

A photograph of three business professionals in a car dealership setting. A woman with blonde hair, wearing a blue polo shirt, is leaning over a laptop. A man in a grey suit jacket and white shirt is smiling and looking at the laptop. Another woman with blonde hair tied back, wearing a dark grey blazer, is also looking at the laptop and holding a pen. The background is slightly blurred, showing other cars in the dealership.

2021- 2022 MEDIA KIT

Dealers' Choice

The Official Publication of the Texas Automobile
Dealers Association

Your Brand, Promoted.

Make sure your company is top of mind. The Dealers' Choice magazine is the perfect place to be seen by all the decision makers in the industry. Advertise in this publication and watch your revenue grow.

Advertise in this publication and get your brand in the hands of your fellow association members, AKA your target market.

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
- Leadership
- Industry standards, practices and updates
- HR concerns
- F&I training
- Legislative updates
- The latest trends in automotive technology
- Opportunities, awards and programs in the industry

VALUE ADDED SERVICES TO HELP KEEP YOU IN THE FOREFRONT:

- 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
- Options to purchase digital advertising space on the magazine website (see pricing on the next page).



Dealers' Choice magazine is the official publication of the Texas Automobile Dealers Association

2021-22 Publication and Advertising Schedule

| Issue | Editorial Artwork Due | Mail Date |
|-------|-------------------------|---------------|
| 1 | Sept 13, 2021 | Oct 5, 2021 |
| 2 | Dec 13, 2021 | Dec 31, 2021 |
| 3 | Mar 11, 2022 | April 4, 2022 |
| 4 | June 13, 2022 | July 5, 2022 |



VIEW ONLINE AT:

dealers-choice.thenewslinkgroup.org

Print Ad Specifications and Pricing

| 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 |
| Print + Digital Premium Pkg. | \$3,886 |
| Centerfold space available; call for rates. | |

(width x height)

Full Page Ad
8.5" x 11"
with a 0.125"
bleed and type safety
on all sides

1/2 Page Ad
7.5" x 4.625"

1/4 Page Ad
3.625" x 4.625"

Outside Back Cover Page Ad
8.5" x 8.5"
with a 0.125"
bleed and type safety
on sides and bottom

— Type Safety

— Bleed

Ad Space

Page

Digital Ad Specifications and Pricing

EVERY DIGITAL AD SHOULD CONTAIN FOUR MAIN COMPONENTS:

1. Your logo or company name
2. A value proposition
3. An image or visual representation of your service
4. A clear call to action with contact information

| 2021-22 Digital Advertising Rates | |
|--------------------------------------------------------------|-----------|
| Size | Per Issue |
| Issue Homepage Skyscraper | \$450 |
| Article Leaderboard Top (exclusive to entire publication) | \$750 |
| Article Leaderboard (exclusive to one article) | \$350 |

Digital ad formats:

.jpeg, .jpg, .png, .gif

File size: 50KB or smaller

Issue Homepage Skyscraper:
300px X 500px

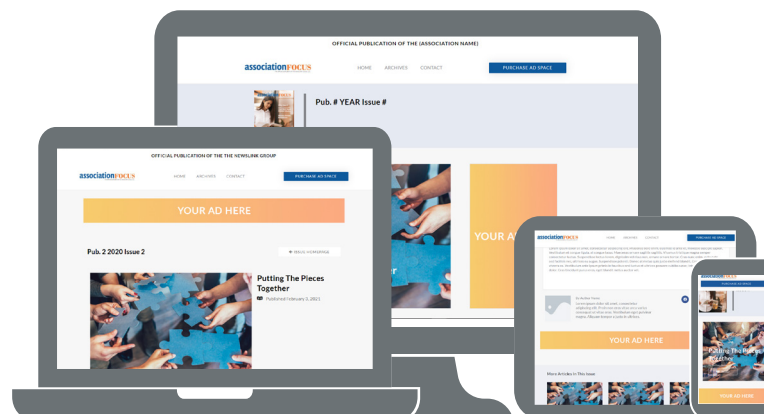
Issue Homepage Skyscraper (mobile):
600px X 120 px

Article Leaderboard:
970px X 90px

Article Leaderboard (mobile):
600px X 120px

Resolution: 72-150 ppi

125 characters of text or less.
Images that consist of more than 20% text may experience reduced delivery.



Are you ready for growth? Go crazy. Be seen.

Contact us today to advertise in this publication.

 **THE newsLINK group**
thenewslinkgroup.org use your words. tell your story.

801.676.9722 | 855.747.4003
sales@thenewslinkgroup.com

Purchase an ad in the Dealers' Choice Magazine.

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

| Print Ad Size | # 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 | | | |
| Print + Digital Premium Pkg. | | | |

| Digital Ad Size | # of Issues | Run Dates | Total Cost |
|----------------------------------------|-------------|-----------|------------|
| Issue Homepage Skyscraper | | | |
| Article Leaderboard Top (all articles) | | | |
| Article Leaderboard (one article) | | | |

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.