



## GENERAL INFORMATION

- Used Car Dealer Magazine is the official monthly publication of the National Independent Automobile Dealers Association (NIADA) and is the most established publication serving the used motor vehicle industry.
- Used Car Dealer Magazine is targeted to automotive dealer professionals who are on the cutting edge of the automobile remarketing industry- and looking to go further.
- Used Car Dealer Magazine provides the most relevant, concise and unbiased editorial content in the industry. Its reputation is unparalleled among its competitors, and industry professionals have come to rely on its educational and up-to-date content.

## CIRCULATION

- Used Car Dealer Magazine is targeted to OVER 19,500 used motor vehicle dealer principles and subscribers nationwide that comprise the NIADA membership.
- Circulation breakdown: approximately 18,500 dealer members, auctions and associate members, and 1,000 paid subscribers and vendors comprise the monthly distribution list.
- Used Car Dealer Magazine's paid circulation means you're not wasting your precious advertising dollars on inflated circulation numbers. Every ad will reach the key decision makers in the used motor vehicle industry.

## USED CAR DEALER MAGAZINE IS ONLINE!



- Used Car Dealer Magazine's newly designed and enhanced online version can be downloaded and viewed at [www.usedcardealermagazine.com](http://www.usedcardealermagazine.com).
- Viewers can email specific articles, columns and advertisements within the online version to others. The new online version also allows viewers a search engine to search articles within the current issue and all archived issues by key words or phrases.
- Viewers can also hyperlink directly to advertisers' Web sites by simply clicking on their ad in the online version of the magazine. Advertisers can even play streaming video commercials on top of their display ads in the online version.
- Monthly issues are also archived on the site.

## ONLINE DISPLAY AD HYPERLINK PACKAGES

- Hyperlink of the entire online display ad (viewer can scroll and click on your ad to reach your web site.)

*PACKAGE COST: \$100/month (added to your print insertion order)*

## ONLINE "ADVERTISERS OF THE MONTH" PACKAGE

- Available only to full page advertisers
- The home page of Used Car Dealer Magazine.com will include an "Advertisers of the Month" section. This package includes a thumbnail of your ad on the home page that when clicked hyperlinks directly to your ad within the online publication.
- This package also includes a hyperlink of the entire full page ad in the online version to your web site.

*PACKAGE COST: \$200/month (added to your print insertion order)*

## STREAMING VIDEO COMMERCIAL PACKAGE

- The online version of the magazine allows a "play now" button which appears when a viewer scrolls the mouse over your online ad. When the play now button is clicked, your streaming video commercial appears on top of your ad. This feature is perfect for those who already have television commercials and/or advertisements/product infomercials etc. that have appeared on NIADA.TV

*PACKAGE COST: \$300/month (added to your print insertion order)*

# DISPLAY ADVERTISING RATES



**\*ALL RATES BELOW ARE PER INSERTION**

**FULL COLOR**

	1x	3x	6x	12 x
Full page	2,895	2,780	2,705	2,485
2/3 page	2,420	2,345	2,280	2,130
1/2 pg	2,165	2,110	2,060	1,940
1/3 page	1,800	1,760	1,710	1,495
1/6 page	1,405	1,370	1,360	1,290

- Rates shown are full color display ad rates
- Spot Color Ads (b/w + one color): Deduct 15% off of rates shown
- Black & White Ads: Deduct 25% off of rates shown
- Cover Positions: Add 15% to the rates shown 12-time rates (must purchase all 12 months)
- Pages 3, 5, 9- Add 10% to the rates shown 12-time rates (must purchase all 12 months)

**PRODUCTS AND SERVICES GUIDE CLASSIFIED RATES**

	1x	6x	12 x	Mechanical spec
Square Classified	\$100	\$90	\$75	1.75 x 1.75
Rectangle (Vertical) Classified	\$150	\$125	\$100	1.75 x 2.5
Large Rectangle (Horizontal)	\$200	\$175	\$150	3.5 x 2.5

\*\*\* classified rates are non commissionable  
 \*\*\* black and white display classifieds only (no liners)



**AUTO AUCTION DIRECTORY LISTING RATES**

- Includes your auction logo, monthly listing in the magazine, as well as an online listing and Web site hyperlink at [www.niada.com/links](http://www.niada.com/links)
- Contract year is January 1 - December 31. All new listings falling between those dates will be pro-rated for the balance of the year.
- Full payment is due in advance of directory listing being published.
- Payment and ad info due by the 30th of the month prior to start-up.
- Logo artwork must be provided in a high resolution PDF, JPEG or TIF format.

→ COST: \$828 annually

**INSERTS**

Inserts are available in Used Car Dealer Magazine. Contact your advertising representative for correct specifications and details. Advertiser will pay a set placement fee for the insert. Additionally, advertiser will be responsible for printing and shipping of the inserts to the publisher.

## 2010 SPACE RESERVATION AND ARTWORK DEADLINES

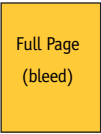
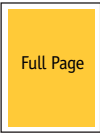
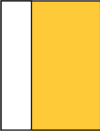
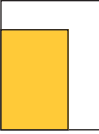

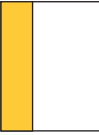
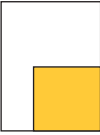

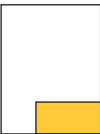

SPACE RESERVATION DEADLINE	ARTWORK/MATERIALS DEADLINE
JANUARY 12/7/09	12/11/09
FEBRUARY 12/29	1/4
MARCH 1/25	2/3
APRIL 2/24	3/2
MAY 3/25	4/2
JUNE 4/26	5/3
JULY 5/25	6/2
AUGUST 6/24	7/2
SEPTEMBER 7/26	8/3
OCTOBER 8/25	9/3
NOVEMBER 9/25	10/4
DECEMBER 10/26	11/3

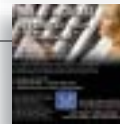


# DISPLAY AD SIZES



(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.

# EDITORIAL CALENDAR

## JANUARY:



### "NADA CONVENTION" SPECIAL ISSUE

750 Bonus Distribution at NADA Convention

1. NADA Convention Coverage
2. NADA/NIADA Joint Programs
3. The Economy in 2010

## FEBRUARY:

### "LEGISLATIVE" SPECIAL ISSUE

1. Federal Automotive Legislative Issues
2. How to Lobby/Grass Roots Campaigns
3. How to form a Local/State Gov't Affairs Programs

## MARCH:

### "DEALER MARKETING" SPECIAL ISSUE

1. Expanding Your Internet Presence: The Secrets to SEO Success.
2. Marketing to Special Population Groups
3. Adding "Certified Pre-Owned" to your Marketing Mix

## APRIL:

### "AFTERMARKET/ACCESSORIES" SPECIAL ISSUE

1. Recession-Busting Strategies to Speed Accessory Sales
2. How to Integrate Accessories into the Selling Process
3. Turning Used Vehicles into New Money
4. How to Start Your First Service Bay

## MAY:

### NIADA PRE-CONVENTION COVERAGE



1. NIADA Pre-Convention Coverage
2. Certified Master Dealer Success Stories
3. The Importance of Becoming a Certified Master Dealer

## JUNE:

### NIADA CONVENTION SPECIAL ISSUE



1,500 BONUS DISTRIBUTION AT NIADA CONVENTION

1. NIADA Convention Coverage
2. Sales: The Latest in Techniques and Training  
Profiting by Doing Good for Others

## JULY:

1. Hybrids: When & What to Expect As They Hit Your lot
2. Serving the Mechanical Needs of Hybrids
3. Incoming NIADA President Interview

## AUGUST:

### NIADA POST CONVENTION COVERAGE

1. Complete Post-NIADA Convention Coverage
2. National Quality Dealer of the Year Profile
3. NIADA.TV Dealer Education Updates

## SEPTEMBER:

### "ANNUAL AUTO AUCTION" SPECIAL ISSUE

1. NAAA Coverage
2. NAAA President Q & A
3. Auction Industry Perspectives

## OCTOBER:

### "FINANCE" SPECIAL ISSUE

1. BHPH: Preparing to Convert a Customer W2 into Cash
2. How to Choose a Collection or Repo Company
3. Beacon Scores: How They Affect Your Sales

## NOVEMBER:

1. Customer Follow Up & Loyalty Programs
2. The latest in Dealer Web Site Technology
3. Dealership Cash Flow- How to Stay Afloat

## DECEMBER:

1. Year-End Industry Reviews
2. Industry in the Community: Being Involved and

