



Serving Florida's Used Car Dealers Since 1940

2024 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 digitally every month to all licensed independent dealers in Florida, totaling a distribution over 10,000.



PUBLICATION DEADLINES

JANUARY 2024

December 11, 2023

FEBRUARY 2024

January 8, 2024

MARCH 2024

February 5, 2024

APRIL 2024

March 4, 2024

MAY 2024

April 8, 2024

JUNE 2024

May 6, 2024

JULY 2024

June 3, 2024

AUGUST 2024

July 8, 2024

SEPTEMBER 2024

August 5, 2024

OCTOBER 2024

September 9, 2024

NOVEMBER 2024

October 7, 2024

DECEMBER 2024

November 4, 2024

INDEPENDENT DEALER MAGAZINE

2024 RATE CARD

Cover Rates

Position	1x	4x	12x
Inside Cover	\$900	\$600/ea.	\$400/ea.
Back Cover	\$1,470	\$1,300	\$1,180

Display Rates

Size	1x	4x	12x
Full Page	\$600	\$500/ea.	\$400/ea.
2/3 Page	\$500	\$400/ea.	\$300/ea.
1/2 Page	\$400	\$300/ea.	\$200/ea.

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

Full Page
BLEED
 8.625" x 11.127"
TRIM
 8.375" x 10.877"
LIVE
 7.375" x 9.925"

2/3 Page
BLEED
 5.4583" x 11.127"
TRIM
 5.33" x 10.877"

1/2 Page Horizontal
 7.375" x 5"

1/2 Page Vertical
BLEED
 4.1925" x 11.127"
TRIM
 4.0675" x 10.877"

Ad specifications

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

Files Types:

- PDF, JPEG, PNG or Packaged InDesign/Illustrator files.
- Please include hyperlink information, or a website address where you would like your ad to link.

PRE-LICENSE COURSE COMMERCIAL

Submit a prerecorded commercial that can be played during the online training course for \$1,000 per year.

EMAIL BLASTS

Include your ad as a banner with hyperlink on email blasts sent by FIADA. Artwork may be submitted as an html file or static .jpg, .png or .gif and is subject to management approval.

FIADA Member email blast	\$200/month
All VI License Holders email blast	\$500/month



SPONSORSHIPS

STRATEGIC PARTNER:

Tier One | \$9,000/year

As a strategic partner, you will receive:

- 12 full page ads in Independent Dealer Magazine
- Bronze sponsorship at Annual Convention
- 2 event sponsorships per year
- 2 "Advertorial" style articles in Independent Dealer Magazine.
- 4 annual email blasts (2 members + 2 statewide)
- 4 annual social media posts

Total Value: \$12,000

WEBSITE

FIADA.com receives traffic from both members and nonmembers in search of business resources, training courses and product service providers. The site averages over 23,000 pageviews and over 5,000 visitors each month. Please contact our publishing partner Multiview at 972.402.7070 or salesinquiries@multiview.com for more information.

MEMBERSHIP MAILING LIST

Broaden your direct mail marketing by targeting Florida's independent dealer decision makers through the FIADA membership list. Vendors who are current FIADA members receive discounted rates starting at \$200.

STRATEGIC PARTNER:

Tier Two | \$6,000/year

As a strategic partner, you will receive:

- 12 half page ads in Independent Dealer Magazine
- 1 Exhibitor Booth at Annual Convention
- 1 event sponsorship
- 1 "Advertorial" style articles in Independent Dealer Magazine.
- 2 annual email blasts (1 members + 1 statewide)
- 2 annual social media posts

Total Value: \$7,000

MORNING DRIVE/POWER LUNCH

FIADA will be offering a limited amount of in-person educational trainings in 2024. Morning Drive/Power Lunch will provide the same content at the same location each time, but offer an AM and a PM time slot for dealer flexibility. Event sponsorship is \$100 per attendee, with a minimum of \$500.