

# Dealers' Choice

The Official Publication of the Texas Automobile Dealers Association (TADA)



## Moving Forward.

For the first time in a long time, the NFIB Small Business Optimism Index reached 99.8, which is a strong sign that businesses are ready to do business.

**NOW IS THE PERFECT TIME TO MAKE SURE THAT YOUR COMPANY IS TOP OF MIND. AND WE CAN HELP WITH THAT.**

If you would like to advertise in this publication or have questions, we look forward to speaking with you. Call **855.747.4003** or email [sales@thenewslinkgroup.com](mailto:sales@thenewslinkgroup.com).



# Why advertise?

COMMUNICATION WITH MEMBERS IS ALWAYS AN IMPORTANT THING — RIGHT NOW IT'S EVEN MORE SO. DEALERS' CHOICE IS AN EXCEPTIONAL PLATFORM FOR YOUR MESSAGE.

As our economy moves towards stability and future growth, now is a great time for you to reach out to your customers and let them know you appreciate their business and are also open for more business. Print magazines offer a tactile experience of trust, authority and credibility that stands out in today's world.

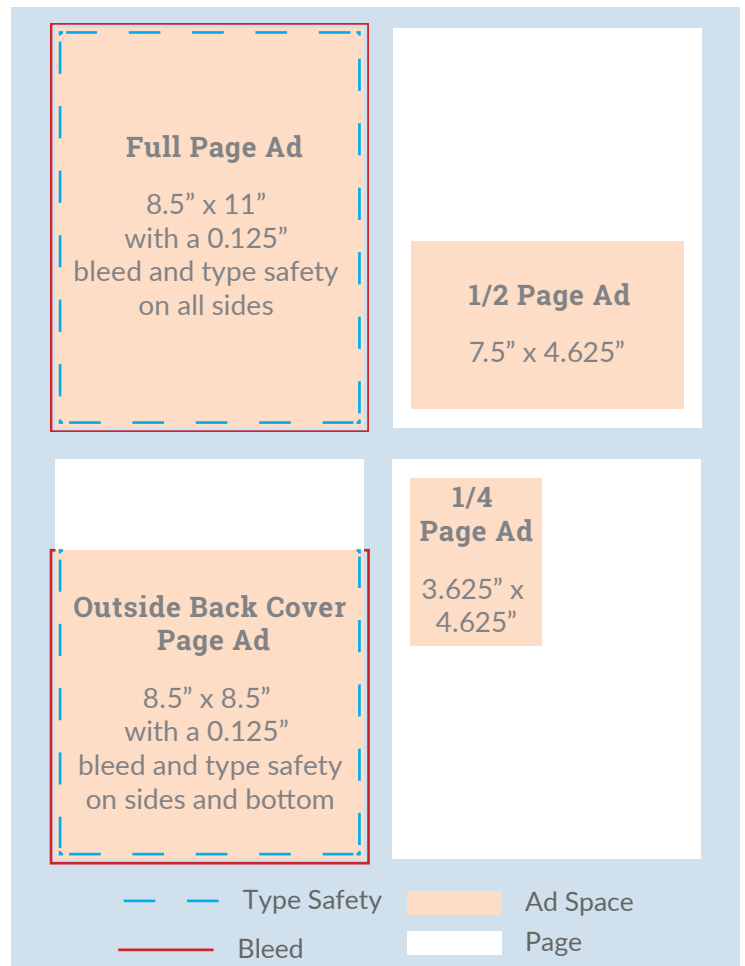
## Cutting-edge editorial content:

Dealers' Choice magazine offers clear, comprehensive, sophisticated and up-to-date information that readers can apply immediately in their own organizations. Contributed to by the association's Board of Directors, as well as the financial service industry's most authoritative practitioners and consultants, this magazine delivers a wealth of insight and covers a broad range of subjects, including the following

- Federal regulatory compliance
- Marketing and branding
- Professional development
- Consumer resources
- Dealership profitability
- TADA news and events
- ROI methodologies
- Industry standards, practices and updates
- HR concerns
- F&I training
- Legislative updates
- Leadership
- The latest trends in automotive technology
- Opportunities, awards and programs in the industry

2021-22 Advertising Rates	
Size	Per Term (4 issues)
Full Page	\$3,386
1/2 Page	\$2,602
1/4 Page	\$2,014
Page 3, 5, or Premium	\$3,886
Inside Front/Back Covers	\$3,636
Outside Back Cover	\$3,886
Centerfold space available; call for rates.	

2021-22 Publication and Advertising Schedule		
Issue	Editorial   Artwork Due	Mail Date
4	June 14, 2021	July 5, 2021
1	Sept 13, 2021	Oct 5, 2021
2	Dec 13, 2021	Dec 31, 2021
3	March 11, 2022	April 4, 2022
4	June 13, 2022	July 5, 2022



# Purchase an ad in the Dealers' Choice.

Name		Title	
Company Name			
Website			
Phone		Email	
Address			
City			
State		Zip Code	Country
Production Contact Email			

Ad size	Number of insertions	Ad Placement	Total cost
Full Page			
1/2 Page			
1/4 Page			
Page 3, 5, 7 Premium			
Inside Front/Back Covers			
Outside Back Cover			
Digital Leaderboard			
Digital Skyscraper			

**Ad Design:**  We will provide an ad in CMYK and 300 PPI, jpg or PDF format with bleed if needed.

We will pay you to design our ad for \$250.

**Payment Method:**  Please invoice me  Credit Card

CC Number		Signature of Purchaser	
Exp. Date	CVV Code	Date	

- Account balance is due in full before publication. Ads not paid in full before publishing are not guaranteed to run. A monthly finance charge of 1.5%, which is 18% per annum, will be charged on the unpaid balance of past due accounts. Customer agrees to pay reasonable attorney's fees and other costs of collection after default and referral to an attorney.
- All materials will be reviewed for acceptability. The publisher and the sponsor reserve the right to refuse any advertisement.
- Position of advertisements is at the discretion of the publisher unless the advertiser has specifically contracted and paid for a premium position.
- Advertisers assume all liability for all content (including text representation and illustration) of the advertisement printed and agree to indemnify, protect and hold harmless the publisher and the sponsor from any claim or action based on the content of an advertisement published.
- Orders cannot be canceled. If there is a problem with an ad, such as excessively late distribution, or quality concerns that are the publisher's fault, the publisher reserves the right, at its discretion, to either refund or make good any paid ad that does not run due to publisher error.

**NewsLINK Group:** \_\_\_\_\_



# Print or Digital? We say both.

Digital magazines are not competing with print — they have their own, very solid place in the mix of marketing and communication campaigns. Digital publications provide a different kind of reader engagement, as opposed to the more immersive reading that happens with print, which is why most readers (a full 87%) prefer both.

Readers have access to digital content anytime, anywhere because most people are not far away from their mobile devices, which adds to the immediate accessibility of messaging via digital media. Technology has enhanced the way we communicate with one another, find information and experience the world.

DIGITAL HAS EXPANDED THE POSSIBILITIES IN PUBLISHING AS WELL, WHICH IS WHY DEALERS' CHOICE IS PUBLISHED IN BOTH PRINT AND DIGITAL FORMATS.



**Dealers' Choice offers these value added services to help you reach your target audience:**

- A magazine website that includes your logo linked back to your website
- A built-out digital version of each issue that includes options for social sharing, a downloadable PDF and a flipping book for those who prefer swiping
- An additional email distribution of the publication, so TADA members and magazine readers will enjoy the benefits of both print and digital experiences



**VIEW IN DIGITAL FORMAT AT:**

[dealers-choice.thenewslinkgroup.org](http://dealers-choice.thenewslinkgroup.org)



## Reach your customers with print and digital.

To advertise in this magazine, contact us today.