



# **AUTOLINE**



## **2025 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.
- Our website has several channels that carry our different programs, blog, and other information resources.
- 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. 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 Says



“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**

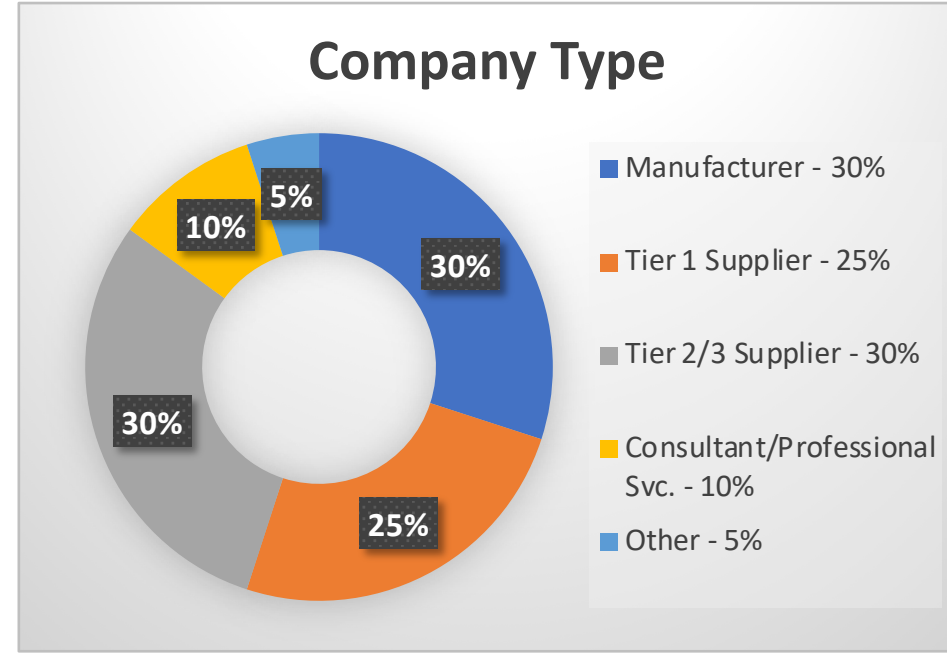
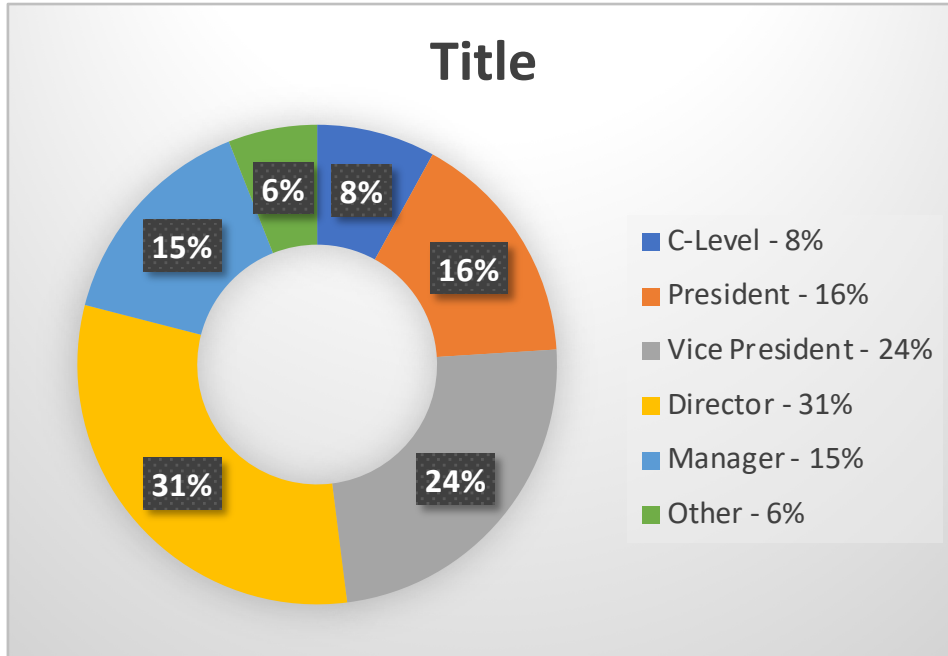


“I’ve known John McElroy for the better part of four decades. He’s one of the most knowledgeable and trusted voices in automotive journalism, and that is embodied in Autoline. Whether it’s the long-running TV show, or Autoline Daily, or one of their other exclusive online features, Autoline is a tremendous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

**Mark Reuss, President, GM**



# Audience Breakdown






Source: Publisher's own compiled data



# Audience Engagement

- Annual YouTube views: 7,257,620 (+3% YoY)
- Total annual watch time: 878,300 hours (+25% YoY)
- Total Social Media Following:
  - 2022: 138,900 followers (+13% YoY)
  - 2023: 160,600 followers (+14% YoY)

 YouTube	108,000+ followers
	40,700+ followers
	3,700+ likes
	1,500+ followers
	6,700+ connections



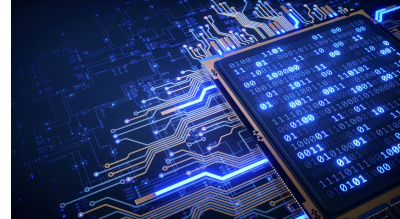
# Programs

## 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 and Gary Vasilash along with automotive guests, journalists, and vehicles.
- Take Autoline After Hours on the road by sponsoring it!



# 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 programs on location	Same great content from anywhere in the world		\$7,000/episode*

Package pricing and volume discounts are available.

\*Plus expenses

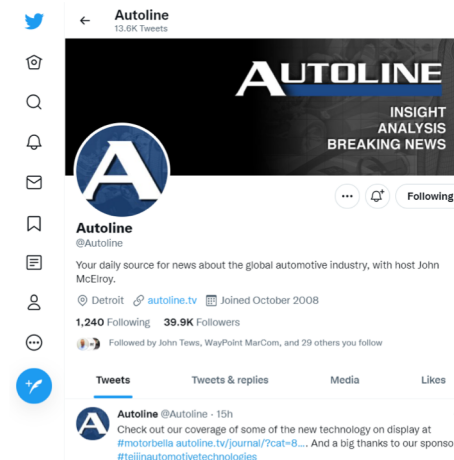




# Program Sponsorships Include:

**AUTOLINE**

- Company logo within show
- Voice over with “Brought to you by...” including company tagline
- :15 audio/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.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
- **E-mail banner**
  - Banner ad in Autoline Daily eBlast
  - (5 days/wk) - \$1,000

The screenshot shows the Autoline website interface. At the top, there are logos for Intrepid Control Systems, Autoline, and Magna, along with a search bar and navigation links for 'About Autoline' and 'Contact Us'. Below the navigation, there are links for 'Autoline This Week', 'Autoline Daily', 'Autoline After Hours', 'Autoline on the Road', and 'Autoline Exclusives'. The main content area features a large image of a blue Toyota Tundra with the text 'AUTOLINE DAILY September 20, 2021 All-New Toyota Tundra Details Emerging'. To the left of the main image is a sidebar with 'Upcoming Episodes', 'Viewer Mail', 'Media Kit', 'SUPPORT AUTOLINE' (with a 'Donate' button), and 'AUTOLINE MERCH' (with a 'Purchase' button). Below the main image is a row of smaller article thumbnails for 'New Ford Expedition', 'Hyundai After Hours', 'Power Play', and 'All-New Toyota Tundra Details'. At the bottom, there is a tweet from @Autoline dated September 21st, 2021, at 4:56pm, with the text 'How EV Connectors Differ Around the World - Motor Bella 2021' and a link to the article.



# Autoline Exclusive

Program	About	Price	Deliverables
Automotive Exclusive	10-15 minute 1-on-1 interview with your Executive either in person at an agreed-upon location or remotely.	\$2,500/episode	<ul style="list-style-type: none"><li>Completed video will be posted to Autoline YouTube channel and posted to our social channels.</li><li>Sponsor can also use video as it would like: internally, externally, and on its social channels.</li></ul>



# 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.	\$9,500 Company logo is included in every video, :15 commercial is in rotation with other sponsors. <i>+ \$2,000 for executive interview</i>



Consumer  
Technology  
Association®

THE **BA+TTERY** SHOW  
NORTH AMERICA

# 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	:15 or :30 ad after each report

