



*Serving Florida's Used Car Dealers Since 1940*

# 2023 Media Kit & Marketing Opportunities

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



FIADA.com | Independent Dealer Magazine | Event Marketing

# 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 10,000. No other state, or national, association magazine reaches all of Florida's independent dealers except *Independent Dealer*.



## PUBLICATION DEADLINES

### JANUARY 2023

AD SPACE: 12/7/22 | ARTWORK: 12/12/23

### FEBRUARY 2023

AD SPACE: 1/9/23 | ARTWORK: 1/16/23

### MARCH 2023

AD SPACE: 2/6/23 | ARTWORK: 2/13/23

### APRIL 2023

AD SPACE: 3/6/23 | ARTWORK: 3/13/23

### MAY 2023

AD SPACE: 4/3/23 | ARTWORK: 4/10/23

### JUNE 2023

AD SPACE: 5/8/23 | ARTWORK: 5/15/23

### JULY 2023

AD SPACE: 6/5/23 | ARTWORK: 6/12/23

### AUGUST 2023

AD SPACE: 7/3/23 | ARTWORK: 7/10/23

### SEPTEMBER 2023

AD SPACE: 8/7/23 | ARTWORK: 8/14/23

### OCTOBER 2023

AD SPACE: 9/4/23 | ARTWORK: 9/11/23

### NOVEMBER 2023

AD SPACE: 10/9/23 | ARTWORK: 10/16/23

### DECEMBER 2023

AD SPACE: 11/6/23 | ARTWORK: 11/13/23

# INDEPENDENT DEALER MAGAZINE

## 2022 RATE CARD

### Cover Rates

Position	1x	4x	12x	Statewide Issue (w/o contract)
Inside Cover	\$1,320	\$1,175	\$1,040	—
Back Cover	\$1,470	\$1,300	\$1,180	—

### Display Rates

Size	1x	4x	12x	Statewide Issue (w/o contract)
Full Page	\$1,260	\$1,155	\$1,050	\$1,785
2/3 Page	\$1,155	\$1,050	\$900	\$1,680
1/2 Page	\$1,050	\$945	\$800	\$1,300
1/4 Page	\$735	\$655	\$600	—

### 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

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

## ***PRE-LICENSE COURSE TRAINING MANUAL***

Every student that participates in a FIADA pre-licensing seminar receives a digital manual produced 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. Full page, full color ads with hyperlink are available in the "Industry Resources" section of the manual at a rate of \$1,000 per year. No matter how many manuals are downloaded and distributed, each ad will be included in every copy.

## ***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. Cost is \$420 per email.

## ***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 10,000 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 972.402.7070 or [salesinquiries@multiview.com](mailto:salesinquiries@multiview.com)



## ***SPONSORSHIPS***

### ***STRATEGIC PARTNER***

As a strategic partner, you will receive:

- Quarterly articles each in Independent Dealer Magazine
- One full-page ad in a statewide issue of Independent Dealer magazine.
- Bronze sponsorship at Annual Convention
- One Morning Drive or Power Lunch sponsorship at choice of location
- Monthly post on social media

Strategic Partnerships are \$1,150 per month.

### ***MORNING DRIVE & POWER LUNCH***

Morning Drive and Power Lunch are designed to be quick, concise meetings with a smaller group of dealers to foster networking and group conversation. As a sponsor, you will have the opportunity to present to this group .

Morning Drive and Power Lunch sponsorship is \$50 per registered attendee.