

2024

MEDIA KIT

Virginia
autodealer

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.

 **THE newsLINK**group

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

CUTTING-EDGE EDITORIAL CONTENT

The 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, the publication 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)

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



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

2024 Production Schedule*

Issue	Editorial Artwork Due	Estimated Mail Date
Issue 1	March 1, 2024	March 27, 2024
Directory	May 3, 2024	May 29, 2024
Issue 2	July 5, 2024	July 31, 2024
Issue 3	September 6, 2024	October 2, 2024
Issue 4	November 8, 2024	December 4, 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



virginia-auto-dealer.thenewslinkgroup.org

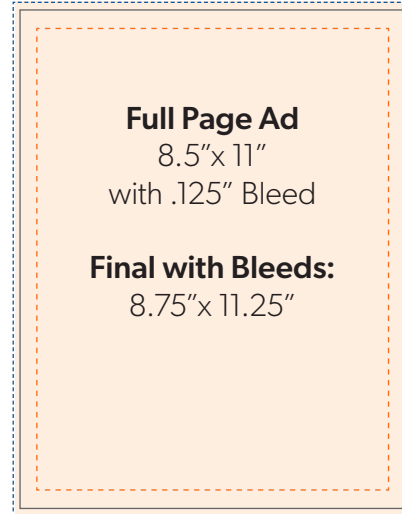


801.676.9722 | 855.747.4003
sales@thenewslinkgroup.org

Print Ad Specifications and Pricing

2024 Advertising Rates

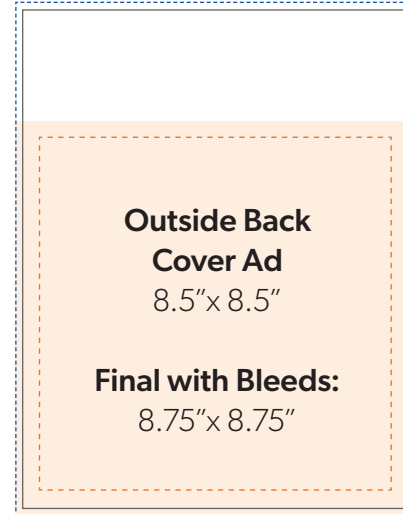
Size	Per Term (4 Issues + Directory)	Directory Only
Full Page	\$3,128	\$812
Half Page	\$2,346	\$608
Quarter Page	\$1,760	\$456
Page 3	\$3,640	n/a
Page 5, 7, 9	\$3,385	n/a
Inside Front/Back Covers	\$3,385	n/a
Outside Back Cover	\$3,640	n/a
Print + Digital Premium Pkg.	\$3,640	n/a
Centerfold space available; 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.)

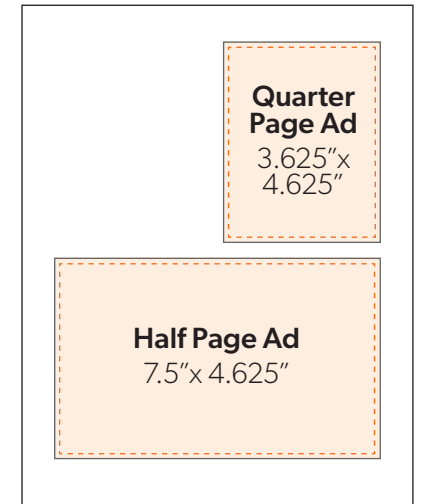
Final Size with bleeds: 8.75" x 11.25"



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.

(All measurements are width x height.)

Digital Ad Specifications and Pricing

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.

• **LEADERBOARD (DESKTOP & TABLET)**
970px x 90px

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



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

Purchase an ad in the Virginia Auto Dealer 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.

PAYMENT METHOD: <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: _____