



INDEPENDENT
auto dealer
MEDIA KIT
2017



*The Nation's
Largest Independent
Dealer Association!*

Keely Burdge or
Kristin Reilly
Publications
publications@giada.org
770.745.9650

ADVOCACY PUBLICATIONS FOR GEORGIA'S INDEPENDENT
AUTOMOTIVE RETAILER AND ASSOCIATED SERVICE PROVIDERS

GIADA.ORG



ABOUT US

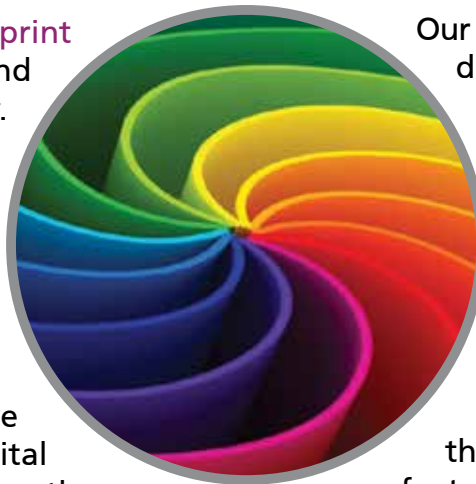
Independent Automobile Dealer Magazine is the official publication of the Georgia Independent Automobile Dealers Association. [This dealer-advocacy magazine](#) reaches dealers and associate members of the nation's largest association. The print magazine is published bi-monthly, and [new for 2017](#) we will [publish a digital version](#) in the intervening months. We are also adding a monthly Association e-Newsletter, New Product Showcase and the opportunity for Content Marketing emails.

MISSION

We provide the finest locally-generated and contributed content in the country. Our goal is to provide our readers with [high-quality news](#), features, [educational](#) material, and [expert analysis](#) on topics of high interest to Georgia's automotive retailers. Our magazine is a [first-look resource](#) for all facets of the automotive industry and retail business.

CIRCULATION

We deliver more than [3,000 print publications](#) to our dealer and associate members bi-monthly. Magazines are sent to auctions throughout the state as well. This [reach extends beyond](#) that as more readers view the publication digitally. Our [database of dealers and associates grows daily](#) as new members join and opt-in to receive our email campaigns. As our digital offerings expand and we increase the frequency of our reach, circulation will [continue to grow](#).



GIADA.ORG

Our popular website www.giada.org is designed to be a [24-7-365](#) resource for all dealers and industry professionals as well as anyone getting started in the used car business. It is loaded with news, information, calendar of events, vendor information, video content, and [legal & regulatory compliance](#) updates. Our [Media Hub](#) is updated constantly with the latest information, facts and features from social media and beyond. There is something for everyone here. We strive to be on the [cutting-edge](#).

GIADA DIGITAL

Digital versions of the print magazine and the [digital-only publications](#) are on GIADA.org and are accessible to all dealers and associates. This enhanced digital publication allows viewers to use a [search engine](#) to find articles within the current issue by keywords or phrases. Viewers can [hyperlink to more information](#) about an article or online resource as well as directly to advertisers' websites. Advertisers can even [stream video](#) on top of their digital print display ads in the online version.

Our [Monthly Association Newsletter and New Product Showcase](#) which goes to our **DATABASE OF 7,500+ CONTACTS** including: dealer principals, management, salespeople, and services providers. You will also have the ability to provide Content Marketing, Links to Video, and Hyperlinks directly to resources and advertiser landing pages.





INDEPENDENT auto dealer MEDIA KIT 2017

WHY ADVERTISE WITH GIADA?



Independent Auto Dealer is distributed to more than 3,000 independent automotive retailers, associate service providers, and decision makers throughout the state of Georgia. The print and digital publications provide important and timely information regarding dealer issues, legislative summaries, best practices, news, feature stories, as well as messages from the association's president and executive director. The publications provide insight into topics such as legislation and regulation, record-keeping, human resources, marketplace intelligence, dealer spotlights, sales and marketing, business tools and more. Profiles on new technology and services as well as scam alerts and announcements are also included. Independent Auto Dealer is the best resource for news on the automobile industry for Georgia dealers.

WHY ADVERTISE HERE?

- **PREMIUM MARKETING STRATEGY.** We work with you to formulate marketing strategies that best fit your needs and goals.
- **TARGETED DISTRIBUTION.** The magazine is delivered directly to more than 3,000 top decision makers in the auto industry.
- **ADVERTISING WILL GROW YOUR BUSINESS.** Magazine advertising sells and delivers consistent results. Studies show that magazines are the strongest driver of purchase intent and boost the effectiveness of other media.
- **AFFORDABILITY.** We are committed to your success! We offer advertising packages for every budget, and our staff will create a marketing plan that works for you. Whether you are a new business or need to reestablish your business in the marketplace, be assured that no matter how small or large your business is, we have plans that are tailored to meet your needs.
- **QUALITY.** If you have a quality product, service, or practice, it makes sense that you should advertise in a quality environment.
- **VALUE-ADDED CONTENT.** Clear, crisp, concise contemporary articles and ads gain trust and respect from automotive retailers. Your advertisement will be well-positioned to help you grow.
- **LONG SHELF LIFE.** While newspaper ads are here today and gone tomorrow, a magazine's impact goes on, gets passed around and articles are shared. Research indicates that readers return to it during its initial deployment and an amazing 47 percent save their issues.



INDEPENDENT auto dealer MEDIA KIT 2017



EDITORIAL CALENDAR

JANUARY (print)

1. Industry Outlook
2. Inventory Procurement
3. Auction Arbitration
4. Buying Online, Pros and Cons

FEBRUARY (digital)

1. BHPH Update
2. Compliance
3. Staffing Recruitment & Compensation

MARCH (print)

1. Marketing & Advertising
2. Communicating With Boomers & Millennials
3. Social Media Marketing
4. Online Reviews

APRIL (digital)

1. Dealer Technology
2. DMS, CRM: How to Choose
3. Top 10 Tech Products
4. TBD

MAY (print)

1. Finance & Service Contracts
2. F&I Compliance
3. Develop Your Lender Portfolio
4. Pre-Convention

JUNE (digital)

1. Pre-Convention Issue
2. Association Update
3. Continuing Education Requirements
4. Dealer Forms & Supplies

JULY (print)

1. Dealer Best Practices
2. Training
3. Twenty Groups
4. TBD

AUGUST (digital)

1. NIADA Convention Update
2. Succession Planning
3. Top 10 Ways to Save \$100 a Unit
4. Running a Small Business Effectively

SEPTEMBER (print)

1. Fixed Operations
2. Reconditioning
3. Best New Products
4. TBD

OCTOBER (digital)

1. Scary Used Car Tales
2. Get Ready for Tax Season
3. Certification Programs
4. TBD

NOVEMBER (print)

1. Legislative & Regulation Update
2. FTC, CFPB Updates
3. Environmental
4. TBD

DECEMBER (digital)

1. Year in Review
2. Industry Outlook
3. Funniest Dealer Story of the Year Award
4. TBD



INDEPENDENT auto dealer MEDIA KIT 2017

DATES & DEADLINES

PRINT ISSUE	SPACE RESERVATION	FILES DUE
JANUARY	12.9.16	12.13.16
MARCH	2.10.17	2.15.17
MAY	4.7.17	4.14.17
JULY	6.9.17	6.15.17
SEPTEMBER	8.10.17	8.15.17
NOVEMBER	10.6.17	10.12.17

DIGITAL ISSUE	SPACE RESERVATION	FILES DUE
FEBRUARY	1.6.17	1.12.17
APRIL	3.10.17	3.15.17
JUNE	5.9.17	5.15.17
AUGUST	7.7.17	7.14.17
OCTOBER	9.8.17	9.14.17
DECEMBER	11.10.17	11.16.17



ADVOCACY PUBLICATIONS FOR GEORGIA'S INDEPENDENT
AUTOMOTIVE RETAILER AND ASSOCIATED SERVICE PROVIDERS

GIADA.ORG



INDEPENDENT auto dealer

MEDIA KIT 2017

RATE SHEET & DISCOUNTS

Advertising in a Publication Source

AD SIZE	1 ISSUE	2 ISSUES	3 ISSUES	4 ISSUES	5 ISSUES	6 ISSUES
FULL	\$900	\$1,800	\$2,700	\$3,420	\$4,275	\$5,130
HALF	500	1,000	1,500	1,900	2,375	2,850
THIRD	350	700	1,050	1,330	1,662	1,995
SIXTH	275	550	825	1,045	1,306	1,567

* 5% Discount Rates for 4-6 Issue Agreements

All advertisement purchases come with an additional free ad in the subsequent publication. For example, a full page ad in the January print magazine will come with a free full page ad in the February digital magazine. Offer valid only for alternating publication sources.

Exclusive Advertising in our Monthly eNewsletter

Would your company like to be spotlighted in a product/service showcase? Our Newsletter will give an associate member the ability to be **EXCLUSIVELY** spotlighted to our entire database **OF 7,500 + CONTACTS:** including dealer principals, dealer management, salespeople, and service providers! Within your designated broadcast, you can share: video; client testimonials; showcase a product or service that your company has to offer; announce a special event or release; offer a special coupon or discount; or provide entertaining, engaging content! **Cost \$1,500.**

Interested in providing content for our magazine publications? White page ad space is complimentary with any full page ad purchase! If you have any questions about advertising or providing content to be included in any of our publication sources, don't hesitate to contact us.



CONTACT US

Kristin Reilly or Keely Burdge
 publications@giada.org
 770.745.9650





INDEPENDENT auto dealer MEDIA KIT 2017

TERMS & CONDITIONS

All orders are accepted subject to the terms of the [Independent Auto Dealer Media Kit](#). Independent Auto Dealer shall not be subject to liability for any failure to publish all or any part of any issue due to situations beyond its control. Georgia Independent Automobile Dealer's Association, Inc. ("Publisher") reserves the right to limit the amount of advertising in any given issue. Publisher reserves the right to hold Advertiser liable for such monies as are due and payable to the Publisher.

Payments:

All amounts due for advertising shall be paid within ten (10) days of invoice. Publisher reserves the right to suspend any or all of Advertiser's advertisements while any of Advertiser's payments to Publisher are overdue. Installment payments are not eligible for any otherwise-applicable discounts.

Purchase Agreement:

By placing an advertising order, Advertiser is selecting and agreeing to advertisement size, medium/publication, frequency of appearance, and initial pricing. Publisher may change rates at any time. Rates are subject to change upon notice from Publisher. Conditions other than rates are subject to change without notice. Unless otherwise agreed with Publisher, Advertiser's order is not for any particular position (e.g., first 1/3 of magazine, or similar) of Advertiser's advertisement in a particular publication or medium, and position of an advertisement creates no obligation for Publisher to repeat such position in the future.

Advertiser's Responsibilities:

By submitting an advertisement, Advertiser certifies that it is authorized to publish the entire contents of the advertisement. In consideration of Publisher's acceptance of such advertisement, Advertiser will indemnify and hold Publisher harmless from and against any loss or expense resulting from claims or suits based on the contents or subject matter of such advertisement, including, without limitation, claims or suits for libel, violations of rights of privacy, plagiarism, and intellectual property infringement. Advertiser bears all responsibility for proofreading and editing advertisement content.

Copy Acceptance:

Publisher reserves the unrestricted right to reject or require changes to any advertising at any time. Advertisements simulating Independent Auto Dealer's editorial matter in appearance or style are not accepted. Publisher reserves the right to require any advertising matter to be labeled "Advertisement" if Publisher deems it necessary. Advertiser shall submit complete advertising copy, compliant with all specifications supplied by Publisher in its Media Kit or otherwise, by the due date set by Publisher in its Media Kit or otherwise. Publisher reserves the right to remove Advertiser's advertisement from the publication and instead place it in a comparable future publication.

Disputes:

The parties agree that any dispute, controversy or claim arising under or in connection with the advertising agreement, or its performance by either party, shall be decided exclusively by and in the state or federal court sitting in Cobb County, State of Georgia. For such purpose, each party hereby submits to the personal jurisdiction of the state and federal courts sitting in the State of Georgia, and agrees that service of process may be completed and shall be effective and binding upon the party served if delivered by certified mail, return receipt requested, postage prepaid and properly addressed to the party as set by Advertiser and/or its advertising agency accepting the order for publication. Regardless of the contractual vehicle used, Advertiser agrees to abide by all the terms and conditions as set forth in the current Media Kit.



ADVOCACY PUBLICATIONS FOR GEORGIA'S INDEPENDENT
AUTOMOTIVE RETAILER AND ASSOCIATED SERVICE PROVIDERS

GIADA.ORG



INDEPENDENT auto dealer MEDIA KIT 2017

SPECIFICATIONS

LINE SCREEN / DENSITY

150 line, 300% maximum density

Page Format

Three columns per page

Printing

Web Offset

AD DIMENSIONS

Inside front cover & Inside back cover

Trim 8.5" x 11"

Bleed 8.75" x 11.25"

Live 7" x 10"

BACK COVER (mailing indicia appears at top)

Trim 8.5" x 6.75"

Bleed 8.75" x 7"

Live 8" x 6.25"

FULL PAGE

Trim 8.5" x 11"

Bleed 8.75" x 11.25"

Live 7" x 10"

1/2 Page Horizontal 7.5" x 5"

1/3 Page Vertical 2.375" x 10"

1/3 Page Square 5" x 5"

1/6 Page Vertical 2.375" x 5"

1/6 Page Horizontal 5" x 2.375"

DIGITAL FILE REQUIREMENTS

PDF/x-1a is our preferred file format. If native files are supplied, only InDesign, Photoshop and Illustrator are acceptable. If supplying native files, please supply all links and fonts used in the document. If there are any problems, we will contact you and work to resolve them (with applicable charges). To minimize problems, please read the guidelines below.

IMAGES AND TEXT

- All images must be CMYK or grayscale only (no RGB or spot colors).
- Images should be 300 dpi.
- Scaling, rotating or other image manipulation must be done prior to placement in the page layout program. Note that enlarging an image with a resolution of 300 dpi over 125% in the page layout file will lower the effective resolution to the point that image quality degradation may be noticeable when printed.
- Convert all spot colors to 4C **process** (CMYK).
- Text containing thin lines, serifs or small lettering should be restricted to one color.
- Black text and logos should be set to overprint so they do not knock out when printed over a background, which may result in poor print quality.
- Large black design elements, such as bars or backgrounds, should be a rich black (50C/30M/30Y/100K).

FTP

To supply materials electronically, please contact us for DropBox information.

Kristin Reilly or
Keely Burdge
publications@giada.org
770.745.9650

