

used car dealer magazine

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 19,000 used motor vehicle dealer principles and subscribers nationwide that comprise the NIADA membership.
- Circulation breakdown: approximately 18,000 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!

www.UsedCarDealer.Epubxpress.com

- *Used Car Dealer Magazine's* enhanced online version can be downloaded and viewed at www.UsedCarDealer.Epubxpress.com.
- Viewers can e-mail specific articles, columns and advertisements within the online version to others. The 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' websites 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 website.*)

PACKAGE COST: \$125/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 website.

PACKAGE COST: \$225/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: \$325/month (added to your print insertion order.)

2012 editorial calendar

JANUARY:

BACK TO THE BASICS: SALES

- **750 Bonus Distribution at NADA Convention**
1. Back to the Basics: Sales 101
 2. Tips On How To Sell An Extra 10 Cars Per Month
 3. NADA Convention Coverage
 4. Buy Here-Pay Here: A Different Sales Approach

BONUS DISTRIBUTION

FEBRUARY:

BACK TO THE BASICS: OPERATIONS

1. Back to the Basics: Choosing the Right DMS System
2. Dealership Accounting 101
3. Reducing Overhead through Payment Processing

MARCH:

BACK TO THE BASICS: MARKETING

1. Back to the Basics: Building and Maintaining Dealer Websites
2. The State of Traditional Advertising
3. Online Listing Trends
4. Negotiating the Best Ad Rates for Your Budget

APRIL:

BACK TO THE BASICS: COMPLIANCE

1. Back to the Basics: How to License a Car Out of State
2. Staying Compliant
3. All About Forms

MAY:

BACK TO THE BASICS: BHPH

- **NIADA Pre-Convention Special Issue**
 - **500 Bonus Distribution at NADA Convention**
1. Back to the Basics: How to Start Up a BHPH Operation
 2. BHPH Risks and Rewards
 3. Best 20 Group Ideas
 4. NIADA Pre-Convention Coverage

BONUS DISTRIBUTION

JUNE:

BACK TO THE BASICS: SERVICE

- **NIADA Convention Special Issue**
 - **1,500 Bonus Distribution at NIADA Convention**
1. Back to the Basics: How to Make the Most of Your Service Bay
 2. Vehicle Inspections: Using NIADA Partner Programs
 3. Vehicle Service: Creating and Keeping Loyal Customers
 4. NIADA Convention Coverage

BONUS DISTRIBUTION



JULY:

BACK TO THE BASICS: AFTERMARKET

1. Back to the Basics: What Aftermarket Products Make the Most Profit?
2. Tips to Close the Extended Service Contract Sale
3. NIADA President Profile

AUGUST:

BACK TO THE BASICS: TRANSPORT

- **NIADA Post-Convention Special Issue**
1. Back to the Basics: Transporting Safely and Within Budget
 2. Complete Post-NIADA Convention Coverage
 3. National Quality Dealer of the Year Profile
 4. Inventory Update

SEPTEMBER:

BACK TO THE BASICS: AUCTIONS

- **BONUS DISTRIBUTION**
1. Back to the Basics: Taking Advantage of a Full Service Auction Facility
 2. Tips to Make Your Trade More Valuable
 3. NAAA Convention Coverage/NAAA President Q&A
 4. Auction Industry Perspectives

OCTOBER:

BACK TO THE BASICS: F&I

1. Back to the Basics: NIADA INSURE
2. Cash & Service Solutions for the BHPH Dealer
3. The Latest in Online Financing Tools

NOVEMBER:

BACK TO THE BASICS: PRICING GUIDES

1. Back to the Basics: Pricing Vehicles for a Quick and Profitable Sale
2. Vehicle History Reports: Analyzing the Data
3. Mobile Pricing Guide and Vehicle History Report Updates

DECEMBER:

BACK TO THE BASICS: COLLECTIONS AND REPOSSESSIONS

1. Back to the Basics: Tips for a Successful and Legal Recovery
2. Collection Strategies: Using GPS and Payment Devices
3. Overcoming the Holiday Collections Objections



display advertising rates

*ALL RATES BELOW ARE PER INSERTION

FULL COLOR

	1x	3x	6x	12x
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
- 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	\$125	\$100	\$85	1.75 x 1.75
Rectangle (Vertical) Classified	\$175	\$150	\$125	1.75 x 2.5
Large Rectangle (Horizontal)	\$225	\$200	\$175	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 website hyperlink at 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: \$840 annually (\$70 per month)

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.

2012 Space Reservation & Artwork

DEADLINES

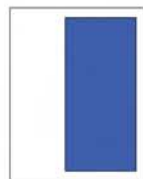
	Space Reservation DEADLINE	Artwork DEADLINE
JANUARY	12/7/11	12/9/11
FEBRUARY	12/28	1/6
MARCH	1/27	2/6
APRIL	2/27	3/6
MAY	3/27	4/6
JUNE	4/26	5/7
JULY	5/28	6/6
AUGUST	6/27	7/6
SEPTEMBER	7/26	8/6
OCTOBER	8/27	9/6
NOVEMBER	9/26	10/8
DECEMBER	10/26	11/6



display ad sizes (used car dealer magazine & state magazines)



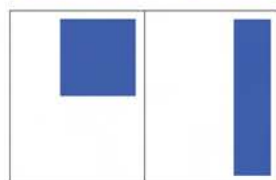
IMAGE AREA	WIDTH	HEIGHT
Full Page (Bleed)	8.625	11.125
(Live Area)	7.25	9.874
(No Bleed)	7.875	10.375



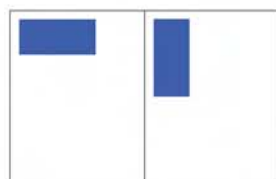
2/3 Page (Vertical)	4.813	9.875
2/3 Page (Bleed)	5.127	11.127



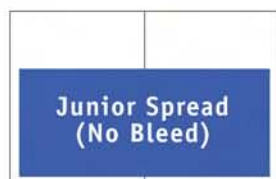
1/2 Page (Horizontal)	7.376	4.811
1/2 Page (Vertical)	4.813	7.312



1/3 Page (Square)	4.813	4.813
1/3 Page (Vertical)	2.312	9.875
1/3 Page (Bleed)	2.937	11.125



1/6 Page (Horizontal)	4.813	2.313
1/6 Page (Vertical)	2.312	4.875



Junior Spread (Bleed)	17.00	7.5
(Live Area)	16.746	7.463
(No Bleed)	15.75	6.804



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. If ads are created in "InDesign," 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 dots per inch (D.P.I.)

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 embedded 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.

ADITORIALS - COPY REGULATIONS

Aditorials must include words "Paid Advertisement" prominently on the ad. Used Car Dealer Magazine/State Magazines 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.