



Serving Florida's Used Car Dealers Since 1940

# Strategic Partnerships

## Opportunities for 2026

|   | PARTNERSHIP PACKAGES |                 |                   |                   |
|---|----------------------|-----------------|-------------------|-------------------|
|   | PLATINUM<br>\$12,000 | GOLD<br>\$9,000 | SILVER<br>\$6,000 | BRONZE<br>\$4,000 |
| Banner ad on FIADA website  | 12 Months            | 12 Months       | 6 Months          | 6 Months          |
| Announcement of FIADA Membership                                  | Yes                  | Yes             | Yes               | Yes               |
| Quarterly Statewide Magazine Ads                                  | 4 Full Page          | 4 Half Page     | 2 Full Page       | 2 Half Page       |
| Advertorial articles*   | 2                    | 2               | 1                 | 1                 |
| Email-Blasts to statewide dealer list                             | 4                    | 3               | 2                 | 1                 |
| Social Media Posts  | 8                    | 6               | 4                 | 2                 |
| Credit toward Southeast Regional Convention                       | \$4,000              | \$3,000         | \$2,000           | \$1,000           |
| Promo Highlight Ad Intro to FIADA Educational Resources (CE, P/L) | 30 seconds           | 30 seconds      | —                 | —                 |
| Webinar Hosting w/live translation captioning                     | Yes                  | Yes             | —                 | —                 |
| Exclusive access to FIADA sponsored events                        | Yes                  | Yes             | —                 | —                 |

### 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 4,000. Click the links below for more information on:*

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