



MEDIA KIT & MARKETING OPPORTUNITIES

Reach Independent Automobile Dealers
and Associates across the state of Georgia!



DID YOU KNOW?

There are **5,500** Independent Auto Dealers in Georgia and **2,500** 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 15 years.

ALL independent dealers must acquire TOPs through GIADA, so they can be approved to sell used cars.

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 ADVERTISING OPPORTUNITIES!

- Websites
- E-News
- Magazine
- Events (Convention*, Board Meetings, Training Classes)
- In-Lobby Video Highlights
- GIADA phone hold

**Sponsorship Packages are offered at various levels and sponsors are offered priority placement at the convention. We will be happy to customize a benefits package tailored to meet your specific interests.*



Thank you for being a member of GIADA

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

- Listing in the quarterly Member Services & Benefits Guide that is distributed to all new and renewing dealer members
- Listing in the Service Provider Directory of our print and digital publications reaching dealers across the state of Georgia monthly, even prelicense attendees!
- Access to participation at events through sponsorship or exhibiting opportunities
- Announcements on social media regarding discounts or events (limit 1 per quarter)

GIADA PUBLICATIONS

770-745-9650 • publications@giada.org

Website Ads

Our websites have 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.

giada.org

Pricing: Home Page & Interior Sidebars

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

Specifications:

240px wide x 125px high

Materials:

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



georgiacardealerlicense.com

Advertising includes ads placement on Home, Class & Resource webpages; does not include Bond and Insurance webpage.

Pricing:

- \$99 per month *if not currently advertising at giada.org*
- \$50 per month *if already advertising at giada.org*

ADD-ON (Only available if you select the ad option above.)

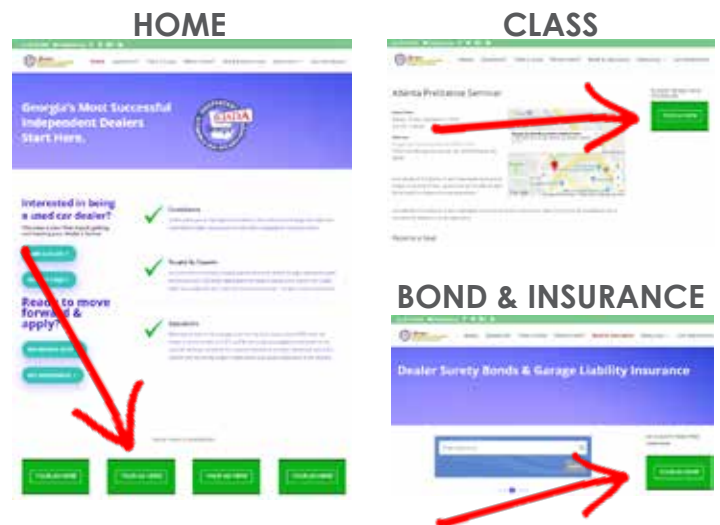
- Ad will appear on the Bond & Insurance page
- Ads may be linked directly to your "Get a Quote" or preferred webpage!
- Pricing: \$35 per month

Specifications:

240px wide x 125px high

Materials:

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



eNewsletter Ads

Each of 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. The 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 and availability is limited.

Ad size: 600px wide x 350px high

Ads due by the end of the month prior to publication.



Events

GIADA 2021 CONVENTION JULY 15-17, Stone Mountain, GA Evergreen Marriott Resort

Interested in speaking or building a discounted sponsorship package for 2021?

Email convention@giada.org for more information.



VENDOR TABLES AT STATE MANDATED CE CLASSES

Availability limited based on location
Bundle 3 for a 10% discount!



QUARTERLY BOARD MEETINGS

Opportunity to speak in front of industry influencers



ACCESS TO GENERAL MEETINGS

Monthly GIADA District Dealer Appreciation Meetings:
Meet and greet with dealers across the state.
Limit 4 per meeting.

■ Phone Hold

Quarterly Participation, \$250 per month – Pay for the full quarter up front and get first month free! (Limit 4 participants per quarter)

Get in the ear of hundreds of dealers each day. GIADA receives thousands of calls every week and callers are often placed on a brief hold while waiting to be transferred or for documents to be reviewed. Why not use this time to tell them about your product or service? Send us an audio file and we will plug it into rotation.

File Types: .wav and .mp3 preferred

Clip durations not to exceed 45 seconds.



■ Lobby Videos



Quarterly Participation, \$250 per month – Pay for the full quarter up front and get first month free! (Limit 4 participants per quarter)

Wish you could be in front of multiple dealers all at the same time? Then you should take advantage of exclusive air time in the GIADA lobby. Have your company's commercial playing while dealers are visiting our office for purchases of TOPs and Forms, Dropping off ETR paperwork, or getting consultant assistance.

File Types: .mp4 preferred

Clip durations not to exceed 120 seconds.

Looking for the cheapest way to have it all?

Bundle for discounts and save!

Email publications@giada.org for more information.

Magazine Ads

DID YOU KNOW?

Independent Auto Dealer magazine is distributed to over 3,000 independent automobile dealers and auctions.



Independent Automobile Dealer 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 printed magazine reaches 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 and educational opportunities and upcoming events are also detailed.

WHY ADVERTISE HERE?

PREMIUM MARKETING STRATEGY. We work with you to formulate marketing strategies that best fit your needs and goals. You won't find better partners committed to your success.

TARGETED DISTRIBUTION. The magazine is delivered directly to over 3,000 independent automobile dealers who are top decision makers throughout the state of Georgia.

ADVERTISING WILL GROW YOUR BUSINESS. Magazine advertising sells and it delivers results consistently. Studies show that magazines are the strongest driver of purchase intent and actually boost the effectiveness of other media.

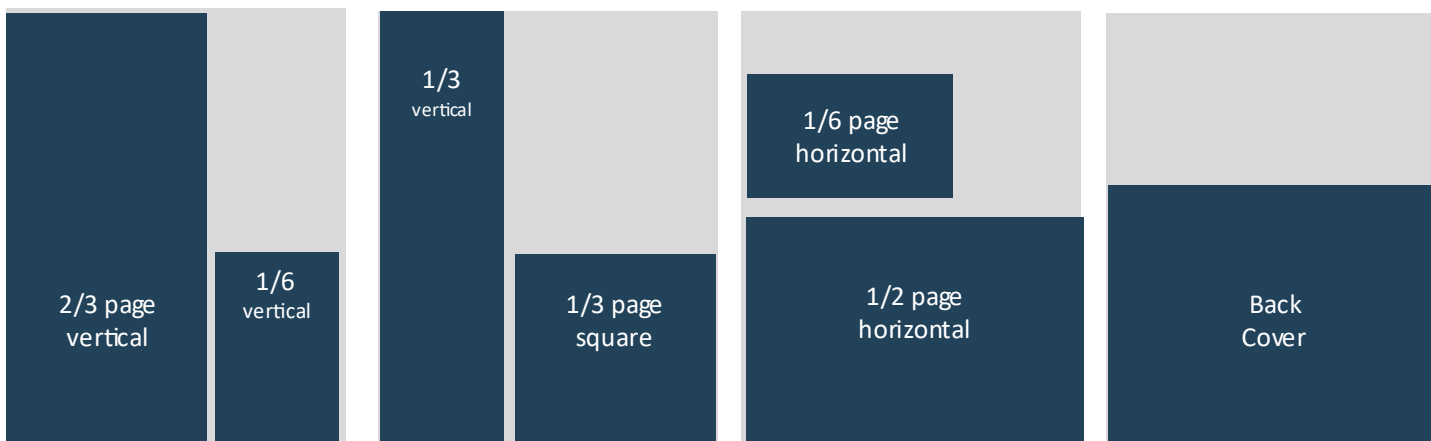
AFFORDABILITY. Our magazine is committed to your success! We offer advertising packages for every budget, and our staff will create a marketing plan with you that works. Whether you are a new business or need to reestablish your business in the marketplace, be assured that no matter how small or large your business is, we have plans that are tailored to meet your needs.

VALUE-ADD CONTENT. Clear, crisp, and contemporary articles and ads gain trust and respect from auto dealers decision makers. Your advertisement will be well-positioned to help you grow.

LONG SHELF LIFE. While a newspaper ad is here today, gone tomorrow, a magazine's impact goes on and on. Research indicates that readers will return to it repeatedly during its initial two-month cycle and an astounding 47 percent save their issues.

	1X	3X	6X
Full page	\$1,000	\$900	\$900
2/3 page	\$900	\$810	\$810
Half page	\$600	\$540	\$540
Third page	\$445	\$400	\$400
Sixth page	\$350	\$315	\$315

All rates are net. Advertisers must be members of GIADA.



■ Magazine Ads continued

THE SPECS

Line Screen/Density:

150 line, 300% maximum density

Page Format: 3 columns per page

Printing: Web Offset

Magazine Trim: 8.5" × 11"

Ad Dimensions:

Full Page

Bleed 8.75" × 11.25"

Live 7.5" × 10"

2/3 Page Vertical 5" × 10"

1/2 Page Horizontal 7.5" × 5"

1/3 Page Vertical 2.375" × 10"

1/3 Page Square 5" × 5"

1/6 Page Vertical 2.375" × 5"

1/6 Page Horizontal 5" × 2.375"

ARTWORK DUE

JAN/FEB: 1/3 | MAR/APR: 3/5 | MAY/JUN: 5/3

JUL/AUG: 7/3 | SEP/OCT: 9/3 | NOV/DEC: 11/3

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).

QUESTIONS?

Contact GIADA: 770-745-9650 or 800-472-8101 or publications@giada.org

TERMS AND CONDITIONS

All orders are accepted subject to the terms of the Independent Auto Dealer detailed below. The magazine shall not be subject to liability for any failure to publish all or any part of any issue due to situations beyond its control. The publisher, GIADA, reserves the right to limit the amount of advertising in any given issue. Publisher reserves the right to hold Advertiser liable for such monies 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 Advertisers ads while any payments 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, 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 ads in magazine and position of an ad creates no obligation for publisher to repeat such position in the future.

Advertisers Responsibilities: By submitting an ad, advertiser certifies that it is authorized to publish the entire contents of the ad. In consideration of publishers acceptance of ad, advertiser will indemnify and hold publisher harmless from and against any loss of expense resulting from claims or suits based on the contents or subject of ad, 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 content.

Copy Acceptance: Publisher reserves the unrestricted right to reject to or require changes to any ad at any time. Ads simulating editorial in appearance will not be accepted. Publisher reserves the right to require any advertising matter to

be labelled "Advertisement" if publisher deems it necessary. Advertiser shall submit complete advertising copy, compliant with all specifications supplied by publisher in media kit or otherwise, by due date set by publisher. Publisher reserves the right to remove ad from publication and instead place in a comparable future issue.

Disputes: The parties agree that any dispute, controversy or claim arising under or in connection with the ad agreement or its performance by either party, shall be decided exclusively by, and in the state or federal court in Cobb County Georgia. For such purpose, each party hereby submits to the personal jurisdiction of the state and federal courts 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 or its 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 media kit.



GIADA MAGAZINE, WEB & E•NEWS INSERTION ORDER

GIADA Publications 770-745-9650 • publications@giada.org

Date _____

ADVERTISER INFORMATION

Company Name _____

Contact _____

Address _____

Phone / Fax / Email _____

Web address and/or landing page URL _____

MAGAZINE: 3 MOS 6 MOS 12 MOS

Select the issue(s) for ad placement:

Jan/Feb 2021 Mar/Apr 2021 May/June 2021 July/Aug 2021 Sep/Oct 2021 Nov/Dec 2021
 Jan/Feb 2022 Mar/Apr 2022 May/June 2022 July/Aug 2022 Sep/Oct 2022 Nov/Dec 2022

Select ad size:

Inside Front Cover Inside Back Cover Back Cover
 Full-page Two-third-page (vertical) Half-page
 Third-page (vertical) Third-page (square) Sixth-page (vertical) Sixth-page (horizontal)

WEBSITE: 3 MOS 6 MOS 12 MOS

Select the issue(s) for ad placement:

Jan 2021 Feb 2021 Mar 2021 Apr 2021 May 2021 Jun 2021
 Jul 2021 Aug 2021 Sep 2021 Oct 2021 Nov 2021 Dec 2021

E•NEWSLETTER

Select the issue(s) for ad placement:

Jan 2021 Feb 2021 Mar 2021 Apr 2021 May 2021 Jun 2021
 Jul 2021 Aug 2021 Sep 2021 Oct 2021 Nov 2021 Dec 2021

TOTAL AMOUNT DUE : _____

I understand that payments must be made within 10 days from the date of the invoice receipt and that failure to do so will result in the interruption or void of any contracts or applicable discounts. No cancellations will be accepted without written notification. Please note that your signature below is permission for GIADA to periodically communicate via email and fax

Signature _____

By submitting this form, Advertiser indicates his acceptance of the Terms and Conditions contained on the attached page.