



Serving Florida's Used Car Dealers Since 1940

2021 Media Kit & Marketing Opportunities

Helping you reach Independent Used Car Dealers
throughout the state of Florida

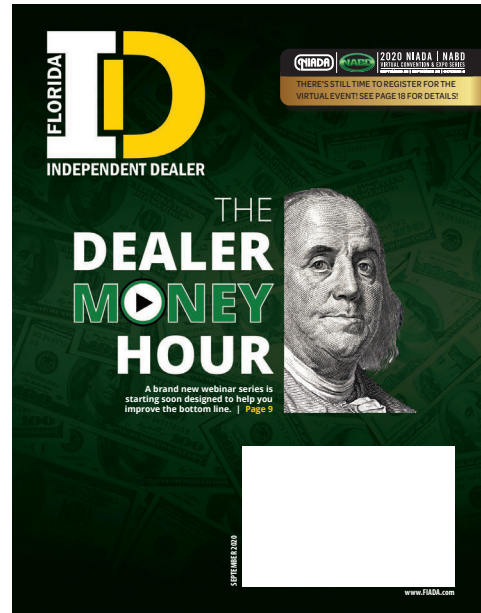


INDEPENDENT DEALER MAGAZINE

Independent Dealer (ID) is FIADA's award-winning magazine. It is published monthly and focuses on topics of interest to dealers such as legislative updates and regulatory requirements, industry tools, tips and trends and business best practices.

CIRCULATION INFORMATION

ID is distributed monthly to FIADA members and quarterly to EVERY licensed independent dealer in Florida, totaling a distribution over 9,500. No other state, or national, association magazine reaches all of Florida's independent dealers except *Independent Dealer*.



PUBLICATION DEADLINES

JANUARY 2021 STATEWIDE ISSUE

AD SPACE: 12/15/20 | ARTWORK: 12/24/20

FEBRUARY 2021

AD SPACE: 1/14/21 | ARTWORK: 1/25/21

MARCH 2021 STATEWIDE ISSUE

AD SPACE: 2/11/21 | ARTWORK: 2/22/21

APRIL 2021

AD SPACE: 3/11/21 | ARTWORK: 3/22/21

MAY 2021

AD SPACE: 4/15/21 | ARTWORK: 4/26/21

JUNE 2021

AD SPACE: 5/10/21 | ARTWORK: 5/19/21

JULY 2021 STATEWIDE ISSUE

AD SPACE: 6/10/21 | ARTWORK: 6/21/21

AUGUST 2021

AD SPACE: 7/15/21 | ARTWORK: 7/26/21

SEPTEMBER 2021

AD SPACE: 8/12/21 | ARTWORK: 8/23/21

OCTOBER 2021 STATEWIDE ISSUE

AD SPACE: 9/13/21 | ARTWORK: 9/22/21

NOVEMBER 2021

AD SPACE: 10/13/21 | ARTWORK: 10/25/21

DECEMBER 2021

AD SPACE: 11/11/21 | ARTWORK: 11/22/21

INDEPENDENT DEALER MAGAZINE

2021 RATE CARD

Cover Rates

Position	1x	4x	12x	Statewide Issue (w/o contract)
Inside Cover	\$1,270	\$1,120	\$995	—
Back Cover	\$1,400	\$1,250	\$1,125	—

Display Rates

Size	1x	4x	12x	Statewide Issue (w/o contract)
Full Page	\$1,200	\$1,100	\$1,000	\$1,700
2/3 Page	\$1,100	\$1,000	\$850	\$1,600
1/2 Page	\$1,000	\$900	\$750	\$1,250
1/4 Page	\$700	\$625	\$550	—

General Rate Policies and Terms:

New advertisers must prepay their first advertisement to establish credit. Subsequent ads may be billed, subject to credit approval.

All overdue accounts are subject to late charges and/or immediate cancellation of contract. Past-due invoices in excess of 90 days are subject to contract termination by FIADA, pending payment.

FIADA reserves the right to refuse advertising

Ad design services are available. Contact Christy Taylor at ctaylor421@gmail.com for pricing.

AD DIMENSIONS

<p>Full Page</p> <p>BLEED 8.625" x 11.127"</p> <p>TRIM 8.375" x 10.877"</p> <p>LIVE 7.375" x 9.925"</p>	<p>2/3 Page</p> <p>BLEED 5.4583" x 11.127"</p> <p>TRIM 5.33" x 10.877"</p>	<p>1/2 Page Horizontal</p> <p>7.375" x 5"</p>	<p>1/2 Page Vertical</p> <p>BLEED 4.1925" x 11.127"</p> <p>TRIM 4.0675" x 10.877"</p>	<p>1/4 Page</p> <p>4.84" x 5.25"</p>
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Ad specifications

- PDF files preferred; Press-ready settings.
- Fonts must be outlined or embedded.
- Allow a .125" bleed trim on all bleed edges.

Document Setup

- InDesign: Packaged Files with all links and fonts.

- Photoshop: 300dpi CMYK or grayscale, 600 dpi minimum bitmap, flattened layers, TIF or EPS format, binary encoding (no JPG and no extra channels).
- Illustrator: Outline all fonts, flatten transparencies, embed all elements.
- All colors must be CMYK; no PMS/Pantone colors.
- Color Bars/Crop Marks must be outside printable area.

ASSOCIATE MEMBERSHIP

FIADA offers a special membership category to vendors that provide products and/or services to dealers or other related industry workers. Annual dues for Associate Members is \$325 and features many benefits including:

- Complimentary listing searchable by multiple categories in the Dealer Service Provider directory at FIADA.com
- Networking opportunities at FIADA quarterly town halls, board meetings and the Annual Convention
- Opportunity to contribute educational articles to FIADA *Independent Dealer* Magazine and monthly e-newsletter
- Access to FIADA member logo for use on company website
- Access to exclusive marketing opportunities available only to FIADA Associate Members as well as discounted marketing opportunities for members.

To become an FIADA Associate Member, visit FIADA.com and click Join Now.



PRE-LICENSE COURSE TRAINING MANUAL ADVERTISING

Every student that participates in a FIADA pre-licensing seminar receives a manual produced and published by the FIADA. This manual is very useful to students after they become dealers and often serves as a reference handbook, providing a great deal of information dealers use on a daily basis.

In addition to the condensed paper copy distributed in class, a more comprehensive version is available for students to download

online after course completion. Ads placed in the training manual appear in both the hard copy and the digital download.

Full page, full color ads are available in the "Industry Resources" section of the manual at a rate of \$1,000 per year. No matter how many manuals are printed and distributed, each ad will be included in every copy that is printed or downloaded during that time.

MEMBERSHIP MAILING LIST

Broaden your direct mail marketing by targeting Florida's independent dealer decision makers through the FIADA membership list. With over 500 dealers across the state, FIADA members are eager to hear about new products, services and tools to improve their businesses. Vendors who are current FIADA members receive discounted rates starting at \$100.

DIGITAL ADVERTISING



E-mail

FIADA's E-Newsletter is distributed monthly to over 9,000 subscribers.

Cost:
\$299/month

Specs:

- Banner Ad size is 175 x 175 pixels.
- Static .jpg, .png or .gif files

Deadline Schedule:

Ads are due on the 10th of the month (e.g., for January 2021 placement, ad is due on January 10, 2021).

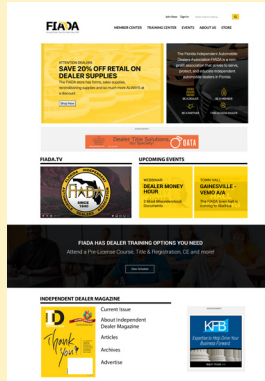
Direct Email Marketing

allows you to get your electronic message delivered directly to FIADA's 500+ dealer members.

Cost:
\$399/email blast

Specs:

- Submit HTML file or static .jpg, .png or .gif
- Email subject to management approval.



Website

FIADA.com receives traffic from both members and nonmembers in search of business resources, training courses and product service providers. We are one of the few companies to provide online continuing education (CE) and with over 8,000 independent dealers in Florida there are many opportunities for your website ad to get noticed. The site averages over 23,000 pageviews and over 5,000 visitors each month.

Ad space at FIADA.com is at a premium. To learn more about these limited opportunities, please contact our publishing partner Multiview at 872.402.7070 or salesinquiries@multiview.com

New for 2021: FIADA.com is getting a facelift. A new, easy-to-navigate, responsive design is on the way to enhance functionality for all users.

Mobile App

The FIADA Coupon Program is a great opportunity to give members an incentive to use your services. This promotion is only available to FIADA associate and auction members.

Cost:
Free

Specs:

- 750pixels x 1250 pixels
- Static .jpg, .png or .gif
- Coupon must feature an actual discount

The FIADA App is utilized by members for FIADA.com features on the go, the app provides another avenue for interaction with members.

Cost:
\$3,000 (6 month duration)

Specs:

- Rotating logo: 750px x 1250px
- 1 alert message each month of sponsorship to app users.



SPONSORSHIPS

DEALER TRAINING SCHOOL

As the oldest dealer training school in Florida, FIADA offers six pre-licensing seminars around the state on a monthly basis. The pre-licensing seminar is one of the requirements that must be completed in order to obtain a Florida dealer's license. The course covers rules and regulations related to dealer licensing and includes a copy of the Dealer Training School manual.

The seminar takes place over two days and there are two sponsorship slots available for each day. Sponsorship allows you the opportunity to address the attendees for 15-20 minutes as well as distribute any promotional materials desired.

Day One: \$175/class

Day Two: \$225/class

TOWN HALL MEETINGS

FIADA will offer __ town hall meetings this year in different areas of the state. Attendance generally ranges from 40-80 dealers per session. Town Hall Meetings are presented in a seminar format and discuss pressing issues affecting Florida's dealers. Past topics include inventory selection, online resources to streamline operations, legal forums, CFPB, Title and Registration issues and more. These meetings are free for dealers to attend.

Town Hall Inner Circle Sponsorship: \$1,000

Sponsorship includes:

- One 6' table with two chairs
- Recognition on promotional materials
- One-page handout (provided by sponsor) in registration kit
- Short announcement during schedule
- Post-training dealer attendee list
- Half-page ad in *Independent Dealer* magazine

BOARD OF DIRECTORS MEETINGS

FIADA hosts three Board of Directors meetings each year, usually held in conjunction with a Town Hall meeting. Board Meetings include a formal business meeting as well as networking opportunities and are open to all dealers.

Breakfast Sponsorship: \$1,000

Sponsor a board meeting breakfast and get the chance to address FIADA decision makers.

Lunch Sponsorship: \$1,000

Great opportunity to address the Board of Directors with a presentation during lunch.

NEW DATE!

FOCUSED ON THE **FUTURE**



FIADA Annual Convention & Trade Show

Hilton West Palm Beach | August 1-3, 2021

HOTEL ACCOMMODATIONS

HILTON WEST PALM BEACH

Experience casual elegance at the contemporary and luxurious Hilton West Palm Beach, a AAA 4-Diamond hotel in the heart of downtown.



SPONSOR & EXHIBITOR INFORMATION COMING SOON!

