



## Complete Media Kit

### *The Automotive Industry's Media, Marketing, and Lead Generation Platform*

Hosted by:

**Ian Nethercott – Founder, Auto Hub Show**  
**Peter “webdoc” Martin – Co-Host, President, Cactus Sky Digital**

Weekly Live Show  
**Mondays at 11:00 AM Eastern**

### **About Auto Hub Show**

The Auto Hub Show is a **dealer-focused media and marketing platform** built to educate, inform, and connect the automotive industry.

Founded by Ian Nethercott and co-hosted with Peter “webdoc” Martin, the platform combines:

- live weekly podcast content
- industry thought leadership
- email marketing
- social media amplification
- lead generation programs
- trade show marketing

Unlike traditional automotive media companies, AutoHubShow is designed to **convert industry conversations into measurable business results.**

### **Audience & Reach**

AutoHubShow delivers access to one of the most targeted audiences in automotive:

#### **Email Reach**

#### **80,000+ dealership decision makers**

1. Automotive Prospects (80,000+)
2. Automotive Vendors (4,000)
3. NADA attendees (12,000+ past 5 years)
4. Fixed Operations Specific (24,000+)
5. Stellantis Dealers (6468)



6. BMW Dealers (1865)
7. Toyota Dealers (7554)
8. Hyundai Dealers (1001)
9. Kia (1011)
10. Nissan (2150)
11. GM (8500)
12. Honda (5054)
13. Mazda (1420)
14. VW (721)
15. Audi (153)
16. Mercedes-Benz (510)

NOTE: Custom audiences available upon request.

#### **2026 NADA Follow-up**

We have a database of over 4000 attendees from the 2026 NADA Convention in Las Vegas, and as part of this engagement, we will provide outbound marketing to this list to drive sales appointments post-show.

#### **2025 MOPAR Follow-Up**

We have a database of over 500 attendees from the 2026 MOPAR show in Orlando, and as part of this engagement, we will provide outbound marketing to this list to drive post-show sales appointments.

### **LinkedIn Reach**

Ian Nethercott

- 29,956+ connections, 31,146 Followers

Peter “webdoc” Martin

- 13,000+ connections

### **Core Platform**

#### **1. Weekly Auto Hub Show**

The foundation of the platform.

Live weekly broadcast featuring:

- dealership operations
- fixed ops profitability



- technology innovation
- marketing strategies
- industry trends

### **Episode Sponsorship: \$3,000 per episode**

Includes:

- sponsor introduction and positioning
- logo placement across show and digital channels
- exposure across website and email campaigns
- guest participation opportunity
- promotion to 80,000+ dealer database
- social amplification across Ian and Peter networks

### **2. Thought Leadership Guest Interview: \$2,500**

Position your company as an industry authority.

Includes:

- live or recorded interview
- YouTube and podcast distribution
- social media clips
- article summary
- newsletter inclusion

This is designed to **build credibility, not sell.**

### **Content & Publishing Platform**

#### **3. Auto Hub Weekly eNewsletter Monthly (sent out every Sunday to 80K)**

**\$3,000 per month (Title Sponsor)**

**\$1,500 banner ad placement**

**\$2,000 sponsored article included in eNewsletter**

A weekly dealer briefing delivering:

- industry news
- show recaps
- upcoming topics
- expert insights



## Website Sponsorships:

- Platinum Level: \$5,000
- Gold Level: \$2,500
- Silver Level: \$1,200

## Earned Media & Lead Generation

### 4. Earned Media Campaign: \$5,000

Transforms content into a full marketing campaign.

Includes:

- Auto Hub Show interview
- thought leadership article
- landing page with lead capture
- email promotion
- social media distribution

### 5. Vendor Lead Generation Program: \$10,000 per month (minimum of 3 months)

Full-funnel marketing program combining:

- podcast exposure
- content marketing
- landing pages with data conversion tools
- email campaigns
- social distribution

Delivers:

- qualified dealer leads
- measurable pipeline growth

This is one of the **highest ROI offerings**, converting visibility into leads.

## Email Marketing Programs & Deliverability

### Core offerings

- **High deliverability email builds** with subject line testing, creative refreshes, and campaign reporting.



- **Campaign deployment** (single sends, daily runs, and multi-send post-show packages). Standard deployment price model used in practice (e.g., \$2,500 per deployment; post-show packages may be offered as multi-send bundles).
- **Strategy and creative** — headline, CTA, and offer development tuned for dealer audiences and B2B buyers.
- **Reporting & sales handoff** — opens, clicks, landing page engagement, and UTM tracking to drive rapid sales follow up.

### **Benefits**

- Reach decision makers in a format with measurable engagement.
- Rapid testing and optimization for improved open and click rates.
- High-impact, low cost per meaningful engagement versus in-show staffing alone.

### **6. Dealer Email Campaign sent out to over 80,000 automotive contacts.**

#### **Single email campaign: \$2,500**

Includes:

- campaign strategy
- custom creative
- list segmentation
- delivery and reporting

#### **Monthly email campaigns (3) delivered as a timed marketing campaign: \$6,000**

- one educational campaign
- one sales campaign
- one targeted hard sales to the engaged from the first 2 campaigns

Leverages:

- 80,000+ dealer database
- OEM-specific targeting
- NADA attendee data

### **Benefits**

- Reach decision makers in a format with measurable engagement.
- Rapid testing and optimization for improved open and click rates.

#### **Landing Page Development & Data Capture: \$750**



- **Conversion-optimized landing pages** built for event campaigns, demos, and offers.
- **Integrated lead capture forms** with validation, lead routing, and CRM sync.
- **Mobile responsive design and analytics** to ensure high conversion on any device.
- **Custom branding, lead routing, and tracking**
- **Google Tag Manager & analytics setup included**

### **Benefits**

- Capture high quality leads and reduce friction between click and action.
- Provide sales with the context they need to act quickly (UTMs, source, and behavioral data).
- Reduce drop off and improve campaign ROI.

### **Video & Media Production**

#### **7. Vendor Video Profiles: \$3,500**

Includes:

- professional video interview
- editing and production
- social media clips

Creates long-term reusable marketing assets.

#### **Webinar Programs (Compare to others starting at \$17,500)**

#### **8. Dealer Education Webinars: \$5,000**

Includes:

- topic development
- promotion to dealer audience
- webinar hosting
- lead capture forms

Designed to generate **high-quality inbound leads**.

#### **9. Retargeting Campaign: \$1,000 per month + ad spend**

Keeps your brand visible across digital channels.



## 10. Social & Content Amplification

**Social Media Audience Development: \$2,000 per month**

**Leverage our proven track record of building influential social media audiences.**

Our audience growth strategy focuses on **LinkedIn** as the primary platform for B2B engagement, particularly in industries where networking with decision-makers is essential.

We can help grow all of your social channels:

- Facebook Followers
- Facebook Likes
- Facebook Reviews
- X Followers
- LinkedIn Corporate
- Instagram Followers
- YouTube Subscribers
- YouTube Videos
- Google My Business Views

Our process includes:

- **LinkedIn Growth Strategy:**
  - **Targeted Connection Building:**  
We will identify and connect with high-value potential customers and industry influencers within your sector. Leveraging our experience, our team will target automotive executives and key industry players.
  - **Personalized Messaging:**  
Using **LinkedIn's** advanced targeting capabilities, we will initiate personalized connection requests with messages tailored to resonate with industry professionals.
  - **Content-Driven Engagement:**  
Consistent, engaging content is the key to growing an audience. We will develop and post regular **LinkedIn** content for both personal and corporate profiles that align with your business objectives. This content will include:
    - Thought leadership posts.
    - Industry insights and trends
    - Success stories and testimonials
    - Company news and service highlights



### **Co-Branded LinkedIn Exposure: \$1,000 per month**

Leverages Ian and the webdoc's industry influence.

### **Social Content Creation: \$1,500 per month**

#### **Social Media & Authority Building**

### **LinkedIn Thought Leadership Campaigns: \$3,000 per month**

Includes:

- content creation
- strategic posting
- audience engagement

#### **Marketing Strategy & Consulting**

### **11. Dealer Marketing Strategy Programs: \$500 per hour**

Includes:

- strategic planning
- campaign execution
- CRM integration recommendations
- ongoing consultation

### **Why the AutoHubShow**

AutoHubShow is not just media.

It is a **complete automotive marketing platform** combining:

- trusted industry content
- targeted dealer reach
- integrated marketing execution
- measurable lead generation

No other platform combines **media + marketing + data + distribution** at this level.

But with one key difference:



**It does not just deliver impressions.  
It delivers engagement, authority, and leads.**

**Contact:**

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Peter “webdoc” Martin – Co-Host  
President, Cactus Sky Digital



## **Trade Show Marketing & Coverage**

**(NADA, Digital Dealer, MOPAR)**

A complete **pre-show, during-show, and post-show marketing system.**

### **Pre-Show Marketing**

#### **Pre-Show Email Campaign**

**\$3,000 per month**

Promotes your brand to 80,000+ dealers before the event.

#### **Video + Landing Page with data capture form Creation**

**\$2,000 one-time**

Creates a central conversion hub for your campaign.

#### **Retargeting Campaign**

**\$1,000 per month + ad spend**

Keeps your brand visible across digital channels.

### **During Show Marketing**

#### **Daily “Top Booth” Emails (NADA Only)**

**\$3,000**

Positions your booth as a must-visit.

#### **Daily Booth Email Marketing to all attendees.**

**\$2,500**

Drives same-day booth traffic.

#### **Event Promotion Campaign**

**\$2,500**



Promotes VIP events and activations.

### **Workshop Promotion**

**\$2,500**

Drives attendance and thought leadership positioning.

### **Social & Content Amplification**

#### **LinkedIn Exposure**

**\$1,000 per month**

Leverages Ian and the webdoc's industry influence.

#### **Social Content Creation**

**\$1,750 one-time**

#### **Social Campaign Strategy**

**\$3,500 one-time**

#### **Live Trade Show Coverage**

#### **Auto Hub Show LIVE From Your Booth**

**\$5,000 per day**

Includes:

- live interviews
- video content
- social media coverage
- booth traffic generation

Transforms your booth into a **content destination**.

### **Post-Show Conversion**

**Triggered Email Follow-Up Campaign content creation**



**\$2,000 One time**

**Post-Show Email Campaign**

**\$2,500 per month**

Converts leads into pipeline and revenue.

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