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

In addition, the State Magazines will include coverage of NIADA news, education and special events as well as national legal, legislative and regulatory information. These magazines are also available online inclusive of advertisements at www.niada.com/state_magazines.php.

Additionally, each month the individual magazines are sent out via an email blast to the dealer members in each state letting them know the online version is up for viewing and their hard copy will be received shortly.

MONTHLY STATE MAGAZINE SCHEDULE

JANUARY
- Colorado
- Illinois
- Indiana
- MA/New England
- Michigan
- Nebraska
- New Mexico
- New York
- Ohio
- Oregon
- Utah

FEBRUARY
- Alabama
- Arizona
- California
- Carolinas (NC/SC)
- Indiana
- Iowa
- Louisiana
- Nevada
- New Jersey
- Oregon
- Tennessee

MARCH
- Alabama
- Arizona
- California
- Carolinas (NC/SC)
- Indiana
- Iowa
- Louisiana
- Nebraska
- New Mexico
- New York
- Ohio
- Oregon
- Nevada
- New Jersey
- Oregon
- Utah

APRIL
- Alabama
- Arizona
- California
- Carolinas (NC/SC)
- Indiana
- Iowa
- Louisiana
- Michigan
- Nebraska
- New Mexico
- New York
- Ohio
- Oregon
- Nebraska
- New Jersey
- Oregon
- Tennessee

MAY
- Alabama
- Arizona
- California
- Carolinas (NC/SC)
- Indiana
- Iowa
- Louisiana
- Michigan
- Nebraska
- New Mexico
- New York
- Ohio
- Oregon
- Nebraska
- New Jersey
- Oregon
- Tennessee

JUNE
- Alabama
- Arizona
- California
- Carolinas (NC/SC)
- Indiana
- Iowa
- Louisiana
- Nevada
- New Jersey
- Oregon
- Texas
- Utah

JULY
- Alabama
- Arizona
- California
- Carolinas (NC/SC)
- Indiana
- Iowa
- Louisiana
- Nebraska
- New Mexico
- New York
- Ohio
- Oregon
- Utah

AUGUST
- Alabama
- Arizona
- California
- Carolinas (NC/SC)
- Indiana
- Iowa
- Louisiana
- Nebraska
- New Mexico
- New York
- Ohio
- Oregon
- Tennessee

SEPTEMBER
- Alabama
- Arizona
- California
- Carolinas (NC/SC)
- Indiana
- Iowa
- Louisiana
- Nebraska
- New Mexico
- New York
- Ohio
- Oregon
- Tennessee

OCTOBER
- Alabama
- Arizona
- California
- Carolinas (NC/SC)
- Indiana
- Iowa
- Louisiana
- Michigan
- Nebraska
- New Mexico
- New York
- Ohio
- Oregon
- Tennessee

NOVEMBER
- Alabama
- Arizona
- California
- Carolinas (NC/SC)
- Indiana
- Iowa
- Louisiana
- Nebraska
- New Mexico
- New York
- Ohio
- Oregon
- Tennessee

DECEMBER
- Alabama
- Arizona
- California
- Carolinas (NC/SC)
- Indiana
- Iowa
- Louisiana
- Nevada
- New Jersey
- Oregon
- Tennessee

* (ME, NH, RI, VT)
STATE MAGAZINES OVERVIEW

CIRCULATION & FREQUENCY

<table>
<thead>
<tr>
<th>State</th>
<th>Issues</th>
<th>Circulation</th>
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<tr>
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<tr>
<td>California</td>
<td>6</td>
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<tr>
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<td>Nebraska</td>
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<tr>
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<td>1,276</td>
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<td>New York</td>
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</tr>
<tr>
<td>Ohio</td>
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<td>5,437</td>
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<tr>
<td>Oregon</td>
<td>12</td>
<td>1,727</td>
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<tr>
<td>Tennessee</td>
<td>6</td>
<td>3,795</td>
</tr>
<tr>
<td>Utah</td>
<td>6</td>
<td>1,236</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>128</strong></td>
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*MA*, *NH*, and *VT*

MAGAZINE DEADLINES

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<th>Artwork Deadline</th>
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<tr>
<td>March</td>
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<td>9/6</td>
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<tr>
<td>November</td>
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<tr>
<td>December</td>
<td>10/29</td>
<td>11/6</td>
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</tbody>
</table>

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 76011
**STATE MAGAZINE ADVERTISING RATES**

**PER TERM**

Term rate includes cost of advertising in all issues in that state.

* Members receive every state issue. List of non-members are split into two lists and each list receives every other issue printed.

<table>
<thead>
<tr>
<th>STATES</th>
<th>Number of Issues</th>
<th>Circulation</th>
<th>Full page</th>
<th>2/3 page</th>
<th>1/2 page</th>
<th>1/3 page</th>
</tr>
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<tbody>
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<td>6</td>
<td>4,769</td>
<td>$4,230</td>
<td>$3,870</td>
<td>$3,420</td>
<td>$2,820</td>
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<td>$3,600</td>
<td>$3,210</td>
<td>$2,820</td>
<td>$2,310</td>
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<td>7,555**</td>
<td>$4,230</td>
<td>$3,870</td>
<td>$3,420</td>
<td>$2,820</td>
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<td>11,568**</td>
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<td>$2,310</td>
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<td>6,428**</td>
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<td>$3,600</td>
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<td>$2,580</td>
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<td>$2,250</td>
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<tr>
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**PER ISSUE**

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<th>1/2 page</th>
<th>1/3 page</th>
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<tbody>
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<td>ALABAMA</td>
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<td>ARIZONA</td>
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<td>$785</td>
<td>$715</td>
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<td>COLORADO</td>
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<tr>
<td>UTAH</td>
<td>$635</td>
<td>$575</td>
<td>$515</td>
<td>$420</td>
</tr>
</tbody>
</table>

**ALL INCLUSIVE RATES**

To receive all-inclusive rates, advertiser must place advertising for the entire term in at least 13 of the 20 magazines offered.

Existing all-inclusive advertisers have first right of refusal on the premium positions for any additional state magazine NIADA acquires in 2018.

<table>
<thead>
<tr>
<th></th>
<th>Full page</th>
<th>1/2 page</th>
<th>1/3 page</th>
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<tr>
<td>TOTAL</td>
<td>$470</td>
<td>$380</td>
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</tbody>
</table>

All rates listed are full color rates. All rates listed are PER ISSUE.
### AD MATERIALS
All measurements in inches, width by height. Keep all text and logos in live area.

High resolution PDF formatted ads are preferred and can either be e-mailed to your advertising representative or mailed on CD to the NIADA. 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 dots per inch (DPI). Ads and images that are not to specs will be sent back to the advertiser.

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

### FONTS
Please make sure all fonts are outlines in the file before saving to PDF or EPS.

### 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.

### ADVERTORIALS
Copy Regulations Advertisements must include words “Paid Advertisement” prominently on the ad. Used Car Dealer Magazine/State Magazines reserves the right to refuse advertorials based on contents of the material and/or the refusal of the advertiser to include the words “Paid Advertisement” on the advertising piece.