

2023 MEDIA KIT



The Official Publication of the Virginia Automobile
Dealers Association

Your Brand, Promoted.

Make sure your company is top of mind. The Virginia Auto Dealer 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:

Virginia Auto Dealer offers clear, comprehensive, sophisticated and up-to-date information about strategies, methods, and techniques that readers can apply immediately in their professional lives. With content written by the industry's most authoritative executives and leaders, Virginia Auto Dealer covers a broad range of subjects, including the following:

- Federal regulatory compliance
- Marketing and branding
- Professional development
- Consumer resources
- Dealership profitability
- VADA 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 VADA 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)



The Virginia Auto Dealer magazine is the official publication of The Virginia Automobile Dealers Association

2023 Publication and Advertising Schedule

| Issue | Editorial Artwork Due | Mail Date |
|-----------|-------------------------|--------------|
| 1 | Mar 2, 2023 | Mar 28, 2023 |
| Directory | May 4, 2023 | May 30, 2023 |
| 2 | July 6, 2023 | Aug 1, 2023 |
| 3 | Sept 7, 2023 | Oct 3, 2023 |
| 4 | Nov 9, 2023 | Dec 5, 2023 |



VIEW ONLINE AT:



Print Ad Specifications and Pricing

| 2023 Print Advertising Rates | | |
|---|----------------------------------|----------------|
| Size / Placement | Per Term (4 Issues, + Directory) | Directory Only |
| Full Page | \$2,979 | \$773 |
| 1/2 Page | \$2,234 | \$579 |
| 1/4 Page | \$1,676 | \$434 |
| Page 3 | \$3,467 | n/a |
| Page 5, 7, 9 | \$3,224 | n/a |
| Inside Front or Back Cover | \$3,224 | n/a |
| Outside Back Cover | \$3,467 | n/a |
| Print + Digital Premium Pkg | \$3,467 | n/a |
| Centerfold space available; call for rates. | | |

Full Page Ad
8.5" x 11"
with a .25" bleed
and type safety
on all sides

1/4 Page Ad
3.625" x 4.625"

1/2 Page Ad
7.5" x 4.625"

Outside Back Cover Page Ad
8.5" x 8.5"
with a .25" bleed
and type safety
on sides and bottom

NOTE:
If a Full Page Ad or Outside Back Cover Ad is sent in without the .25 bleed, the ad will be resized to fit the page with a white border around it.

(all sizes = width x height)

— Type Safety Ad Space
— Bleed Page

Digital Ad Specifications and Pricing

EVERY DIGITAL AD SHOULD CONTAIN FOUR MAIN COMPONENTS:

- Your logo or company name
- A value proposition
- An image or visual representation of your service
- A clear call to action with contact information

| 2023 Digital Advertising Rates | |
|--|-----------|
| Size | Per Issue |
| Issue Homepage Skyscraper | \$475 |
| Leaderboard Top (exclusive to entire publication) | \$800 |
| Article Leaderboard (exclusive to one article) | \$375 |

Digital ad formats:

.jpeg, .jpg, .png, .gif

File size: 50KB or smaller

Issue Homepage Skyscraper:
300px X 500px

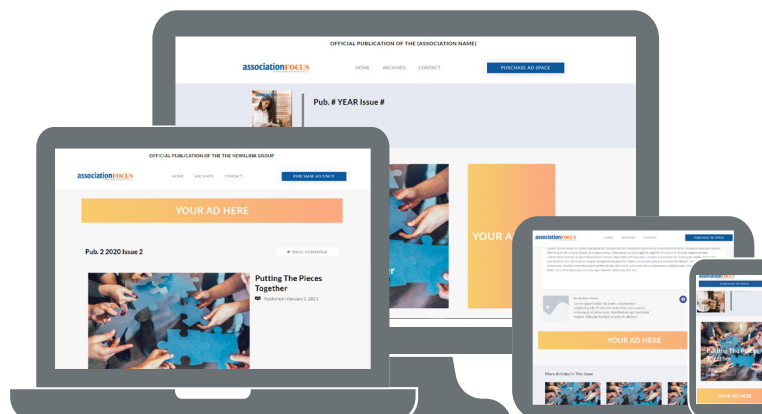
Issue Homepage Skyscraper
(mobile):
600px X 120 px

Leaderboard:
970px X 90px

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.

Purchase an ad in the Virginia Auto Dealer 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 | Digital Ad Size | # of Issues | Run Dates | Total Cost |
|------------------------------|-----------------|--------------|------------|-----------------------------------|-------------|-----------|------------|
| Full Page | | | | Issue Homepage Skyscraper | | | |
| 1/2 Page | | | | Leaderboard Top (all articles) | | | |
| 1/4 Page | | | | Article Leaderboard (one article) | | | |
| Page 3, 5, 7 Premium | | | | | | | |
| Inside Front/Back Covers | | | | | | | |
| Outside Back Cover | | | | | | | |
| Print + Digital Premium Pkg. | | | | | | | |

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: | CC Number | Signature of Purchaser |
| <input type="checkbox"/> Please invoice me | Exp. Date | Date |
| <input type="checkbox"/> Credit Card | CVV Code | |

- 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: _____

