



TARGETED MARKETING OPPORTUNITIES

EXCLUSIVELY FOR GIADA MEMBERS

Reach Thousands of Independent Auto Dealers
and Associates across Georgia

#GIADAadvantage





**DID YOU
KNOW?**

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.

CHECK OUT OUR MARKETING OPPORTUNITIES!

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

Your GIADA membership works harder. #GIADAadvantage

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 • connie@giada.org

eNEWSLETTER ADS

\$995 / issue

GIADA's monthly eNewsletters reach more than 7,500 opt-in subscribers, including dealer principals, dealership management, sales professionals and industry service providers. Promote your company, announce an event, feature a special offer or drive traffic directly to your website.

eNEWS AD SPECIFICATIONS

Ad Size: 600 px wide x 350 px high

Accepted File Types: JPG or PNG

Recommended File Size: Under 1 MB

Destination URL: Provide the web address the ad should link to

Deadline: Materials are due by the end of the month prior to publication.



2026 GIADA CONVENTION AND EXPO SETS A NEW STANDARD

The 2026 GIADA Convention & Expo welcomed more than 500 dealers and over 700 total attendees—including sponsors, vendors and families—to our new venue at Chateau Elan.

As one of GIADA's largest conventions ever, the event brought Georgia's independent dealer community together for education, valuable connections, industry solutions and memorable experiences. Not only were friendships forged and deals made, an amazing \$35,000 was raised for **Erin's Hope for Friends**.

Thank you to every dealer, sponsor, exhibitor, speaker, volunteer and guest who helped make this milestone event possible. We could not have done it without you.



EVENT SPONSORSHIP

ANNUAL DEALER CONVENTION: If you are interested in booth or sponsorship, email connie@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 connie@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

GIADA.org is a regular resource for used car dealers and people entering the business, providing access to procedures, forms, mandatory pre-licensing seminars, compliance courses, TOPs and ETR account information.

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

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

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

WEBSITE AD SPECIFICATIONS

Home Page Slider: 1500 px wide x 560 px high

Sidebar Ads: 240 px wide x 125 px high

Accepted File Types: JPG, PNG or GIF

Recommended File Size: Under 1 MB

Color Mode: RGB

Destination URL: Provide the web address the ad should link to

Artwork: Submit ads at the exact pixel dimensions listed above



DIGITAL MAGAZINE ADS

The Independent Auto Dealer digital magazine is the official publication of the Georgia Independent Automobile Dealers Association. 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.

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

Full-page \$700 | Half-page \$400 | Sixth-page/Classified/business card \$125

Premium placement: Back Cover, \$800 and Inside Front Cover, \$750

DIGITAL MAGAZINE AD SPECIFICATIONS

Full Page: 8.5" x 11"

Half Page: 7.5" x 5"

Classified / Business Card: 3.75" x 2.25"

Accepted File Types: PDF preferred; high-resolution JPG or PNG accepted

Resolution: 300 dpi recommended

Color Mode: RGB for digital publication

Fonts: Embed all fonts in PDF files

Images: All placed images should be high resolution

Bleed: Add 0.125" bleed on all sides for full-page ads intended to bleed

Safe Area: Keep important text and logos at least 0.25" from trim edges

Destination URL: Provide the web address the digital ad should link to





GIADA INSERTION ORDER

GIADA Publications 770-745-9650 • Send to: connie@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 ADS: ☐ 3 MOS ☐ 6 MOS ☐ 12 MOS

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

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

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

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

E-NEWSLETTER: \$995/per ad Select the month(s) for ad placement

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

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

DESTINATION URL: _____

TOTAL AMOUNT DUE: _____