

# NIADA USED CAR INDUSTRY REPORT FEATURING THE NAAA ANNUAL MARKET REPORT

[www.niada.com/publications.php](http://www.niada.com/publications.php)



## GENERAL INFORMATION

NIADA's most popular annual publication just got better: NIADA and NAAA have joined forces to provide one all-inclusive annual report of both the used vehicle and auction industries.

This all-inclusive annual report debuts yearly at the NIADA convention in mid June and is mailed the first week of July to all 16,000+ NIADA members and all 1,400+ NAAA members. Additional distribution at both NIADA and NAAA annual conventions and at various trade shows throughout the year. This report will also be available for purchase online to all non-members throughout the year at [www.niada.com/publications.php](http://www.niada.com/publications.php)

Includes dealer and auto auction industry demographics, charts and trends, as well as studies and research conducted and collected from various industry and allied industry experts.

Half and full page four-color display ads are now available in the 2018 NIADA Used Car Industry Report. Distribution is 23,000+ annually to the entire NIADA and NAAA membership, by online subscription and special requests, at the NIADA Annual Convention, and at national industry trade shows throughout the year.

## AD PLACEMENTS

Cover positions are on a first-come first-served basis, with first right of refusal from current cover position advertisers.

Placement of ads in your industry's area of expertise within the industry report are available on a first-come first-served basis.

The Used Car Industry Report is also sold online inclusive of advertisements at [niada.com/publications.php](http://niada.com/publications.php)

## NIADA USED CAR INDUSTRY REPORT AD DISPLAY RATES

**BACK COVER**  
\$3,850

**INSIDE COVER**  
\$3,700

**INSIDE BACK COVER**  
\$3,700

**FULL PAGE**  
\$3,450

(Within the publication)

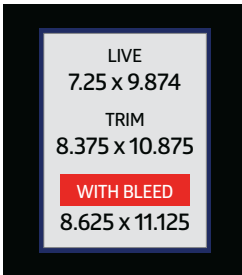
**1/2 PAGE**  
\$2,500

(Within the publication)



## INDUSTRY REPORT NOTES:

**FULL PAGE**



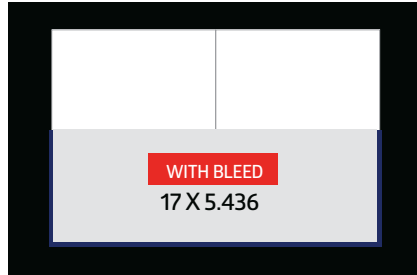
**1/2 PAGE HORIZONTAL**



**1/2 PAGE VERTICAL**



**1/2 PAGE SPREAD**

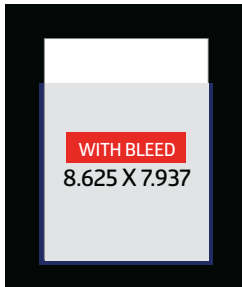


**AD MATERIALS**

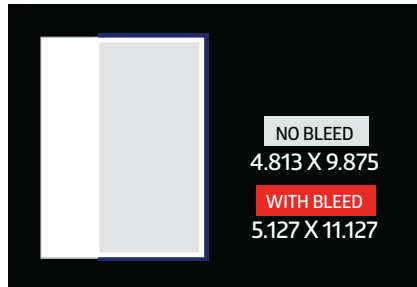
All measurements in inches, width by height. Keep all text and logos in live area.

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.

**2/3 PAGE HORIZONTAL**



**2/3 PAGE VERTICAL**



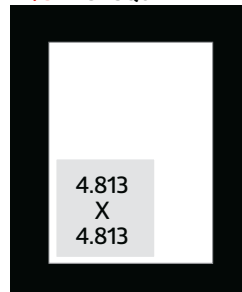
**IMAGE RESOLUTIONS**

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.

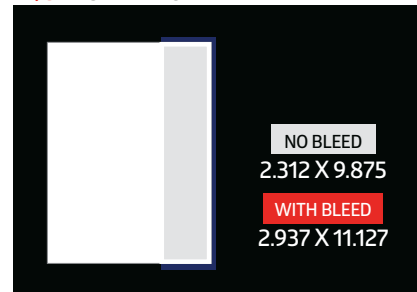
**COLOR**

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

**1/3 PAGE SQUARE**



**1/3 PAGE VERTICAL**



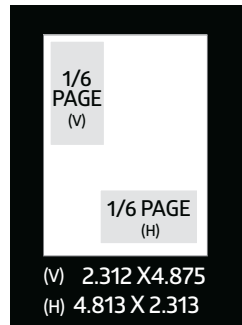
**FONTS**

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

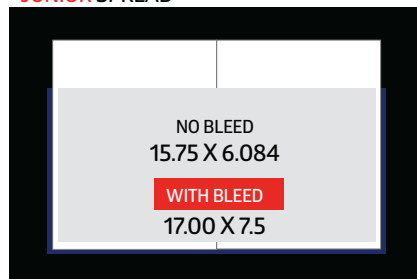
**AD SIZE**

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.

**1/6 PAGE**



**JUNIOR SPREAD**



**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.