

**2023-2024**

# **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 TADA 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)

**Are you ready for growth? Go crazy. Be seen.**  
Contact us today to advertise in this publication.



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### 2023-2024 Production Schedule\*

Issue	Editorial   Artwork Due	Estimated Mail Date
Issue 1	September 15, 2023	October 11, 2023
Issue 2	December 8, 2023	January 3, 2024
Issue 3	March 8, 2024	April 3, 2024
Issue 4	June 7, 2024	July 3, 2024

\* The Editorial | Artwork Due date is the projected production start date and the date we need the content for the issue noted.

\* Based on the needs of the Association, these dates may be pushed back to accommodate events, legislative concerns or last minute news, which makes the publication current and relevant and increases the value to members and advertisers. However, all publications are published as close to these dates as possible.

\* Digital ads are published on the same schedule as the print magazine. In other words, one supports the other, which has proven ROI.



TO VIEW THE MAGAZINE ONLINE  
SCAN THE QR CODE



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



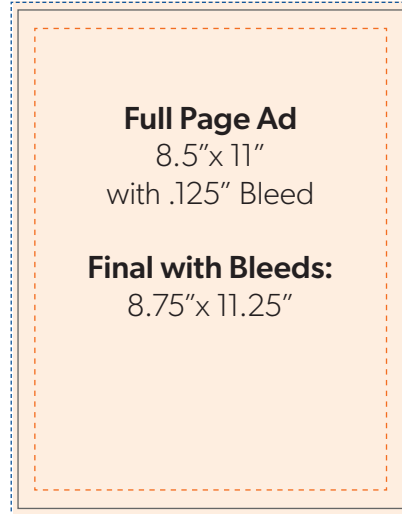
801.676.9722 | 855.747.4003  
[sales@thenewslinkgroup.org](mailto:sales@thenewslinkgroup.org)

# Print Ad Specifications and Pricing

## 2023-2024 Advertising Rates

Size	Per Term (4 issues)
Full Page	\$3,734
Half Page	\$2,870
Quarter Page	\$2,221
Page 3, 5, or Premium	\$4,285
Inside Front/Back Covers	\$4,009
Outside Back Cover	\$4,285
Print + Digital Premium Pkg.	\$4,285

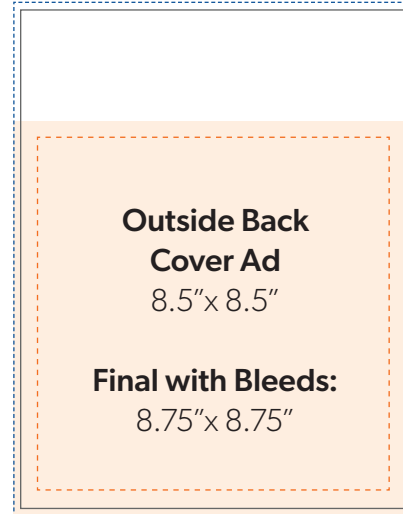
Centerfold space available; call for rates.



### Full Page Specifications:

- Artwork Trim Size: 8.5" x 11"
- Bleed: 0.125"
- - - Text Safe Area: 0.25" from all edges (All text must be within this area to avoid being trimmed off.)

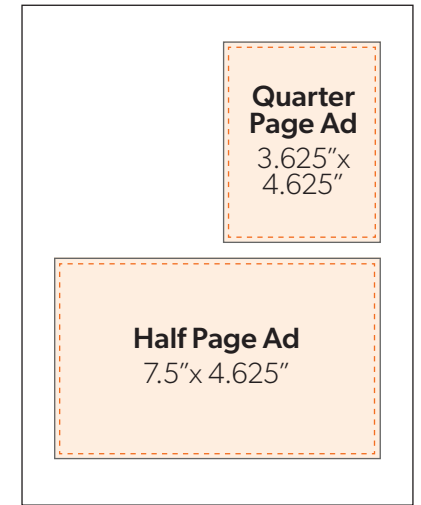
**Final Size with bleeds: 8.75" x 11.25"**



### Outside Back Cover Specifications:

- Artwork Trim Size: 8.5" x 8.5"
- Bleed: 0.125"
- - - Text Safe Area: 0.25" from all edges (All text must be within this area to avoid being trimmed off.)

**Final Size with bleeds: 8.75" x 8.75"**



### Quarter Page Specifications:

- Artwork Size: 3.625" x 4.625"
- - - Text Safety Area: 0.125" from edges

### Half Page Specifications:

- Artwork Size: 7.5" x 4.625"
- - - Text Safety Area: 0.125" from edges

- All ads MUST be submitted in a press-ready format (300dpi PDF or 300dpi .jpg format).
- If a full page ad or outside back cover is submitted without a 0.125" bleed, the ad will be resized to fit the page with a 0.25" white border around it.

# Digital Ad Specifications and Pricing

## 2023-2024 Digital Advertising Rates

Size	Per Issue
Issue Homepage Skyscraper	\$475
Top Leaderboard (exclusive to entire publication)	\$800
Article Leaderboard (exclusive to one article)	\$375

## EVERY 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

### Acceptable Digital Ad File Formats:

.jpeg, .jpg, .png, .gif

### File Size:

50KB or smaller

### Skyscraper:

300px X 500px

### Skyscraper (mobile):

600px X 120px

### Leaderboard:

970px X 90px

### Leaderboard (mobile):

600px X 120px

### 125 characters of text or less.

Images that consist of more than 20% text may experience reduced delivery.

(All measurements are width x height.)

• **LEADERBOARD (DESKTOP & TABLET)**  
900px x 120px

• **SKYSCRAPER (MOBILE)**  
• **LEADERBOARD (MOBILE)**  
600px x 120px

• **SKYSCRAPER (DESKTOP & TABLET)**  
300px x 500px



# Purchase an ad in the Dealers' Choice Magazine.

## Company Information

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

## Card Billing Information

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

Print Ad Size	# of Insertions	Ad Placement	Total Cost
Full Page			
Half Page			
Quarter Page			
Page 3, 5, or Premium			
Inside Front/Back Covers			
Outside Back Cover			
Print + Digital Premium Pkg.			

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

- Ad Design:**  We will provide an ad in CMYK at 300dpi, .jpg or PDF format with bleed if needed.  
 We will pay you to design our ad for \$250.

<b>PAYMENT METHOD:</b> <input type="checkbox"/> Please invoice me <input type="checkbox"/> Credit Card	CC Number	Signature	
	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.



Purchaser: \_\_\_\_\_ Date: \_\_\_\_\_

newsLINK Group: \_\_\_\_\_ Date: \_\_\_\_\_