

STATE MAGAZINES PROGRAM

CURRENT STATE ASSOCIATION MAGAZINES NOW BEING PUBLISHED BY NIADA:



AIADA - Alabama
 Car Business - Arkansas
 Under The Hood - Idaho
 The Dealer's Edge - Illinois
 Car Lines - Indiana
 Street Smart - Iowa
 The Open Road - Louisiana
 MA/New England--CT, ME, NH, RI, VT
 Driveline - Michigan

The Spark Plug - Mississippi
 Dealer News - Nevada
 Dealer News - New Jersey
 The Driving Force - New York
 Northland Dealers - (MN & ND)
 Independent Dealer News - Ohio
 Dealers Resource - Oklahoma
 Dealer News - West Virginia



GENERAL INFORMATION

NIADA publishes 17 state magazines that are distributed to a ALL used car dealer licenses in each specified state. The state magazines offer a mix of state specific and national information for the independent dealers in each state represented. The state magazines includes articles and columns from the industry's most knowledgeable and accomplished experts.

STATE-SPECIFIC EDITORIAL CONTENT FOR THE STATE MAGAZINES WILL INCLUDE:

- Messages From the State Executive Directors
- Coverage of State-Specific Events and Programs
- State-Specific Dealer Educational Opportunities
- State-Specific Legal and Legislative Information

AND

IN ADDITION, THE STATE MAGAZINES WILL INCLUDE COVERAGE OF NIADA NEWS, EDUCATION AND SPECIAL EVENTS AS WELL AS NATIONAL LEGAL, LEGISLATIVE AND REGULATORY INFORMATION.

STATE MAGAZINES AND DIRECTORIES



STATE MEMBERSHIP DIRECTORY ADVERTISING RATES

ADVERTISING INFORMATION: FULL PAGE ADS ONLY 4.5" X 7.5"

PUBLISH DATE	PUBLICATION	CIRCULATION	INSIDE PAGES	PREMIUM PLACEMENT*
FEB. 2010	Indiana Directory	245	\$360	\$475
FEB. 2010	MA/New England Directory	454	\$400	\$540
FEB. 2010	Michigan Directory	545	\$500	\$650
FEB. 2010	Ohio Directory	528	\$410	\$550

PACKAGE RATES:

FOUR PACKAGE DISCOUNT
 Inside Pages
 \$350/Publication

* FRONT INSIDE COVER, PAGE 3, CENTER SPREAD, BACK INSIDE COVER, BACK COVER

EACH STATE DIRECTORY IS PUBLISHED IN FEBRUARY AND HAS A SHELF LIFE OF ONE CALENDAR YEAR. THE DIRECTORIES ARE DISTRIBUTED TO EVERY DEALER MEMBER IN THE SPECIFIED STATE AND IS USED AS A REFERENCE GUIDE.



CIRCULATION/FREQUENCY

	# OF ISSUES	CIRCULATION
Alabama	6	3,959
Arkansas	6	3,063
Idaho	4	1,536
Illinois	6	5,574
Indiana	10	2,436
Iowa	6	2,409
Louisiana	6	2,200
MA / New England*	6	3,564
Michigan	4	3,005
Mississippi	6	3,701
Nevada	6	1,420
New Jersey	6	1,282
New York	6	5,698
Northland (MN/ND)	6	1,755
Ohio	6	5,352
Oklahoma	12	3,717
West Virginia	6	801
	108	51,472

MAGAZINE DEADLINES

	AD SPACE RESERVATION DEADLINE	AD MATERIALS DEADLINE
January	12/7/09	12/10/09
February	12/29/09	1/11/10
March	1/25/10	2/10/10
April	2/24/10	3/10/10
May	3/25/10	4/09/10
June	4/26/10	5/10/10
July	5/25/10	6/10/10
August	6/24/10	7/09/10
September	7/26/10	8/10/10
October	8/25/10	9/10/10
November	9/25/10	10/08/10
December	10/26/10	11/10/10

THE NIADA STATE MAGAZINES ARE DISTRIBUTED NO LATER THAN THE FIRST OF EACH MONTH.

MONTHLY MAGAZINE SCHEDULE

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
Arkansas	Alabama	Arkansas	Alabama	Arkansas	Alabama
Illinois	Indiana	Idaho	Indiana	Illinois	Idaho
Indiana	Iowa	Illinois	Iowa	Indiana	Indiana
MA/New England*	Louisiana	Indiana	Louisiana	MA/New England*	Iowa
Michigan	Nevada	MA/New England*	Michigan	Mississippi	Louisiana
Mississippi	New Jersey	Mississippi	Nevada	New York	Nevada
New York	Northland (MN/ND)	New York	New Jersey	Ohio	New Jersey
Ohio	Oklahoma	Ohio	Northland (MN/ND)	Oklahoma	Northland (MN/ND)
Oklahoma	West Virginia	Oklahoma	Oklahoma		Oklahoma
			West Virginia		West Virginia

JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Arkansas	Alabama	Arkansas	Alabama	Arkansas	Alabama
Illinois	Indiana	Idaho	Iowa	Illinois	Idaho
Indiana	Iowa	Illinois	Louisiana	Indiana	Iowa
MA/New England*	Louisiana	Indiana	Michigan	MA/New England*	Louisiana
Michigan	Nevada	MA/New England*	Nevada	Mississippi	Nevada
Mississippi	New Jersey	Mississippi	New Jersey	New York	New Jersey
New York	Northland (MN/ND)	New York	Northland (MN/ND)	Ohio	Northland (MN/ND)
Ohio	Oklahoma	Ohio	Oklahoma	Oklahoma	Oklahoma
Oklahoma	West Virginia	Oklahoma	West Virginia		West Virginia

ADVERTISING PAYMENT

- "All-inclusive" insertions may be paid on a quarterly basis, with each quarterly payment due on the 20th of the month preceding the start of the quarter.
- "Term" insertions sold as a package (meaning multiple states) may be paid on a quarterly basis, at the discretion of your advertising sales representative. (Each quarterly payment will be due on the 20th of the month preceding the start of the quarter.)
- "Individual term" and "per issue" insertions must be paid in full on the 20th of the month preceding the first ad insertion date.
- Payment may be submitted by credit card by completing NIADA's Credit Authorization Form, or by submitting a check payable to: NIADA Services, 2521 Brown Blvd., Arlington, TX 76006

STATE MAGAZINES

PER TERM (term rate includes cost of advertising in all issues in that state)

Confirmed

States:	# OF ISSUES	CIRCULATION	FULL PAGE	2/3 PAGE	HALF PAGE	1/3 PAGE
Alabama	6	3,959	\$4,200	\$3,780	\$3,360	\$2,730
Arkansas	6	3,063	\$3,875	\$3,485	\$3,100	\$2,520
Idaho	4	1,536	\$2,065	\$2,065	\$1,650	\$1,330
Illinois	6	5,574	\$4,295	\$3,860	\$3,435	\$2,790
Indiana	10	2,436	\$6,300	\$5,670	\$5,040	\$4,095
Iowa	6	2,409	\$3,600	\$3,240	\$2,880	\$2,340
Louisiana	6	2,200	\$3,530	\$3,175	\$2,825	\$2,295
MA / New England*	6	3,564	\$3,960	\$3,565	\$2,690	\$2,575
Michigan	4	3,005	\$2,665	\$2,395	\$2,130	\$1,730
Mississippi	6	3,701	\$3,960	\$3,565	\$2,690	\$2,575
Nevada	6	1,420	\$3,375	\$3,040	\$2,700	\$2,195
New Jersey	6	1,282	\$2,895	\$2,605	\$2,315	\$1,880
New York	6	5,698	\$4,350	\$3,915	\$3,480	\$2,825
Northland (MN/ND)	6	1,755	\$3,375	\$3,040	\$2,700	\$2,195
Ohio	6	5,352	\$4,295	\$3,865	\$3,435	\$2,790
Oklahoma	12	3,717	\$6,800	\$6,120	\$5,440	\$4,420
West Virginia	6	801	\$2,415	\$2,175	\$1,930	\$1,570
		108	\$51,472			

ALL-INCLUSIVE RATES

FULL PAGE
\$425 per issue

HALF PAGE
\$330 per issue

1/3 PAGE
\$250 per issue

- To receive all-inclusive rates, advertiser must place advertising for the entire term in at least 13 of the 17 magazines offered.

*CT, ME, NH, RI, VT

ADVERTISING RATES ALL RATES LISTED ARE NET RATES

PER ISSUE

Confirmed

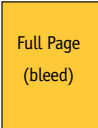
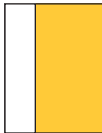




States:	FULL PAGE
Alabama	
Arkansas	
Idaho	
Illinois	
Indiana	
Iowa	
Louisiana	
MA / New England*	
Michigan	
Mississippi	
Nevada	
New Jersey	
New York	
Northland (MN/ND)	
Ohio	
Oklahoma	
West Virginia	

- Existing all-inclusive advertisers have first right of refusal on the premium positions for any additional state magazine NIADA acquires in 2010.

ALL RATES LISTED ARE FULL COLOR RATES. DEDUCT 30% FOR B/W AD RATES.

DISPLAY AD SIZES

(USED CAR DEALER & STATE MAGAZINES)

Image area		Width	Depth
	Full Page (Bleed)	8.625	11.125
	Full Page (Centered with 1/4" border)	7.875	10.375
	2/3 Page (Vertical)	4.813	9.875
	1/2 Page (Vertical)	4.813	7.312
	1/2 Page (Horizontal)	7.376	4.811
	1/3 Page (Vertical)	2.312	9.875
	1/3 Page (Square)	4.813	4.813
	1/6 Page (Vertical)	2.312	4.875
	1/6 Page (Horizontal)	4.813	2.313
	Junior Spread (Bleed)	17.00	7.5
	(live area)	16.746	7.463
	(No Bleed)	15.75	6.804



PLEASE MAKE SURE THE ENTIRE FILE IS HIGH RESOLUTION AND THAT ALL IMAGES WITHIN THE AD ARE 300 DPI.

PRODUCTION MATERIALS

DIGITAL AD MATERIALS

High resolution PDF formatted ads are preferred and can either be e-mailed to your advertising representative or mailed on CD to the NIADA Used Car Dealer Magazine. If ads are designed in "In Design," please send an EPS version of your ad instead of a PDF. Advertiser may also place artwork on our FTP Site. Contact your advertising representative for FTP site instructions.

IMAGE RESOLUTIONS

Please make sure the entire file is high resolution and that all images within the ad are 300 DPI. Ads and images that are not to specs will be sent back to advertiser.

COLOR

All spot color and four-color ads should be converted to CMYK.

FONTS

Please make sure all fonts are embedded in the file before saving to PDF.

AD SIZE

Ad sizes must conform to the sizes presented in this media kit. Publisher will not reduce or enlarge ads to fit required space. Incorrect size ads will be sent back to advertiser.

ADITORIALS/COPY REGULATIONS

Aditorials must include words "Paid Advertisement" prominently on the ad. Used Car Dealer Magazine reserves the right to refuse aditorials based on contents of the material and/or the refusal of the advertiser to include the words "Paid Advertisement" on the advertising piece.

MAGAZINESPECIFICATIONS