

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 17,000 used motor vehicle dealer principals and subscribers nationwide that comprise the NIADA membership.
- Circulation breakdown: approximately 16,000 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's enhanced online version can be viewed at www.usedcardealermagazine.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.
- Over 750 unique visitors monthly and over 9,500 online page views monthly.

ONLINE "ADVERTISERS OF THE MONTH" PACKAGE

- Available only to full page advertisers.
- The home page of UsedCarDealerMagazine.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.

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).

STREAMING VIDEO COMMERCIAL PACKAGE

- The online version of the magazine allows a "play now" button that 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).

USED CAR DEALER NOTES:

USED CAR DEALER DISPLAY ADVERTISING RATES

ALL RATES ARE PER INSERTION INFORMATION

- 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)

COLOR	1X	3X	6X	12X
FULL PAGE	\$3,100	\$2,965	\$2,890	\$2,650
2/3 PAGE	\$2,520	\$2,445	\$2,380	\$2,230
1/2 PG	\$2,325	\$2,270	\$2,170	\$2,050
1/3 PAGE	\$1,890	\$1,850	\$1,800	\$1,600
1/6 PAGE	\$1,595	\$1,560	\$1,470	\$1,400

PRODUCTS & SERVICES GUIDE CLASSIFIED RATES

	BLACK & WHITE	1X	6X	12X	SIZE
	SQUARE	\$125	\$100	\$85	1.75 x 1.75
<small>small</small>	RECTANGLE	\$175	\$150	\$125	1.75 x 2.5
<small>large</small>	RECTANGLE	\$225	\$200	\$175	3.5 x 2.5

- Classified rates are non commissionable
- Black and white display classifieds only (no liners)

EDITORIAL CALENDAR

JANUARY (OTB)

1. Fiscal Fitness
2. Conducting a Self-Audit
3. Entrepreneurial Spirit: Small Business Fundamentals
4. Finding Time to Make More Deals

FEBRUARY

1. Reinventing Your Inventory Management Strategy
2. Transparency on Both Sides of the Desk
3. Joe's Garage

MARCH (OTB) 750 BONUS DISTRIBUTION AT NADA CONVENTION

1. Get Your Market Share Back
2. Measure Your F&I Performance
3. High Maintenance vs. Low Maintenance Salesmen

APRIL

1. Speed to Succeed
2. CPO Marketing
3. Joe's Garage

MAY (OTB) NIADA PRE-CONVENTION SPECIAL ISSUE 500 Bonus Distribution at NABD Conference

1. The Virtual Salesman
2. Marketing to Latino Customers
3. Leasing Used Cars: Challenges and Opportunities
4. How to Create a Pay Plan
5. NIADA Pre-Convention Coverage

JUNE NIADA CONVENTION SPECIAL ISSUE 1,500 Bonus Distribution at NIADA Convention

1. Change at the Speed of Millennials
2. What's Next: Generation Z
3. Inside the NIADA-PAC
4. Credit Reports and Compliance
5. Joe's Garage

JULY (OTB)

1. Reinventing Your Online Reputation Strategy
2. Payment Processing Compliance
3. Realistically Managing Your Vendors' Compliance
4. NIADA President Profile

AUGUST NIADA POST-CONVENTION SPECIAL ISSUE

1. Reinventing Your Own Success
2. New Dealers: Making It Through the First Year
3. Establishing and Maintaining Finance Source Relationships
4. Post-NIADA Convention Coverage

SEPTEMBER (OTB)

1. What Will the Dealership of the Future Look Like?
2. Worth a Thousand Words: Using Photos to Make an Impact in Listings and Reviews
3. Succession Planning

OCTOBER ANNUAL FINANCE SPECIAL ISSUE

1. Reinventing the White House
2. Finance Applications and Lead Forms
3. Work with Lenders to Approve More Loans
4. Joe's Garage

NOVEMBER (OTB) ANNUAL AUCTION ISSUE 500 Bonus Distribution at Used Car Week/NAAA Convention

1. Wholesale Technology
2. Eliminate Year-End Accounting Stress
3. Switch Vehicles
4. NAAA Convention Preview/Auction Industry Perspectives

DECEMBER

1. Understanding/Marketing Car Technology
2. Find and Recruit the Right Person
3. Joe's Garage

NAAA ON THE BLOCK MAGAZINE SUPPLEMENT

THE NAAA "ON THE BLOCK" supplement/section will be included within Used Car Dealer Magazine bi monthly on the odd months of the year.



- This joint magazine is distributed to all members of NIADA and to all members of NAAA the months the supplement is included. Total monthly circulation nationwide will average 18,200.
- This is a great partnership & excellent opportunity for both dealers and auctions to learn more about each other's sides of the industry and further promote the synergies between used car dealers and auctions nationwide.

NAAA "ON THE BLOCK" DISPLAY AD RATES:

- The "On the Block" NAAA section of Used Car Dealer Magazine will include opportunities for six to eight total pages of display advertising space from participating NAAA affiliated auctions and auction vendors on a first come-first served basis: (3-4) full page ads, (4-6) half page ads, and (2-4) 1/3 page ads.

- On the Block Supplement Display ad rates are the same as Used Car Dealer Magazine - see top of page 4 of this media kit.
- On the Block ads will also be included within the online version of the overall magazine at www.usedcardealermagazine.com.



NIADA/NAAA AUCTION DIRECTORY LISTING PACKAGES

NAAA & NIADA have teamed up to provide all NAAA member auctions a huge discount on Used Car Dealer magazine's monthly auction directory listings. The calendar year auction directory listing packages include the following exposures:

- Listings printed monthly in the printed version of Used Car Dealer Magazine (distributed to all NIADA dealer members and all NAAA members nationwide).

- Online at www.niada.com along with a free hyperlink to your auction website.
- On NAAA's website at www.naaa.com.
- Within the online version of the magazine at www.usedcardealermagazine.com.



OPTION A \$840 Yearly (paid upfront for the year by November 20 - \$70/month)

- full contact info
- up to five employee lines
- all sale dates and times
- unlimited consignor notations
- up to three color logos
- 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 for year is due in advance of directory listing being published.
- Payment and listing info and

monthly changes due 30 days prior to publish date

OPTION B \$695 Yearly (paid upfront for the year by November 20 - less than \$58/month)

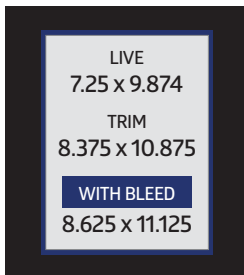
- full contact info
- up to three employee lines
- all sale dates and times
- up to 10 consignor notations
- one color logo

SPACE RESERVATION, ARTWORK & DEADLINES

MAGAZINE DEADLINES	Space Reservation Deadline	Artwork Deadline
JANUARY	12/4/15	12/10/15
FEBRUARY	1/4	1/7
MARCH	1/28	2/5
APRIL	2/26	3/4
MAY	3/28	4/6
JUNE	4/28	5/5
JULY	5/27	6/6
AUGUST	6/27	7/6
SEPTEMBER	7/27	8/5
OCTOBER	8/29	9/6
NOVEMBER	9/27	10/6
DECEMBER	10/27	11/4



FULL PAGE



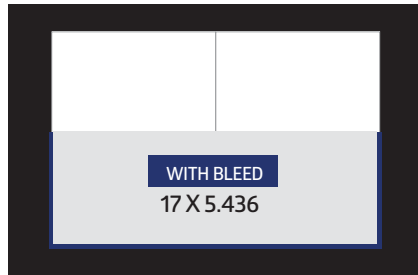
1/2 PAGE HORIZONTAL



1/2 PAGE VERTICAL



1/2 PAGE SPREAD

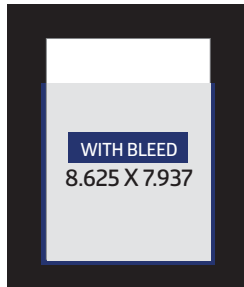


AD MATERIALS

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

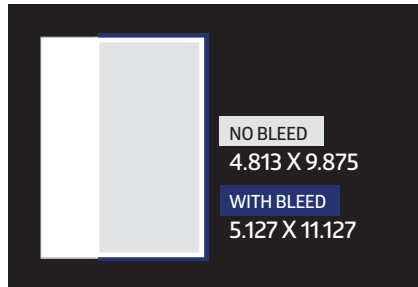


IMAGE RESOLUTIONS

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.

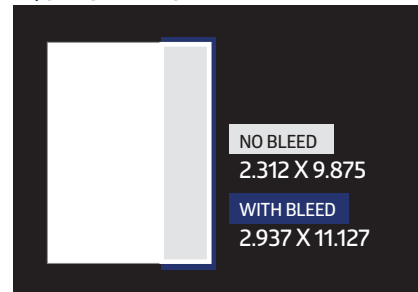
FONTS

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

1/3 PAGE SQUARE



1/3 PAGE VERTICAL



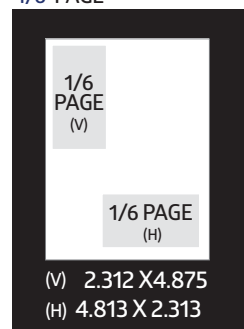
AD SIZE

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 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.

1/6 PAGE



JUNIOR SPREAD

