

2020 Media Kit

Fax: 360-354-3013
Toll Free: 1-800-238-3934
Email: ToolBox@MikeFrench.com
AutoRecyclersToolBox.com





#### Dear Advertiser,

Here is the 2019 Auto Recycler's ToolBox® Magazine media kit. Included is an info sheet that tells each issue's focus for the upcoming year along with what events each issue coincides with, the mail dates and the material deadline.

Thank you for advertising in the Auto Recycler's ToolBox® Magazine! It is the ONLY Industry Magazine mailed **FREE** every edition to the top contact person in all automotive recycling companies (both parts & scrap yards) located in the United States and Canada.

An electronic version of each edition, with turning pages, is also broadcast to an email opt-in list of recyclers around the world! Clickable links take readers immediately to our advertiser's websites to find more information about their products and services (this benefit is **FREE** to advertisers!). You can check out the online version by visiting www.AutoRecyclersToolBox.com.

Advertisers also receive a **FREE** online version of their ad on the ToolBox webpage, and advertiser's display ads are shown at the bottom of the ToolBox home page (see ads by scrolling to the bottom of home page). Visitors can click on our advertiser's display ads to visit available websites and/or their YouTube video presentations.

If you haven't done so already, please take a moment right now to complete the ad order form on the last page of this Media Kit and fax it back to me.

Once again, thank you for advertising in the ToolBox!

Warm Regards,

Harmony French
Harmony@mikefrench.com
800-238-3934

Fax: 360-354-3013
Toll Free: 1-800-238-3934

Email: ToolBox@MikeFrench.com AutoRecyclersToolBox.com

#### **TOOLBOX MISSION STATEMENT**

We deliver the **Automotive Recycler Trade Show Experience** to those who **do not** attend industry events and trade shows. We also reinforce the automotive trade show experience for those who **do** attend them.

We accomplish our mission by being current, educational and instructional. Each edition of the Auto Recycler's ToolBox Magazine Includes the following:



- Educational and instructional "how-to" articles written by top industry professionals, leaders & trade show speakers.
- Information from providers of industry related products and service you typically see at industry events and trade shows.



#### The Auto Recycler Trade Show In Print<sup>®</sup>

#### Why the Auto Recycler's ToolBox Magazine?

The short answer is: most salvage yard owners don't attend industry events and trade shows and most owners aren't computerized. Most don't receive industry information electronically. The Auto Recycler's ToolBox Magazine® is a way to reach these salvage yard owners who are out of touch. It can give them an industry trade-show-like experience and give them industry related information and information about products and services.

#### The 80/20 business rule

Let me explain. It's the old 80/20 business rule at work. This applies to auto recycler industry events and tradeshow attendance. The 80/20 rule predicts that only 20% of an industry's business owners will attend industry events and trade shows. If you look at the attendance numbers to most events in the auto recycling industry, this percentage number rings true. It means that a whopping 80% or more of the industry misses them! It isn't that they don't want to attend, they would probably like to if they could.

Most simply cannot attend shows for one good reason or another. Some small business owners just don't have the money to attend. Some are in critical positions in their business and have no one in place to do the work if they were gone even for a few days.

Also, according to a study by the Automotive Recyclers Association (ARA), only 40% of auto recycler companies are computerized! That

means that an astonishing 60% are not computerized! So to reach these industry people you must call them on the phone or you must mail something to them. You will not reach them electronically or at industry events or trade shows.

These absent salvage yard owners need and use auto recycler products and services and they do respond to printed advertising that's sent to them.

#### Recycler trade show placed in their hands!

So, I created the "Auto Recycler Trade Show in Print", which is the Auto Recycler's ToolBox Magazine. It includes all the essentials of an auto recycler trade show; it has "conference speakers" (the same folks who speak at the shows write our how-to articles). It has "auto recycler-related products and services"

The same folks who exhibit at the trade shows are present in the magazine. It has important industry news and critical need-to-know information such as what's happening with environmental rules, NMVTIS, recalled parts, and critical industry related legislative issues, for example.

We continually hear from folks who say they read the ToolBox from cover to cover as soon as it arrives. They say they order the products and services they find in it, too. Even though they can't attend trade shows they still need and use the same things as those who do.

So, because of the above, I make sure all authors have something valuable to say that will inform, educate, or instruct the auto recycler who can't attend trade shows - and even those who do attend.

We are very fortunate to have a number of former ARA presidents and many other industry experts as regular authors. They gladly, and passionately "give away the farm" each time they write.

#### Why should you advertise in the Auto Recycler's ToolBox Magazine?

- 1. You get your products and services mailed to the entire auto recycling industry. Every edition is mailed free to all auto recycling companies located in both the USA and Canada.
- 2. Periodically it's mailed to other countries around the world such as Australia, for instance. This is an easy way for you to "test the marketing waters world-wide".
- 3. An electronic version with turning pages is emailed out to a world-wide opt-in email list of Auto Recyclers. This is sent out a week or two prior to the published mail date.
- 4. Free hot-links are added to the electronic version to advertiser's website, email address, and/or YouTube videos.
- 5. The ToolBox is distributed free at a number Industry conferences and trade shows. Some shows place one in every attendee's goody bag. The magazine reaches key decision makers.
- 6. If you are a trade show marketer already this is a way for you to strengthen your trade show appearance. Use it to invite people to stop by and visit you at your exhibit booth. It is also a way to extend your trade show experience beyond the show.



## Auto Recycler's ToolBox<sup>®</sup> Magazine!

It's A Recycler Trade Show in Print! ®

## FREE Online Version!

A digital online version, with turning pages and links to advertiser's websites, are emailed to auto recyclers around the world at no extra charge to the advertiser!

## FREE Online Ads at ToolBox Website!

All ads are posted online at the ToolBox website at NO EXTRA CHARGE to advertisers placing ads in the ToolBox Magazine!

#### **Each Edition Features:**

**Exciting "HOW-TO" Articles**By industry experts - Many of the articles are written by auto recyclers, top conference speakers and Industry professionals.

Front Cover Teaser Headlines!

Cover design with exciting headlines to capture the reader's attention and drive them inside to read the publication.

## It's the BEST Advertising Value!

#### **Proven Results!**



"We prefer using the **Toolbox** for our advertizing. We have run ads in over a dozen publications and the **Toolbox** ads over the last 2 years have generated over 70 percent of all our advertizing responses by new customers. Thanks to Mike and his

staff for putting together a magazine where customers respond to ads."

- Jay Svendsen, Auto Data Direct

"Advertising with the Auto Recycler's ToolBox has been great for us. The well-defined target market and personalized service from the team at Mike French & Co. make it an easy choice. I look forward to reading the magazine too!"



- Amanda Zmolek, Industry Relations Analyst, Copart



I think The Toolbox is a great publication for Auto Recyclers. It has excellent content about all of the challenges and changes our industry faces. It's very helpful and informative for those looking

for answers. It's chock full of great articles and has a wealth of ideas for all.

- Marty Hollingshead, Owner, Northlake Auto Recyclers

"I love receiving the ToolBox Magazine! I read it from cover to cover and get lots of great help and ideas from the articles. Even though we are a small 'hole in the wall' operation, I have ordered products and services from several of the advertisers. Thanks again for sending it to me!"

- Carl Reitnauer, Hardee Recycling, Wauchula, FL

## Take a look at what you get!

- Mailed FREE to the top contact person at auto recycling companies in the USA and Canada to approximately 12,000 (it varies slightly each edition). The *Auto Recycler's ToolBox*<sup>®</sup> is the Auto Recycler Publication with the WIDEST coverage in the world!
- **Distributed FREE** at auto recycling events in the USA and Canada every edition.
- FREE Online! All display ads are posted online at the ToolBox website at no extra charge.
- FREE Hotlinks! Readers click on your website address and are directed to your web pages and/or YouTube video.
- Free Color! All ads are printed in FULL color at no extra charge!
- Glossy Paper! Printed on quality glossy paper at no extra charge!
- Free Graphic Design! You can send us your ready-to-print ads or we'll design it for you for free.

#### **Order Your Ads Today!**

Call **800-238-3934** to reserve space in upcoming editions.

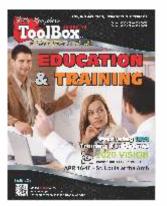
To see online version and media kit visit: www.AutoRecyclersToolBox.com

#### 6 Editions Produced in 2020

■ When each edition is mailed,

lacksquare What event the edition focuses on, and lacksquare Material Deadline

Note: Dates subject to change



Feb/Mar

#### Feb/Mar 2020

Featuring the URG Training Conference (April 16-18)
Mail Date March 6 - Reserve Ad Space by Jan 4

**Material Deadline Jan 15** 

**Focus:** Annual Industry Education & Training with articles by URG Conference speakers, and others Industry experts, writing on current industry related topics

## Apr/May 2020 Post URG Edition

Mail Date May 19 – Reserve Ad Space by Mar. 2
Material Deadline March 27

**Focus:** How (and what you can do) to Get More Parts Cars.



Apr/May



Jun/Jul

#### Jun/Jul 2020

Mail Date July 2 – Reserve Ad Space by April 20 Material Deadline May 21

Focus: How (and what you can do) to Sell More Parts.

#### Aug/Sep 2020

Mail Date Sept 1 – Reserve Ad Space by July 7
Material Deadline July 21

**Focus:** Recycler Software (of all kinds) to operate a successful automotive recycling business.



77th ARA Annual Convention & Expo Edition
Mail Date Oct 13 – Reserve Ad Space by Aug. 18
Material Deadline Sept. 4

Featuring articles by ARA Conference speakers and other industry experts.

Focus: U-Pull-It Yards



Aug/Sep

# ToelBox

Oct/Nov

## Dec 2020 - Annual Holiday Edition Post ARA Edition

Mail Date Dec 11 – Reserve Ad Space by Oct.24

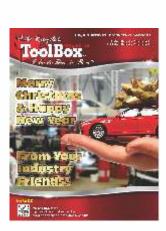
Material Deadline Nov. 7

Focus: Holidays/New Year's Greetings

This is your opportunity to send a holiday and/or New Year's greeting to the entire automotive recycling industry. Each advertiser, with a quarter page ad or larger, or who has placed an ad of any size in all 6 editions, receives a

FREE 1/8th Page Greeting Ad

to appear along with other ads appearing elsewhere In the edition, with a line saying "see our ad on page . . ."



Dec/Jan



#### **AutoRecyclersToolBox.com**

A Trade Show in Print, it's the Industry Magazine that Reaches & Teaches!

800-238-3934

www.MikeFrench.com
Fax: 360-354-3013

#### 2020 Auto Recycler's ToolBox®Ad Sizes & Prices

#### To order Display Ads for your Company

Choose the ad size you need from the section below. Complete and fax the order form to us. We will then contact you to discuss details and to gather whatever information is needed to prepare your ad for the publication. You have the option of sending us your composed-to-size electronic art, or our graphic department will design your ad for you at no extra charge. Once you've approved the art, it will go into the publication.

#### **Classified Ad Section**

Do you have something to buy, sell or trade to the recycling industry? Why not place a text ad or a spot ad in the Classifieds/Spot ads Section?

- Classified text: \$35 for 120 words. Email your text to harmony@mikefrench.com.
- **Spot:** Add a logo, photo, or anything else that will fit: One space: \$75, Two space: \$135

All ads printed full color on glossy paper and mailed to automotive recycling companies in the USA & Canada.

### Hurry! 2020 Premium Spaces Go Fast! Call to see what's available.

#### **Premium Pages**

Inside Front Cover

Back Cover

8 ½ x 11 (plus 1/8 bleeds)

\$1,525



#### Premium Two Page Spreads

11 x 17 (plus 1/8 bleeds)

Inside Two Page Spread \$1,875 Inside Front Cover Spread \$2,650 Inside Back Cover Spread \$2,450 Inside Back Cover \$1,425

Center Two Page Spread \$2,850

#### Frequency Rate Savings:

3, 2020 Issues = 10% Off All 2020 Issues = 15% Off

Must be ordered in advance for discount to apply.

Ads do **not** have to be the same for discount to apply.

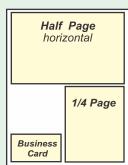
Discounts do not apply to premium pages.

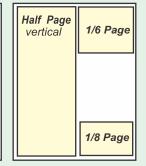
#### **Standard Inside Pages**

Full Page

8 ½ x 11 (plus 1/8 bleeds)

(7 1/4 x 10 if ad is without bleeds)





1/3 Page

2/3 Page

## 2020 Material Deadlines & Mail Dates Issues: Material Deadline Mail Date Feb/Mar Jan. 15, 2020 Mar. 6 2020

 Apr/May
 Mar 27, 2020
 May 19,2020

 Jun/Jul
 May 21, 2020
 Jul. 2, 2020

 Aug/Sep
 July 21 2020
 Sept. 1, 2020

 Oct/Nov
 Sep. 4, 2020
 Oct. 13, 2020

 Dec/Holidays
 Nov. 7, 2020
 Dec. 11, 2020

#### Inside Pages - Size & Cost

Ad Size	Width" & Height"	1 Time	3 Times*	6 Times*
1 Page	7.25 x 10  A full page with bleed i	\$1,369	\$1,232	\$1,164
2/3 Page	7.25 x 6.67	\$988	\$889	\$840
1/2 Page	(Horizontal) 7.25 x 5	\$827	\$745	\$703
1/2 Page	(Vertical) 3.5 x 10	\$827	\$745	\$703
1/3 Page	7.25 x 3.34	\$688	\$620	\$585
1/4 Page	5 x 3.5	\$570	\$513	\$485
1/6 Page	3.5 x 3	\$500	\$450	\$425
1/8 Page	3.5 x 2.235	\$350	\$315	\$297
usiness Card	3.5 x 2	\$290	\$261	\$246

<sup>\*</sup> Frequency rates have been applied to above prices. There is a 10% extra charge for specified placement position

Digital files we accept: High resolution JPG at 300 dpi at ad size. High resolution PDF (for prepress), converted to curves/or lines. Send files using an online free service such as www.yousendit.com, to Mike@mikefrench.com. Any bleeds should be 1/8" (0.125) all sides.



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800-238-3934

www.MikeFrench.com Fax: 360-354-3013

#### 2020 Auto Recycler's ToolBox® Display Ad Order Form



## Please complete and fax to: 360-354-3013 or Email to: Harmony@mikefrench.com

Company				Customer PO# for this job:					
Billing Add	lress:								
Order Placed By:			Phone:		Ext #				
				Fax:					
6 editions Please select the issue(s) you'd like your ad(s) to appear in Write in the ad size(s) you'd like (see price sheet) Issues & ad sizes									
	Feb/Mar	□ Apr/May	☐ Jun/Jul	☐ Aug/Sep	☐ Oct/Nov	☐ Dec/Holidays			
Ad Size									
Price									
Additional Information  Auto Recycler's ToolBox will design ad free of charge*  Customer will provide ad to toolbox@mikefrench.com									
☐ Additional Notes:									
Your res	Your reservation is not secured until we receive this signed verification. Please sign & fax to: 360-354-3013								
<ul> <li>☐ This order <u>is correct</u> as described. Please send proof for art verification.</li> <li>☐ This ad is an exact re-order. No proof necessary.</li> <li>☐ This order <u>is not correct</u> as described. Please move forward with the following change(s):</li> </ul>									
Please <u>call me before moving forward</u> with this project. My number is:*  *Please note: , In signing this form, you agree that if for any reason you need to cancel your order, there will be a <u>minimum</u> cancellation fee of \$50.00 for time spent on your ad as well as any graphic design or set up work that has been done. Thank you for your cooperation.									
Signed	Signed Date								