

# 2009 NIADA USED CAR INDUSTRY REPORT



## GENERAL INFORMATION

- The 2009 NIADA Used Car Industry Report presents a concise and thorough evaluation of the used motor vehicle industry.
- Dealer demographics, industry data, and pertinent information from industry experts are just a few of the many items highlighted throughout the report.
- Dealers and allied industry alike depend on this data source to maneuver through the highly competitive used motor vehicle industry.

Half and full page four-color display ads are now available in the 2009 NIADA Used Car Industry Report. Distribution is 23,000+ annually to the entire NIADA membership, by subscription and special requests, at the NIADA Annual National Convention, and at national industry trade shows throughout the year.

## EXPECTED DISTRIBUTION MONTH: MAY 2009.

- Cover positions are on a first-come first-served basis, with first right of refusal from current cover position advertisers.
- Placement of ads within your industry's area of expertise within the industry report are available on a first-come first-served basis.
- All display ad rates listed below are full-color gross rates.

## NIADA USED CAR INDUSTRY REPORT AD DISPLAY RATES

### Back Cover

\$3,750

### Inside Cover

\$3,500

### Inside Back Cover

\$3,500

### Full Page (within the publication)

\$3,250

### 1/2 Page (within the publication)

\$2,250



THE USED CAR INDUSTRY REPORT IS NOW AVAILABLE FOR VIEWING ONLINE WITH ADVERTISEMENTS AT NIADA.COM

## 2009 NIADA MEMBERSHIP LIST SALE

List includes: Dealership name, dealer principal, address and phone.

NOW OVER 20,500 MEMBERS STRONG NATIONWIDE NIADA is offering vendors a rare opportunity to purchase the entire NIADA Membership List, of over 18,000 dealer principals, at a discount of 8¢ per member. Purchase the entire list at a rate of \$1,500, or a minimum of 10 states, at 15¢ per member. To purchase the entire list, simply complete membership list sale form which can be found at niada.com under the "Advertise with NIADA section of the Web site." Fax the form back to Chase Tidwell at (817) 649-2377. To purchase a minimum of 10 states, please indicate the states by their two-letter abbreviation in the field noted below. (If you are purchasing certain states, we will contact you with a total # of members in those states and provide a final cost for your list at 15¢ per member for final approval before charging to your credit card.)

(NIADA Membership list is not available for re-sale nor to forward to unauthorized vendors/dealers)