



TARGETED MARKETING OPPORTUNITIES

EXCLUSIVELY FOR GIADA MEMBERS

Reach Thousands of Independent Auto Dealers
and Associates across Georgia

#GIADAadvantage





DID YOU KNOW?

There are **8,000**
Independent Auto Dealers
in Georgia and **2,800+** are
members of GIADA!

ALL independent auto dealers are required to take the Pre-License Seminar and the Continuing Education classes that GIADA offers. GIADA has been the leading provider of these courses for nearly 20 years.

ALL used car dealers must get the state required temporary tags from GIADA as they are the only organization authorized to distribute them to independent dealers. Therefore, ALL independent auto dealers access GIADA or GIADA.org on a regular basis.

Nowhere else will you find such an ideal vehicle to reach this exclusive audience!

CHECK OUT OUR MARKETING OPPORTUNITIES!

- E-News
- Events (Convention*, Board Meetings, Training Classes)
- Website
- Digital Magazine

Thank you for being a member of GIADA!

#GIADAadvantage

Your support helps us to maintain the largest IADA in the country! Associate Membership with GIADA affords automatic benefits like:

- Listing in the Member Services & Benefits Guide that is distributed to all new and renewing dealer members
- Listing in the Service Provider Directory mentioned in our digital publications reaching dealers across the state of Georgia, even pre-license attendees!
- Access to participation at events through sponsorship or exhibiting opportunities
- Announcements on social media regarding discounts or events

GIADA PUBLICATIONS CONTACT

770-745-9650 • mark@giada.org

■ eNewsletter Ads

Our monthly eNewsletters offers the opportunity for your company to be highlighted for **over 7,500 opt-in subscribers** comprised of dealer principals, dealer management, salespeople and service providers. This unique opportunity provides an ideal vehicle to: share a video, announce a special event, offer a coupon or discount or more!

The cost is \$1,500 per issue and availability is limited. Ad size: 600px wide x 350px high. Ads are due by the end of the month prior to publication.



■ Event Sponsorship

ANNUAL DEALER CONVENTION: If you are interested in booth or sponsorship, email mark@giada.org for more information.

VENDOR TABLES AT STATE-MANDATED CE CLASSES: Subject to availability during CE class season only. If you are interested in sponsoring a class, email mark@giada.org for more information.

QUARTERLY BOARD MEETING SPONSORSHIP: Subject to availability. If you are interested in sponsoring a board meeting, email amy@giada.org for more information.

Website Ads / giada.org

Our website has proven a valuable resource for used car dealers and anyone looking to get into the business as it provides access to the procedures and forms necessary to do business in Georgia. Each month thousands of dealers utilize giada.org to sign up for mandatory pre-licensing seminars and state-mandated compliance courses as well as establish TOPs and ETR accounts.

Materials: Only .jpg, .gif or .png files are accepted at no less than 72dpi

Home Page Slider (middle of page): \$1200/month

Specifications: 1500px wide x 560px high

Home Page & Interior Sidebars (excludes pre-license page noted below)

Specifications: 240px wide x 125px high

3 Months	6 Months	12 Months
\$300/\$100 per	\$540/\$90 per	\$960/\$80 per

Pre-License Page Sidebar: \$100 month (Visit giada.org/pre-license-class)

Specifications: 240px wide x 125px high

Prerequisite: You must have a "home page" ad listed above in order to place an on the pre-license page.



Digital Magazine Ads

The *Independent Auto Dealer* digital magazine is the official publication of the Georgia Independent Automobile Dealers Association, the largest independent dealer association, of any state in the country serving the used motor vehicle industry.

Published six times a year, the digital magazine reaches over 3,000 used car dealers and auctions. The magazine serves as the premier used dealer-advocacy publication and provides updates on legislative and regulatory issues, best practices, scam alerts, educational opportunities, upcoming events and industry specific content are also detailed.

RATES

Rates are per insertion; Magazine is produced 6X per year.

Full-page (8.5"x11")..... \$700

Banner (7.5"x1.25")..... \$550

A thin ad that appears across the top of a page; only applies to President's message and Executive Director's message at this time; includes the verbiage "Sponsored by."

Half-page (7.5"x5")..... \$400

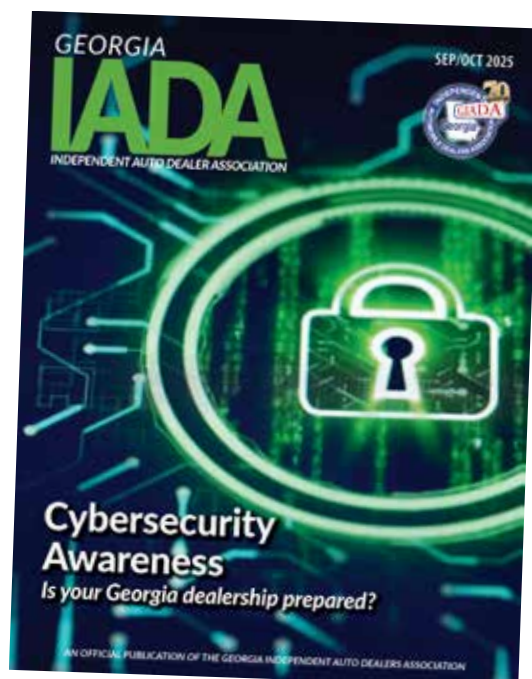
Classified/business card (3.75"x2.25")..... \$125

Appears on a page designated for classified ads.

Premium placement:

Back Cover..... \$800

Inside Front Cover..... \$750





GIADA INSERTION ORDER

GIADA Publications 770-745-9650 • Send to: mark@giada.org

Date _____

ADVERTISER INFORMATION

Company Name _____

Contact Name _____

Phone Number _____

Address _____

Email Address _____

GIADA.ORG WEBSITE: SLIDER » \$1200/mo Note preferred month(s): _____

GIADA.ORG WEBSITE: FOOTER & INTERIOR ADS ☐ 3 MOS ☐ 6 MOS ☐ 12 MOS

Select the issue(s) for ad placement (see page 3 for pricing):

☐ Jan 2026	☐ Feb 2026	☐ Mar 2026	☐ Apr 2026	☐ May 2026	☐ Jun 2026
☐ Jul 2026	☐ Aug 2026	☐ Sep 2026	☐ Oct 2026	☐ Nov 2026	☐ Dec 2026

PRE-LICENSE PAGE SIDEBAR ADS: \$100/mo Select the issue(s) for ad placement:

☐ Jan 2026	☐ Feb 2026	☐ Mar 2026	☐ Apr 2026	☐ May 2026	☐ Jun 2026
☐ Jul 2026	☐ Aug 2026	☐ Sep 2026	☐ Oct 2026	☐ Nov 2026	☐ Dec 2026

E-NEWSLETTER: \$1500/per ad Select the issue(s) for ad placement:

☐ Jan 2026	☐ Feb 2026	☐ Mar 2026	☐ Apr 2026	☐ May 2026	☐ Jun 2026
☐ Jul 2026	☐ Aug 2026	☐ Sep 2026	☐ Oct 2026	☐ Nov 2026	☐ Dec 2026

DIGITAL MAGAZINE:

☐ Jan/Feb 2026	☐ Mar/Apr 2026	☐ May/Jun 2026	☐ July/Aug 2026	☐ Sep/Oct 2026	☐ Nov/Dec 2026
☐ Jan/Feb 2027	☐ Mar/Apr 2027	☐ May/Jun 2027	☐ July/Aug 2027	☐ Sep/Oct 2027	☐ Nov/Dec 2027

Select ad size: ☐ Inside Front Cover (\$750/per) ☐ Back Cover (\$800/per) ☐ Full-page (\$700/per)

☐ Banner (\$550/per) ☐ Half-page (\$400/per) ☐ Classified/Business Card (\$125/per)

Please note the web address you would like your digital advertisement to use:

TOTAL AMOUNT DUE : _____