



Serving Florida's Used Car Dealers Since 1940

Strategic Partnerships

Opportunities for 2026

PARTNERSHIP PACKAGES				
	PLATINUM 4 AVAILABLE \$12,000	GOLD 4 AVAILABLE \$9,000	SILVER 6 AVAILABLE \$6,000	BRONZE 10 AVAILABLE \$4,000
Convention Sponsorship	Platinum	Gold	Silver	Bronze
Magazine Ads	12 Full Page	12 Half Page	6 Full Page	6 Half Page
Magazine Advertorial Articles	2	2	1	1
Email Blasts	4	2	1	1
Social Media Posts	4	2	1	1
FIADA Hosted Webinar	1	1	—	—
Web Banner Ad	Yes	Yes	Yes	No
Total Value	\$20,000	\$14,000	\$8,000	\$4,500

ADDITIONAL OPPORTUNITIES					
Event Sponsorships	Individual Webinars	Website Banner Ad	Email Blasts (to VI License Holders)	Social Media Posts	VI License Holder Email List
4 AVAILABLE	4 AVAILABLE	4 AVAILABLE	6 AVAILABLE	8 AVAILABLE	AVAILABLE ONLY TO FIADA MEMBERS
\$2,500	\$2,000	\$2,000	\$1,000/blast	\$500/post	\$1,000

To become a FIADA Strategic Partner please contact Jennifer Finlay at jennifer@fiada.com

INDEPENDENT DEALER MAGAZINE



Independent Dealer (ID) is FIADA's magazine focusing on topics of interest to dealers and FIADA members such as legislative updates and regulatory requirements, industry tools, tips and trends and business best practices. ID is published digitally every month to all licensed independent dealers in Florida, totaling over 10,000. Click the links below for more information on:

Advertising deadlines and publication dates
Advertising sizes and specifications

To submit an article or press release
Independent Dealer Archives