consumer sites are my go-to, no BS content that moves the needle.”

Jim Farley, CEO, Ford



“I’ve known John McElroy for the better part of four decades. He’s one of the most knowledgeable and trusted voices in automotive journalism, and that is embodied in Autoline. Whether it’s the long-running TV show, or Autoline Daily, or one of their other exclusive online features, Autoline is a tremendous resource for information about our business, for anyone connected to or interested in the auto industry.”

Mark Reuss, President, GM



“Autoline is a great asset for the automotive community and beyond. John McElroy provides timely information and strong industry insight into all aspects of this rapidly changing industry.”

Julie Fream, President & CEO, OESA



Programs

Autoline Daily

- Every weekday – 8-10 minutes in length
- Automotive news from around the world, vehicle impressions, and insight into the latest products and technologies

Autoline After Hours

- Weekly YouTube LIVE show – 60 minutes
- Insider discussion with John McElroy along with automotive guests & journalists
- Take Autoline After Hours on the road by sponsoring it!

Autoline This Week

- Weekly National PBS program – 30 minutes
- 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 (looks even better when you sponsor it)!



Audience Engagement

- 3.8 million YouTube views annually
- 414 hours annual watch time (24,480 minutes)
- Autoline Daily
 - Average views/day = 7,739
 - High of 11,368 on July 26, 2021
 - Average comments/episode = 72
- Total social media following:
 - 2019: 108,058 followers
 - 2020: 123,389 followers
 - 2021: 126,665+ followers

80,900+ subscribers



3,700+ followers



39,900+ followers



1,175+ followers



990+ followers



Program Pricing

Program	About	Annually	Monthly
Autoline Daily	Daily news show every Mon-Fri	\$75,000	\$9,000
Autoline After Hours	Weekly YouTube LIVE show	\$65,000	\$8,600
Autoline This Week	Weekly national PBS program	\$65,000	\$8,600
Autoline programs on location	Same great content from anywhere in the world		\$7,000/episode

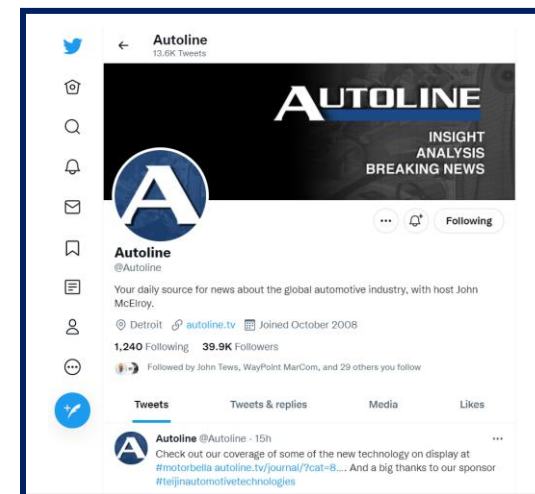
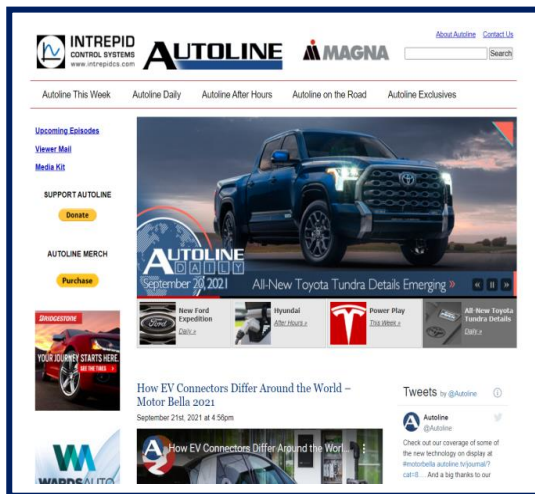
Package pricing and volume discounts are available.



Program Sponsorships Include:

AUTOLINE

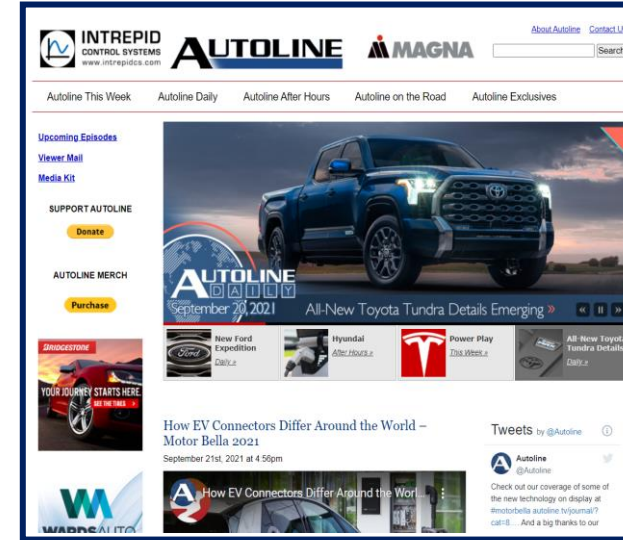
- Company logo within show
- Voice over with “Brought to you by...” including company tagline
- :15 video commercial
- Company logo/link in rotation on top and bottom of Autoline.tv website
- Company logo/link in Autoline e-mail blasts
- Ongoing Social Media Promotions
 - Autoline retweets, shares, tags, and likes your content to amplify your message



Additional Sponsorship Opportunities

AUTOLINE

- **Autoline Exclusive**
 - ~10-minute executive video interview
 - Posted to Autoline website, YouTube & social channels
 - \$3,000
- **Autoline.tv website**
 - Left column banner on all pages - \$1,000/mo
 - Logo in rotation - top & bottom of all pages - \$1,000/mo
 - Banner in all posts - \$500/mo
- **Transcript banner**
 - Banner in Autoline Daily transcript - (5 days/wk) - \$2,500/mo
- **Homepage carousel**
 - Large ad in rotation on homepage - \$3,000/mo
- **E-mail banner**
 - Banner ad in Autoline Daily eBlast - (5 days/wk) - \$1,000




Industry Event Sponsorship

Program	About	Signature Sponsor	Associate Sponsor
Autoline on the Road	~10 (3-5 minute) interviews from auto shows and other industry events.	\$25,000 Company logo and a verbal mention in every video, :15 commercial in the majority of videos, & executive interview.	\$9,000 Company logo is included in every video, :15 commercial is in rotation with other sponsors. + \$2,000 for executive interview



Radio Sponsorship

Program	About	Price	Deliverables
Automotive Insights 	Exclusive advertising on John McElroy's <i>Automotive Insights</i> on WWJ NewsRadio 950. 60-second news reports on the auto industry that airs 3x/day Monday – Friday	\$78,000/year \$1,750/week	:10 or :30 ad after each report



Contact

John McElroy
734-542-7000
jmcelroy@autoline.tv

