

A photograph of three people in a car dealership office. A woman with long brown hair, a man with a beard and glasses, and an older woman with short grey hair are sitting around a wooden table. They are all smiling and looking at a tablet held by the older woman. The background shows a car dealership with several cars parked outside.

# 2022 MEDIA KIT



The Official Publication of the Kentucky Automobile  
Dealers Association

## Your Brand, Promoted.

Make sure your company is top of mind. The Kentucky Auto Dealer Magazine is the perfect place to be seen by all the decision makers in the industry. Advertise in this publication and watch your revenue grow.



# Advertise in this publication and get your brand in the hands of your fellow association members, AKA your target market.

## CUTTING-EDGE EDITORIAL CONTENT:

The Kentucky Auto Dealer magazine offers clear, comprehensive, sophisticated and up-to-date information that readers can apply immediately in their own organizations. Contributed to by the association's Board of Directors, as well as the financial service industry's most authoritative practitioners and consultants, this magazine delivers a wealth of insight and covers a broad range of subjects, including the following:

- Federal regulatory compliance
- Marketing and branding
- Professional development
- Consumer resources
- Dealership profitability
- The KADA news and events
- ROI methodologies
- Leadership
- Industry standards, practices and updates
- HR concerns
- F&I training
- Legislative updates
- The latest trends in automotive technology
- Opportunities, awards and programs in the industry

## VALUE ADDED SERVICES TO HELP KEEP YOU IN THE FOREFRONT:

- A magazine website that includes your logo linked back to your website
- A built-out digital version of each issue that includes options for social sharing, a downloadable PDF and a flipping book for those who prefer swiping
- An additional email distribution of the publication, so KADA members and magazine readers will enjoy the benefits of both print and digital experiences
- Options to purchase digital advertising space on the magazine website (see pricing on the next page).



Kentucky Auto Dealer magazine is the official publication of the Kentucky Automobile Dealers Association

### 2022 Publication and Advertising Schedule

| Issue     | Editorial   Artwork Due | Mail Date     |
|-----------|-------------------------|---------------|
| Directory | Feb 4, 2022             | Feb 18, 2022  |
| 1         | Mar 9, 2022             | Mar 30, 2022  |
| 2         | Jun 8, 2022             | Jun 29, 2022  |
| 3         | Sept 7, 2022            | Sept 28, 2022 |
| 4         | Nov 30, 2022            | Dec 21, 2022  |

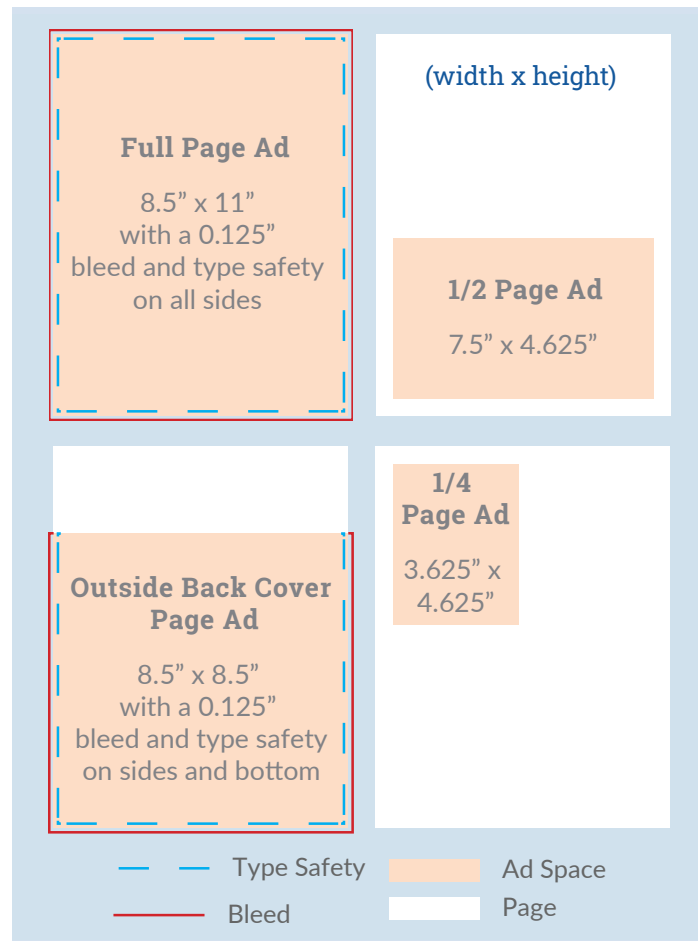


VIEW ONLINE AT:

[kentucky-auto-dealer.thenewslinkgroup.org](http://kentucky-auto-dealer.thenewslinkgroup.org)

## Print Ad Specifications and Pricing

| 2022 Print Advertising Rates                |                |                     |                       |
|---|----------------|---------------------|-----------------------|
| Size  | Directory Only | Per Term (4 issues) | Directory + Mag Combo |
| Full Page                                   | \$940          | \$2,162             | \$2,641               |
| 1/2 Page                                    | \$730          | \$1,621             | \$2,000               |
| 1/4 Page                                    | \$520          | \$1,216             | \$1,475               |
| Page 3 Premium                              | \$1,103        | \$2,424             | \$2,998               |
| Inside Front/Back Covers, Page 5            | \$998          | \$2,424             | \$2,909               |
| Outside Back Cover                          | \$1,103        | \$2,687             | \$3,221               |
| Print + Digital Premium Pkg.                |                | \$2,687             | \$3,221               |
| Centerfold space available; call for rates. |                |                     |                       |



## Digital Ad Specifications and Pricing

| 2021-2022 Digital Advertising Rates                          |           |
|--|-----------|
| Size   | Per Issue |
| Issue Homepage Skyscraper                                    | \$450     |
| Article Leaderboard Top<br>(exclusive to entire publication) | \$750     |
| Article Leaderboard<br>(exclusive to one article)            | \$350     |

## Digital ad formats:

.jpeg, .jpg, .png, .gif

**File size:** 50KB or smaller

### Issue Homepage Skyscraper:

300px X 500px

## Issue Homepage Skyscraper

(mobile):

600px X 120 px

### Article Leaderboard:

970px X 90px

### Article Leaderboard (mobile):

600px X 120px

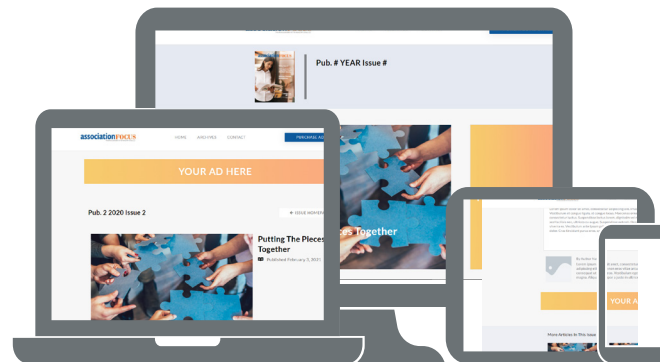
**Resolution:** 72-150 ppi

125 characters of text or less.

Images that consist of more than 20% text may experience reduced delivery.

- EVERY DIGITAL AD SHOULD CONTAIN FOUR  
MAIN COMPONENTS:

1. Your logo or company name
2. A value proposition
3. An image or visual representation of your service
4. A clear call to action with contact information



**Are you ready for growth? Go crazy. Be seen.**

Contact us today to advertise in this publication.



**801.676.9722** | 855.747.4003

**sales@thenewslinkgroup.org**

# Purchase an ad in the Kentucky Auto Dealer Magazine.

|                         |         |                          |         |
|-------------------------|---------|--------------------------|---------|
| Name                    | Company | Title                    |         |
| Phone                   | Email   |                          |         |
| Address                 |         |                          |         |
| City                    | State   | Zip Code                 | Country |
| Website                 |         |                          |         |
| Production Contact Name |         | Production Contact Email |         |

| Print Ad Size                    | # of Insertions | Ad Placement | Total Cost |
|----------------------------------|-----------------|--------------|------------|
| Full Page                        |                 |              |            |
| 1/2 Page                         |                 |              |            |
| 1/4 Page                         |                 |              |            |
| Page 3 Premium                   |                 |              |            |
| Inside Front/Back Covers, Page 5 |                 |              |            |
| Outside Back Cover               |                 |              |            |
| Print + Digital Premium Pkg.     |                 |              |            |

| Digital Ad Size                        | # of Issues | Run Dates | Total Cost |
|--|-------------|-----------|------------|
| Issue Homepage Skyscraper              |             |           |            |
| Article Leaderboard Top (all articles) |             |           |            |
| Article Leaderboard (one article)      |             |           |            |

**Ad Design:** ☐ We will provide an ad in CMYK and 300 PPI, jpg or PDF format with bleed if needed.  
☐ We will pay you to design our ad for \$250.

**Payment Method:**

- ☐ Please invoice me  
☐ Credit Card

|           |                        |      |
|-----------|------------------------|------|
| CC Number | Signature of Purchaser |      |
| Exp. Date | CVV Code               | Date |

- Account balance is due in full before publication. Ads not paid in full before publishing are not guaranteed to run. A monthly finance charge of 1.5%, which is 18% per annum, will be charged on the unpaid balance of past due accounts. Customer agrees to pay reasonable attorney’s fees and other costs of collection after default and referral to an attorney.
- All materials will be reviewed for acceptability. The publisher and the sponsor reserve the right to refuse any advertisement.
- Position of advertisements is at the discretion of the publisher unless the advertiser has specifically contracted and paid for a premium position.
- Advertisers assume all liability for all content (including text representation and illustration) of the advertisement printed and agree to indemnify, protect and hold harmless the publisher and the sponsor from any claim or action based on the content of an advertisement published.
- Orders cannot be canceled. If there is a problem with an ad, such as excessively late distribution, or quality concerns that are the publisher's fault, the publisher reserves the right, at its discretion, to either refund or make good any paid ad that does not run due to publisher error.