



NWIDA MARKETING OPPORTUNITIES

About NWIDA

The National Wireless Independent Dealer Association (NWIDA) is the association for the “local” wireless dealer sales/repair shop.

Our members and target audience are the non-carrier owned, and non “big box” stores selling and/or repairing wireless devices. Our universe includes over 40,000 businesses in the USA.

Our members receive discounts (provided by Vendor Partners, or VPs) on the products and services used and needed every day. They have access to exclusive content and have their questions answered by subject-matter experts.

Our current list of VP services includes:

- ✓ Payroll Processing
- ✓ HR Management
- ✓ Store Signage
- ✓ Business Phones
- ✓ Store Gift Cards
- ✓ Security Cameras
- ✓ Paper Goods/Snacks/Warehouse Items
- ✓ Credit Card Processing
- ✓ Accounting/Bookkeeping Services
- ✓ Store Furniture
- ✓ Repair/Inventory Tracking
- ✓ IT Services
- ✓ Printing / Direct Mail
- ✓ Insurance

Our marketing and co-marketing options are on the following page.



With an exclusive marketing database of over 20,000 wireless dealers and repair shops, NWIDA is the perfect marketing partner for your wireless related products or services.

Corporate Level Membership

NWIDA offers a Corporate Level (CL) membership, which combines many of the al-la-carte options (on page 3) into one discounted program, as well as offering exclusive benefits not available anywhere else.

The CL is the perfect choice for those companies who do business, or would like to do business, with wireless retail and repair shops.

CL membership includes discounts on NWIDA services, including marketing opportunities, as well as exclusive options not available anywhere else, including:



- ✓ 2 email blasts (1,000 per) to the NWIDA marketing database (\$150 value) as well as a 25% discount on all other email blasts.
 - Enhanced reporting on email blasts (**CL exclusive**)
- ✓ 24 Free Social Media Posts (2x/month) on a chosen NWIDA social media account. (\$100 value)
- ✓ Discounted NWIDA Membership to your customers:
 - 20% any membership + 5% finder's fee to you.
- ✓ Discounts on Reverse Auction Fees (**CL exclusive**)
 - 50% savings on any sales-level membership, with additional free months:
 - Savings up to \$400 on seller membership
 - 1 bonus month on a six-month membership
 - 2 bonus months on an annual membership
 - Additional .5% savings on auction premiums
- ✓ Free upgrade to Premium Listing on **THE LIST** (\$99 value)

The new CL membership is available for ~~\$1999~~ per year - **Now offered at \$999 per year for a limited time.**

To sign up for a Corporate Level Membership, please visit www.nwida.org/cl or contact NWIDA at info@nwida.org or 919/694-3298 (919-NWIDA-98.)

Our a-la-carte options are listed on the following page.



NWIDA a-la-carte Marketing Opportunities

Option	Benefits	Requirements	Cost
Discounted NWIDA Membership	<ul style="list-style-type: none"> Discounted Membership to your eligible customers/members Referral Fee paid to you. Can be combined with “Email Blast” below 	Must have eligible members	Free
THE LIST – Basic Membership	<ul style="list-style-type: none"> Tier 3 in Search Results List in 2 Categories 	None	Free To join THE LIST, please visit www.nwidalist.org/join
THE LIST – Featured Membership	<ul style="list-style-type: none"> Higher Search Results List in up to 4 categories Videos allowed No Ads on page Website link Weekly Analytic Reports 	None	\$9.99/mo. \$99 /yr. To join THE LIST, please visit www.nwidalist.org/join
Ad on THE LIST	<ul style="list-style-type: none"> Ads located on the right side of the search result pages, as well as on Basic Members pages 	Provide Ad content	Search Pages: \$50/month \$550/yr. - \$25 setup charge Member Pages: \$75/month \$825/yr. - \$50 setup charge
Discounted NWIDA Membership	<ul style="list-style-type: none"> Discounted Membership to your eligible customers Referral Fee paid to you. Can be combined with “Email Blast” below 	Must have eligible members	Open
Email Blast(s)	<ul style="list-style-type: none"> Email sent via our marketing company (your name/email for responses), using nationally recognized ESP to over 16000 wireless stores/shops in the US. Can choose entire list, segmented by location or a random sampling of the database 	Provide content	\$75 CPM - Min 500 discounts up to 100% for reciprocal email / co-marketing efforts. In addition, NWIDA can offer your customers a discounted membership and pay a referral fee for all new signups.
Vendor Partner	<ul style="list-style-type: none"> Listed in New Member Guide Own page on NWIDA.org Free listing on THE LIST Access to member info Social Media marketing/advertising from NWIDA 	Provide discount or other service for NWIDA members	Open

To join THE LIST, please visit www.nwidalist.org/join

For all other options, please email info@nwida.org or call 919-NWIDA-98 (919-694-3298) extension 120.