

BHPH DEALER MAGAZINE GENERAL INFORMATION

- BHPH DEALER is the official bi-monthly publication targeted specifically for BHPH dealers nationwide.
- BHPH DEALER is a bi-monthly supplement of Used Car Dealer magazine, published on the even months of the year.
- BHPH DEALER is distributed to all 16,000+ dealer members of NIADA, as well as all of the NIADA BHPH Dealer 20 Groups.
- BHPH DEALER MAGAZINE CONTENT provides used vehicle professionals with timely, informative industry news, analysis and expert advice empowering BHPH dealers with the knowledge and expertise necessary to operate their businesses more profitably and efficiently.

- BHPH DEALER will include real strategies, market analysis and tools to help the BHPH dealer community maximize the performance and profitability of their dealerships.
- BHPH DEALER focuses on the financial interests of used vehicle dealers, both franchised and independent. Our magazine has a special focus on the BHPH, subprime and specialty finance segments of a \$345 billion a year industry.



NAAA ON THE BLOCK MAGAZINE GENERAL INFORMATION

- NAAA'S ON THE BLOCK MAGAZINE is the official bi-monthly publication of the National Auto Auction Association targeted to the remarketing and auto auction communities nationwide.
- ON THE BLOCK is a bi-monthly supplement of Used Car Dealer magazine, published on the odd months of the year.
- ON THE BLOCK is distributed to all 16,000+ dealer members of NIADA, and all 1,400+ members of the National Auto Auction Association.

- ON THE BLOCK provides NAAA members updates on association news and events, local auction news, as well as auction safety and arbitration education, legal briefs, and remarketing articles from experts and vendor partners throughout the auction industry.
- ON THE BLOCK also takes great pride in recognizing and promoting local auction community service programs nationwide. In the spirit of celebration, ON THE BLOCK also promotes the many scholarship award winners and achievements of their fellow auction members, staff and families.



2018 AD SPACE RESERVATION & ARTWORK DEADLINES

		AD SPACE	ARTWORK
JANUARY	OTB	11/21/2017	11/29/2017
FEBRUARY	BHPH	12/21/2017	1/5/2018
MARCH	OTB	1/24	1/30/2017
APRIL	BHPH	2/21	2/27
MAY	OTB	3/21	3/27
JUNE	BHPH	4/20	4/27
JULY	OTB	5/21	5/28
AUGUST	BHPH	6/21	6/28
SEPTEMBER	OTB	7/23	7/30
OCTOBER	BHPH	8/22	8/28
NOVEMBER	OTB	9/2	9/28
DECEMBER	BHPH	10/22	10/29



2018 NAAA ON THE BLOCK MAGAZINE AND BHPH DEALER MAGAZINE DISPLAY AD RATES

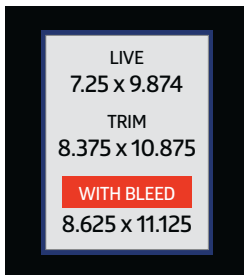
AD SPACE	PER INSERTION
FULL PAGE	\$2,200
HALF PAGE	\$1,600
1/3 PAGE	\$1,150

ALL DISPLAY ADS INCLUDED IN THE ONLINE VERSION AT USED CAR DEALER MAGAZINE.COM WITH HYPERLINK TO YOUR WEBSITE.

NAAA OTB MAGAZINE can also be viewed online at www.niada.com/naaa_on_the_block_magazine.php

BHPH DEALER MAGAZINE can also be viewed online at www.niada.com/bhph_dealer_magazine.php

FULL PAGE



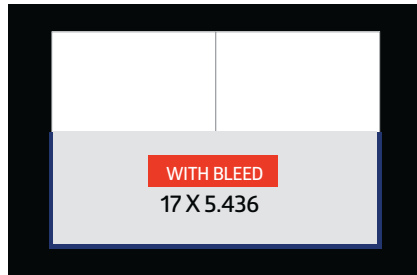
1/2 PAGE HORIZONTAL



1/2 PAGE VERTICAL



1/2 PAGE SPREAD

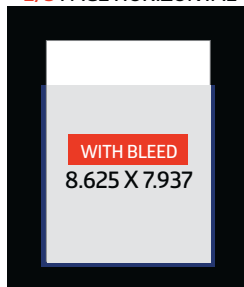


AD MATERIALS

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

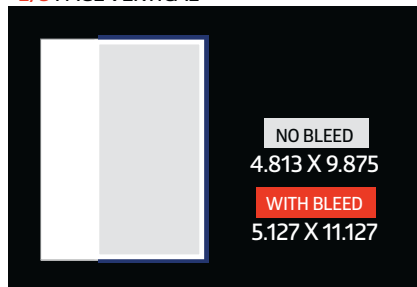


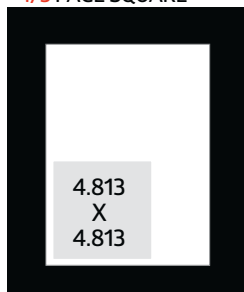
IMAGE RESOLUTIONS

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.

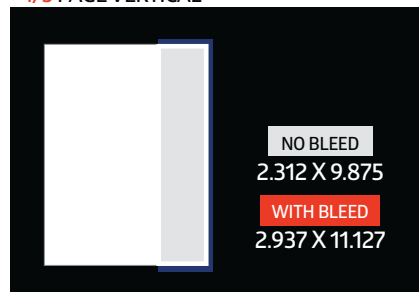
COLOR

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.

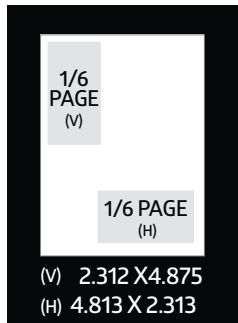
AD SIZE

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.

ADVERTORIALS

Copy Regulations Advertisers 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.

1/6 PAGE



JUNIOR SPREAD

