ONLINE “ADVERTISERS OF THE MONTH” PACKAGE
• Available only to full page advertisers.
• The home page of UsedCarDealerMagazine.com will include an “Advertisers of the Month” section. This package includes a thumbnail of your ad on the home page that when clicked hyperlinks directly to your ad within the online publication.
• This package also includes a hyperlink of the entire full page ad in the online version to your website.
• Package Cost: $250/month (added to your print section order).

ONLINE DISPLAY AD HYPERLINK PACKAGES
• Hyperlink of the entire online display ad (viewer can scroll and click on your ad to reach your website).
• Package Cost: $100/month (added to your print insertion order).

STREAMING VIDEO COMMERCIAL PACKAGE
• The online version of the magazine allows viewers to search articles within the current issue and all archived issues by key words or phrases.
• Viewers can also hyperlink directly to advertisers’ websites by simply clicking on their ad in the online version of the magazine. Advertisers can even play streaming video commercials on top of their display ads in the online version.
• Monthly issues are also archived on the site.
• Over 750 unique visitors monthly and over 9,500 online page views monthly.

MAGAZINE DEADLINES
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<thead>
<tr>
<th></th>
<th>Space Reservation Deadline</th>
<th>Artwork Deadline</th>
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</thead>
<tbody>
<tr>
<td>JANUARY</td>
<td>12/5/2017</td>
<td>12/11/2017</td>
</tr>
<tr>
<td>FEBRUARY</td>
<td>1/4</td>
<td>1/9</td>
</tr>
<tr>
<td>MARCH</td>
<td>1/29</td>
<td>2/6</td>
</tr>
<tr>
<td>APRIL</td>
<td>2/27</td>
<td>3/6</td>
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<tr>
<td>MAY</td>
<td>3/28</td>
<td>4/6</td>
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<tr>
<td>JUNE</td>
<td>4/27</td>
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<td>JULY</td>
<td>5/29</td>
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<td>AUGUST</td>
<td>6/27</td>
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<td>SEPTEMBER</td>
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<td>OCTOBER</td>
<td>8/28</td>
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<td>NOVEMBER</td>
<td>9/27</td>
<td>10/5</td>
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<tr>
<td>DECEMBER</td>
<td>10/29</td>
<td>11/6</td>
</tr>
</tbody>
</table>
USED CAR DEALER DISPLAY  ADVERTISING RATES

ALL RATES ARE PER INSERTION INFORMATION
Rates shown are full color display ad rates

COVER POSITIONS:
Add 15% to the rates shown 12-time rates
(must purchase all 12 months)

PAGES 3, 5, 9
Add 10% to the rates shown 12-time rates
(must purchase all 12 months)

PRODUCTS & SERVICES GUIDE CLASSIFIED RATES
• CLASSIFIED RATES ARE NON COMMISSIONABLE
• BLACK AND WHITE DISPLAY CLASSIFIEDS ONLY (NO LINERS)

NIADA/NAAA AUCTION DIRECTORY LISTING PACKAGES
NAAA & NIADA have teamed up to provide all NAAA member auctions a huge discount on Used Car Dealer magazine’s monthly auction directory listings. The calendar year auction directory listing packages include the following exposures:

• Listings printed monthly in the printed version of Used Car Dealer Magazine (distributed to all NIADA dealer members and all NAAA members nationwide).
• Online at www.niada.com along with a free hyperlink to your auction website.
• On NAAAs website at www.niada.com.
• Within the online version of the magazine at www.usedcardealermagazine.com.

Option A $840 Yearly
(paid upfront for the year by November 17, 2017 - $70/month)
• Full contact info
• Up to five employee lines
• All sale dates and times
• Unlimited consignor notations
• Up to three color logos
• Contract year is January 1 - December 31. All new listings falling between those dates will be pro-rated for the balance of the year.
• Full payment for year is due in advance of directory listing being published.

Option B $695 Yearly
(paid upfront for the year by November 17, 2017 - less than $58/month)
• Full contact info
• Up to three employee lines
• All sale dates and times
• Up to 10 consignor notations
• One color logo

EDITORIAL CALENDAR

JANUARY (OTB)
1. CFO Playbook: Building a Program From the Ground Up
2. Marketing Makeover for the New Year
3. Line of Credit: Worth the Effort
4. Pay Plan Compliance

FEBRUARY (BHPH DEALER)
1. CRM as TRM - Talent Retention Management
2. I’m on Facebook, Now What?
3. Retail Ready

MARCH (OTB)
750 Bonus Distribution at NIADA Convention
1. Process Makes Perfect
2. Shortening Your Response Time
3. Reputation Management

APRIL (BHPH DEALER)
1. Four PMs of Profitability
2. The Return of SEO
3. Retail Ready

MAY (OTB)
NIADA PRE-CONVENTION SPECIAL ISSUE
1. NMAD Pre-Convention Special Issue
2. NIADA Pre-Convention Coverage

JUNE (BHPH DEALER)
NIADA CONVENTION SPECIAL ISSUE
1. Your Digital Showroom
2. Credibility, Trust and Transparency
3. CPO as a Reinsurance Tool
4. Reconditioning: Make a Quick Turnaround From Auction to Lot
5. The BDC Playbook
6. Retail Ready

JULY (OTB)
1. Are You Selling or Are They Buying?
2. Social Media and Your Staff
3. Social Media Compliance Issues
4. NIADA President Profile

AUGUST (BHPH DEALER)
NIADA POST-CONVENTION SPECIAL ISSUE
1. Google Business and Google Posts
2. Ride of the Text
3. Retail Ready
4. Post-NIADA Convention Coverage

SEPTEMBER (OTB)
1. Marketing Skills for Today’s Dealer
2. Creating Positive Service Experiences
3. National Policy Conference Preview

OCTOBER (BHPH DEALER)
ANNUAL MEETING SPECIAL ISSUE
1. The Future of F&I
2. An Elo Compliance Game Plan
3. Retail Ready

NOVEMBER (OTB)
Annual Auction Special Issue
500 Bonus Distribution at Used Car Week/NIADA
1. Evolution of the Auction Marketplace
2. Auction Xs and Os
3. An Auction Safety Primer
4. NIADA Convention Preview/Auction Industry Perspectives
5. National Policy Conference Coverage

DECEMBER (BHPH DEALER)
1. High Touch, High Tech: Get More From Your DMS
2. The Benefits of Giving
3. Retail Ready: Budgeting and Forecasting

NIADA’S 2018 ADVERTISING MARKETING SPONSORSHIP OPPORTUNITIES
**AD MATERIALS**

All measurements in inches, width by height. Keep all text and logos in live area.

High resolution PDF formatted ads are preferred and can either be e-mailed to your advertising representative or mailed on CD to the NIADA. Advertiser may also place artwork on our FTP site. Contact your advertising representative for FTP site instructions.

**IMAGE RESOLUTIONS**

Please make sure the entire file is high resolution and that all images within the ad are 300 dots per inch (DPI). Ads and images that are not to specs will be sent back to the advertiser.

**COLOR**

All spot and four-color ads should be converted to CMYK.

**FONTS**

Please make sure all fonts are outlines in the file before saving to PDF or EPS.

**AD SIZE**

Ad sizes must conform to the sizes presented in this media kit. Publisher will not reduce or enlarge ads to fit required space. Incorrect size ads will be sent back to advertiser.

**ADVERTORIALS**

Copy Regulations Advertorials must include words “Paid Advertisement” prominently on the ad. Used Car Dealer Magazine/State Magazines reserves the right to refuse advertorials based on contents of the material and/or the refusal of the advertiser to include the words “Paid Advertisement” on the advertising piece.