

state magazines program

State Association Magazines Published by NIADA:



Alabama AIADA
 California West Coast Dealer
 Carolinas (NC/SC) ... CIADA Auto Dealer News
 Colorado CIADA Insider
 Illinois Dealer's Edge
 Indiana Car Lines
 Iowa Street Smart
 Louisiana Open Road
 MA/New England* ... Independent Auto Dealer

Michigan Driveline
 Mississippi Spark Plug
 Nebraska Nebraska Dealer Updates
 Nevada NV Dealer News
 New Jersey NJ Dealer News
 New York NY Driving Force
 Ohio Independent Dealer
 Oklahoma Dealers' Resource
 Tennessee Tennessee Dealer News



General Information:

NIADA publishes 18 state magazines that are distributed to 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. These magazines are also available online inclusive of advertisements at www.niada.com/publications.php.



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 membership directories

Advertising Rates

ADVERTISING INFORMATION: Full Page Ads Only (4.5" x 7.5")

PUBLISH DATE	PUBLICATION	CIRCULATION	INSIDE PAGES	PREMIUM PLACEMENT*
MARCH 2012	Indiana Directory	245	\$360	\$475
MARCH 2012	MA/New England Directory	470	\$400	\$540
MARCH 2012	Michigan Directory	500	\$500	\$650
MARCH 2012	Ohio Directory	539	\$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 March 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.

state magazines program

Circulation/Frequency

STATE	Number of ISSUES	CIRCULATION
Alabama	6	2,426
California	6	5,752
Carolinas (NC/SC)	6	6,058
Colorado	6	2,506
Illinois	6	3,603
Indiana	10	2,094
Iowa	6	2,282
Louisiana	6	1,879
MA / New England*	6	6,207
Michigan	4	2,180
Mississippi	6	2,896
Nebraska	6	1,940
Nevada	6	1,010
New Jersey	6	2,919
New York	6	6,108
Ohio	6	5,298
Oklahoma	12	3,665
Tennessee	6	5,200
Total	116	

Magazine Deadlines

MONTH	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

The NIADA State Magazines are Distributed NO Later than the First of Each Month

MONTHLY MAGAZINE SCHEDULE

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
Colorado	Alabama	Colorado	Alabama	Colorado	Alabama
Illinois	Carolinas (NC/SC)	Illinois	Carolinas (NC/SC)	Illinois	Carolinas (NC/SC)
Indiana	California	Indiana	California	Indiana	California
Michigan	Indiana	Mississippi	Indiana	Mississippi	Indiana
Mississippi	Iowa	MA/New England*	Iowa	MA/New England*	Iowa
MA/New England*	Louisiana	Nebraska	Louisiana	Nebraska	Louisiana
Nebraska	Nevada	New York	Michigan	New York	Nevada
New York	New Jersey	Ohio	Nevada	Ohio	New Jersey
Ohio	Oklahoma	Oklahoma	New Jersey	Oklahoma	Oklahoma
Oklahoma	Tennessee		Oklahoma		Tennessee
			Tennessee		
JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Colorado	Alabama	Colorado	Alabama	Colorado	Alabama
Illinois	Carolinas (NC/SC)	Illinois	Carolinas (NC/SC)	Illinois	Carolinas (NC/SC)
Indiana	California	Indiana	California	Indiana	California
Michigan	Indiana	Mississippi	Iowa	Mississippi	Iowa
Mississippi	Iowa	MA/New England*	Louisiana	MA/New England*	Louisiana
MA/New England*	Louisiana	Nebraska	Michigan	Nebraska	Nevada
Nebraska	Nevada	New York	Nevada	New York	New Jersey
New York	New Jersey	Ohio	New Jersey	Ohio	Oklahoma
Ohio	Oklahoma	Oklahoma	Oklahoma	Oklahoma	Tennessee
Oklahoma	Tennessee		Tennessee		

*CT, ME, NH, RI, VT

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 advertising rates

(ALL RATES LISTED ARE NET RATES)

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	2,426	\$3,530	\$3,175	\$2,825	\$2,295
California	6	5,752	\$4,350	\$3,915	\$3,480	\$2,825
Carolinas (NC/SC)	6	6,058	\$4,350	\$3,915	\$3,480	\$2,825
Colorado	6	2,506	\$3,530	\$3,175	\$2,825	\$2,295
Illinois	6	3,603	\$3,960	\$3,565	\$2,690	\$2,575
Indiana	10	2,094	\$6,300	\$5,670	\$5,040	\$4,095
Iowa	6	2,282	\$3,530	\$3,175	\$2,825	\$2,295
Louisiana	6	1,879	\$3,530	\$3,175	\$2,825	\$2,295
MA/New England*	6	6,207	\$4,350	\$3,915	\$3,480	\$2,825
Michigan	4	2,180	\$2,355	\$2,115	\$1,885	\$1,530
Mississippi	6	2,896	\$3,960	\$3,565	\$2,690	\$2,575
Nebraska	6	1,940	\$3,530	\$3,175	\$2,825	\$2,295
Nevada	6	1,010	\$3,200	\$2,950	\$2,600	\$2,100
New Jersey	6	2,919	\$3,960	\$3,565	\$2,690	\$2,575
New York	6	6,108	\$4,350	\$3,915	\$3,480	\$2,825
Ohio	6	5,298	\$4,295	\$3,865	\$3,435	\$2,790
Oklahoma	12	3,665	\$6,800	\$6,120	\$5,440	\$4,420
Tennessee	6	5,200	\$4,295	\$3,865	\$3,435	\$2,790

*CT, ME, NH, RI, VT

PER ISSUE

CONFIRMED STATES	FULL PAGE	2/3 PAGE	HALF PAGE	1/3 PAGE
Alabama	\$640	\$575	\$510	\$415
California	\$775	\$695	\$620	\$505
Carolinas (NC/SC)	\$775	\$695	\$620	\$505
Colorado	\$640	\$575	\$510	\$415
Illinois	\$710	\$640	\$570	\$460
Indiana	\$640	\$575	\$510	\$415
Iowa	\$640	\$575	\$510	\$415
Louisiana	\$640	\$575	\$510	\$415
MA/New England*	\$775	\$695	\$620	\$505
Michigan	\$640	\$575	\$510	\$415
Mississippi	\$710	\$640	\$570	\$460
Nebraska	\$640	\$575	\$510	\$415
Nevada	\$610	\$550	\$490	\$395
New Jersey	\$710	\$640	\$570	\$460
New York	\$775	\$695	\$620	\$505
Ohio	\$765	\$690	\$610	\$495
Oklahoma	\$710	\$640	\$570	\$460
Tennessee	\$765	\$690	\$610	\$495

*CT, ME, NH, RI, VT

ALL INCLUSIVE RATES

FULL PAGE \$430 per issue **HALF PAGE** \$340 per issue **1/3 PAGE** \$265 per issue

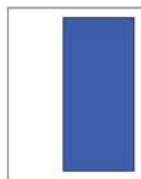
- To receive all-inclusive rates, advertiser must place advertising for the entire term in at least 13 of the 18 magazines offered.
- Existing all-inclusive advertisers have first right of refusal on the premium positions for any additional state magazine NIADA acquires in 2012.

All rates listed are full color rates.

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



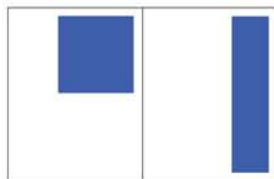
IMAGE AREA	WIDTH	HEIGHT
Full Page (Bleed)	8.625	11.125
(Live Area)	7.25	9.874
(No Bleed)	7.875	10.375



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



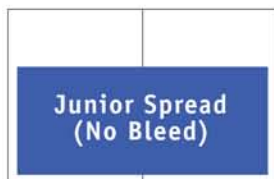
1/2 Page (Horizontal)	7.376	4.811
1/2 Page (Vertical)	4.813	7.312



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.