



TARGETED MARKETING OPPORTUNITIES

EXCLUSIVELY FOR GIADA MEMBERS

Reach Thousands of Independent Auto Dealers
and Associates across Georgia

#GIADAadvantage



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 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!

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

**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!

#GIADAadvantage

**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 pre-license attendees!
- Access to participation at events through sponsorship or exhibiting opportunities
- Announcements on social media regarding discounts or events

GIADA PUBLICATIONS

770-745-9650 • michelle@giada.org

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.



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. 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 per issue and availability is limited.

Ad size: 600px wide x 350px high

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



Events Sponsorship

CONVENTION: 2024 is a CE year!

If you are Interested in booth or sponsorship, email michelle@giada.org for more information.

VENDOR TABLES AT STATE-MANDATED CE CLASSES: Subject to availability.

If you are Interested in sponsoring a class, email michelle@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.

■ Magazine Ads

DID YOU KNOW?

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



SPECIAL OFFER!

New associate members can receive a one-time discounted rate! Ask about this offer!

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, educational opportunities, upcoming events and industry specific content 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 thousands of independent automobile dealers who are top decision makers throughout 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. 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 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.

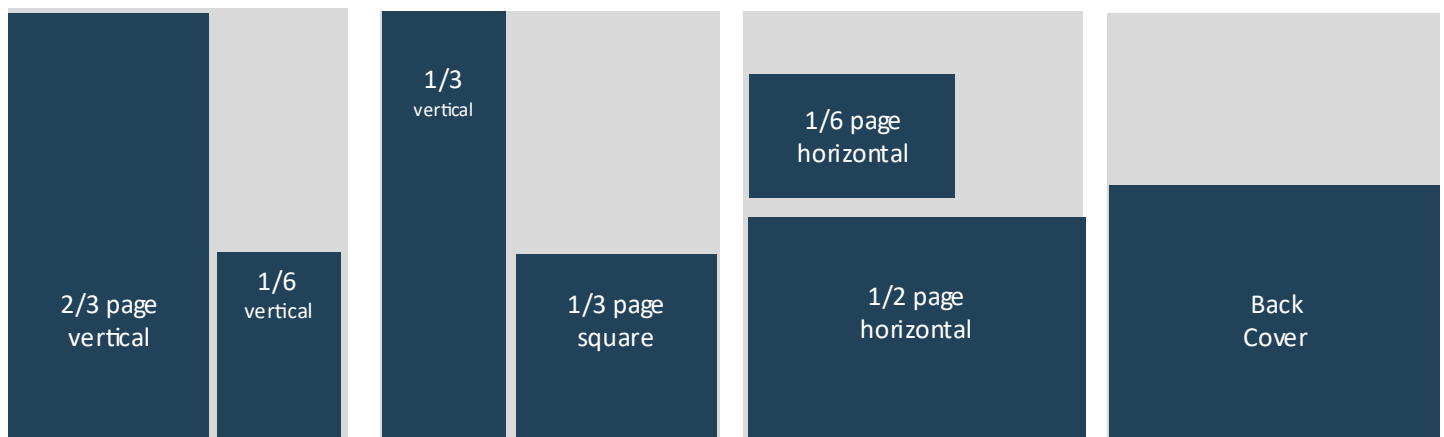
| | 1X | 3X | 6X |
|------------|--------|--------|-------|
| Full page | \$1100 | \$1050 | \$950 |
| 2/3 page | \$1025 | \$950 | \$850 |
| Half page | \$700 | \$625 | \$575 |
| Third page | \$625 | \$525 | \$475 |
| Sixth page | \$500 | \$425 | \$350 |

**Inside front, inside back & back are premium placement.*

Add \$200 per edition to any size for premium placement.

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

Save money by signing up for a longer commitment. Upfront payment is required and is due before month of first placement.



■ 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: 12/5 | MAR/APR: 2/5 | MAY/JUN: 4/5

JUL/AUG: 6/5 | SEP/OCT: 8/5 | NOV/DEC: 10/5

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 michelle@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 that are due and payable to the publisher.

Payments: Unless previously approved, all amounts due for advertising shall be paid in advance. 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 or to 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 labeled "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 INSERTION ORDER

GIADA Publications 770-745-9650 • Send to: michelle@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):

☐ Nov 2023

☐ Dec 2023

☐ Jan 2024

☐ Feb 2024

☐ Mar 2024

☐ Apr 2024

☐ May 2024

☐ Jun 2024

☐ Jul 2024

☐ Aug 2024

☐ Sep 2024

☐ Oct 2024

☐ Nov 2024

☐ Dec 2024

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

☐ Nov 2023

☐ Dec 2023

☐ Jan 2024

☐ Feb 2024

☐ Mar 2024

☐ Apr 2024

☐ May 2024

☐ Jun 2024

☐ Jul 2024

☐ Aug 2024

☐ Sep 2024

☐ Oct 2024

☐ Nov 2024

☐ Dec 2024

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

☐ Nov 2023

☐ Dec 2023

☐ Jan 2024

☐ Feb 2024

☐ Mar 2024

☐ Apr 2024

☐ May 2024

☐ Jun 2024

☐ Jul 2024

☐ Aug 2024

☐ Sep 2024

☐ Oct 2024

☐ Nov 2024

☐ Dec 2024

MAGAZINE: ☐ 3 MOS ☐ 6 MOS ☐ 12 MOS

Select the issue(s) for ad placement: (see page 5 for pricing):

☐ Jan/Feb 2024

☐ Mar/Apr 2024

☐ May/Jun 2024

☐ July/Aug 2024

☐ Sep/Oct 2024

☐ Nov/Dec 2024

☐ Jan/Feb 2025

☐ Mar/Apr 2025

☐ May/Jun 2025

☐ July/Aug 2025

☐ Sep/Oct 2025

☐ Nov/Dec 2025

Select ad size: (*Premium spaces must add \$200 per edition)

☐ 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)

OTHER: _____

TOTAL AMOUNT DUE: _____

Signature _____

Please note that your signature below is permission for GIADA to periodically communicate via email and phone.

By submitting this form, Advertiser indicates acceptance of the Terms and Conditions.