

STATE MAGAZINES PROGRAM

STATE ASSOCIATION MAGAZINES PUBLISHED BY NIADA GENERAL INFORMATION:

NIADA publishes 20 state specific magazines. These publications are distributed to ALL used car dealer licenses in each specified state (Dealer Principal/ Dealership Owners).

The state magazines highlight dealer financing, indirect lending and a mix of local state-specific and national information for the independent dealers as well as local regulatory and government issues.

These state magazines are also used as a membership recruitment tool and will be used for continuing education purposes.

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

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.



ALABAMA
AlADA

ARIZONA
Arizona's Independent Dealer

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 News
*(ME, NH, RI, VT)

MICHIGAN
Driveline

NEBRASKA
Nebraska Dealer Updates

NEVADA
NV Dealer News

NEW JERSEY
NJ Dealer News

NEW MEXICO
NM Dealer Insight

NEW YORK
NY Driving Force

OHIO
The Independent Dealer News

OREGON
Oregon Dealer News

TENNESSEE
Tennessee Dealer Connect

UTAH
Utah Dealer



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

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

Colorado
Illinois
Indiana
MA/New England*
Nebraska
New Mexico
New York
Ohio
Oregon
Utah

APRIL

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

MAY

Colorado
Illinois
Indiana
MA/New England*
Nebraska
New Mexico
New York
Ohio
Oregon
Utah

JUNE

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

JULY

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

AUGUST

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

SEPTEMBER

Colorado
Illinois
Indiana
MA/New England*
Nebraska
New Mexico
New York
Ohio
Oregon
Utah

OCTOBER

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

NOVEMBER

Colorado
Illinois
Indiana
MA/New England*
Nebraska
New Mexico
New York
Ohio
Oregon
Utah

DECEMBER

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

* (ME, NH, RI, VT)

STATE MAGAZINES OVERVIEW

CIRCULATION & FREQUENCY	Circulation		MAGAZINE DEADLINES	Space Reservation Deadline		Artwork Deadline	
	Number of Issues	Circulation		Space Reservation Deadline	Artwork Deadline		
ALABAMA	6	4,769	JANUARY	12/5/2017	12/11/2017		
ARIZONA	6	2,685	FEBRUARY	1/4	1/9		
CALIFORNIA	6	7,555	MARCH	1/29	2/6		
CAROLINAS (NC/SC)	6	11,566	APRIL	2/27	3/6		
COLORADO	6	2,510	MAY	3/28	4/6		
ILLINOIS	6	6,428	JUNE	4/27	5/7		
INDIANA	10	4,403	JULY	5/29	6/6		
IOWA	6	2,077	AUGUST	6/27	7/6		
LOUISIANA	6	2,215	SEPTEMBER	7/27	8/7		
MA/NEW ENGLAND*	6	3,035	OCTOBER	8/28	9/6		
MICHIGAN	6	5,698	NOVEMBER	9/27	10/5		
NEBRASKA	6	1,594	DECEMBER	10/29	11/6		
NEW JERSEY	6	3,012					
NEW MEXICO	6	1,038					
NEVADA	6	1,276					
NEW YORK	6	3,949					
OHIO	6	5,437					
OREGON	12	1,727					
TENNESSEE	6	3,795					
UTAH	6	1,236					
*(ME, NH, RI, VT)	TOTAL	128					

THE NIADA STATE MAGAZINES ARE DISTRIBUTED NO LATER THAN THE FIRST OF EACH MONTH



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 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.

CONFIRMED STATES	Number of Issues	Circulation	Full page	2/3 page	1/2 page	1/3 page
ALABAMA	6	4,769	\$4,230	\$3,870	\$3,420	\$2,820
ARIZONA	6	2,685	\$3,600	\$3,210	\$2,820	\$2,310
CALIFORNIA	6	7,555**	\$4,230	\$3,870	\$3,420	\$2,820
CAROLINAS (NC/SC)	6	11,566**	\$5,700	\$5,250	\$4,800	\$4,050
COLORADO	6	2,510	\$3,600	\$3,210	\$2,820	\$2,310
ILLINOIS	6	6,428**	\$3,900	\$3,600	\$3,150	\$2,580
INDIANA	10	4,403**	\$7,050	\$6,450	\$5,700	\$4,700
IOWA	6	2,077	\$3,600	\$3,210	\$2,820	\$2,310
LOUISIANA	6	2,215	\$3,600	\$3,210	\$2,820	\$2,310
MA/NEW ENGLAND	6	3,035	\$3,900	\$3,600	\$3,150	\$2,580
MICHIGAN	4	5,698	\$2,820	\$2,580	\$2,280	\$1,880
NEBRASKA	6	1,594	\$3,420	\$3,090	\$2,790	\$2,250
NEW JERSEY	6	3,012	\$3,900	\$3,600	\$3,150	\$2,580
NEW MEXICO	6	1,038	\$3,420	\$3,090	\$2,790	\$2,250
NEVADA	6	1,276	\$3,420	\$3,090	\$2,790	\$2,250
NEW YORK	6	3,949	\$3,900	\$3,600	\$3,150	\$2,580
OHIO	6	5,437	\$4,230	\$3,870	\$3,420	\$2,820
OREGON	12	1,727	\$3,420	\$3,090	\$2,790	\$2,250
TENNESSEE	6	3,795	\$3,900	\$3,600	\$3,150	\$2,580
UTAH	6	1,236	\$3,420	\$3,090	\$2,790	\$2,250
TOTAL	128					



PER ISSUE

CONFIRMED STATES	Full page	2/3 page	1/2 page	1/3 page
ALABAMA	\$785	\$715	\$635	\$520
ARIZONA	\$665	\$595	\$525	\$430
CALIFORNIA	\$785	\$715	\$635	\$520
CAROLINAS (NC/SC)	\$1,100	\$995	\$725	\$600
COLORADO	\$665	\$595	\$525	\$430
ILLINOIS	\$725	\$665	\$585	\$480
INDIANA	\$785	\$715	\$635	\$520
IOWA	\$665	\$595	\$525	\$430
LOUISIANA	\$665	\$595	\$525	\$430
MA/NEW ENGLAND	\$725	\$665	\$585	\$480
MICHIGAN	\$785	\$715	\$635	\$520
NEBRASKA	\$635	\$575	\$515	\$420
NEW JERSEY	\$725	\$665	\$585	\$480
NEW MEXICO	\$635	\$575	\$515	\$420
NEVADA	\$635	\$575	\$515	\$420
NEW YORK	\$725	\$665	\$585	\$480
OHIO	\$785	\$715	\$635	\$520
OREGON	\$635	\$575	\$515	\$420
TENNESSEE	\$725	\$665	\$585	\$480
UTAH	\$635	\$575	\$515	\$420

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.

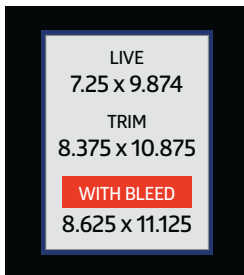
Existing all-inclusive advertisers have first right of refusal on the premium positions for any additional state magazine NIADA acquires in 2018.

Full page	1/2 page	1/3 page
\$470	\$380	\$305

All rates listed are full color rates.

All rates listed are PER ISSUE

FULL PAGE



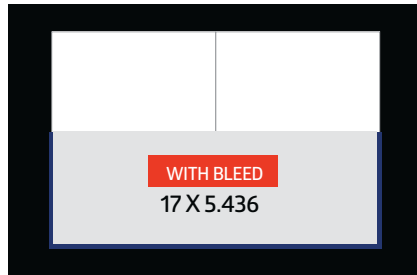
1/2 PAGE HORIZONTAL



1/2 PAGE VERTICAL



1/2 PAGE SPREAD

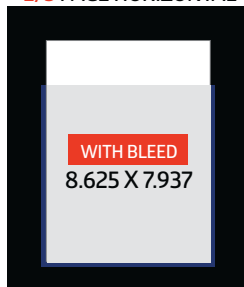


AD MATERIALS

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

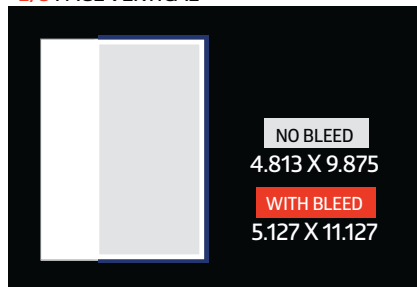


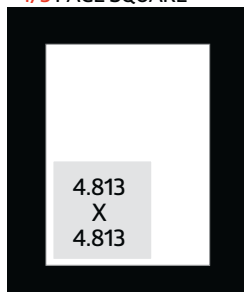
IMAGE RESOLUTIONS

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.

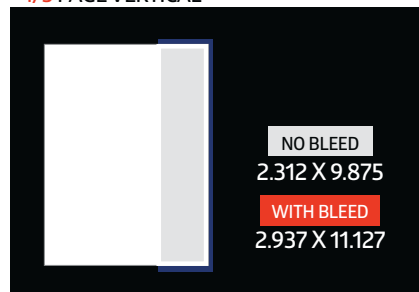
COLOR

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.

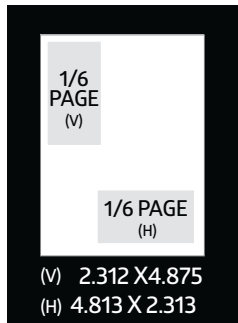
AD SIZE

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

