



2010 *Minnesota Dealer Outlook* Advertising Specs & Deadlines

EDITORIAL PROFILE

Minnesota Dealer Outlook magazine is an Official Minnesota Automobile Dealers Association publication, produced four times annually to MADA members. Each quarter, the magazine will address specific issues pertinent to the new franchised auto industry; supply market data and predictions; and bring members up-to-the minute legislative news.

By promoting products and services in *Minnesota Dealer Outlook*, advertisers are guaranteed to gain name and product recognition as well as increased visibility to this very targeted audience.

CIRCULATION PROFILE

Minnesota Dealer Outlook is provided quarterly to all MADA members. *Minnesota Dealer Outlook* reaches all general managers at member dealerships.

ADVERTISEMENT SPECS

Full Page:

7.75 x 9.25 or 8.5 x 11 ***

1/2 Page Horizontal:

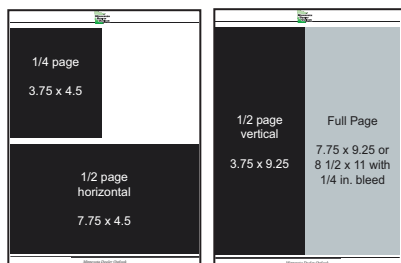
7.75 x 4.5

1/2 page Vertical:

3.75 x 9.25

1/4 Page:

3.75 x 4.5



*** .25 inch bleed required on all full page ads that bleed

2010 SCHEDULE / ARTWORK DEADLINES

Date of Publication	Artwork Deadline
October 2009 - Fall	September 1, 2009
January 2010 - Winter	December 1, 2009
April 2010 - Spring	March 1, 2010
July 2010 - Summer	June 1, 2010

DIGITAL REQUIREMENTS CHECKLIST

All digitally submitted advertisements must meet the following criteria:

- All colors must be converted to CMYK process
- All scans must be hi-resolution (300 DPI) as EPS or TIF files or hi-resolution (300 DPI) PDF
- Camera-ready artwork on a disc accompanied by a color proof and instructions. Printer fonts must be supplied, including fonts in artwork.
- Software accepted: Illustrator, PhotoShop or InDesign

GENERAL RATE POLICY

Advertisers will be protected at their contracted rates for the duration of present contracts. If more insertions than otherwise specified in ad contract are used within one year, charges will be adjusted in accordance with established rate.

Rates are based on the number of insertions within 12 consecutive months. Orders are accepted subject to the terms and provisions of the current advertising rate. Publisher reserves the right to change the rates without notice. Contracts may be canceled at the time a change in rates becomes effective without incurring short rate adjustments, providing the contract rate has been earned up to the date of cancellation. Previous advertising is repeated when running on consecutive insertion contract if change in copy is not received by closing date. In the event that the advertiser cancels the contract, the advertiser agrees to pay the earned rates for all advertisements published under the contract. The publisher may cancel a contract if at any time the advertiser

fails to comply with the terms of payment, and the advertiser agrees to pay the earned rates as per term stated.

INDEMNIFICATION

All advertisements for the Minnesota Automobile Dealers Association are accepted and published on the representation that the advertiser and/or advertising agency are authorized to publish the entire contents and subject matter thereof. The advertiser and/or advertising agency will defend, indemnify and hold the Minnesota Automobile Dealers Association, its editor, and employees, harmless from and against any loss, expense or other liability resulting from any claims or suits for libel, violation of privacy or publicity, plagiarism, copyright or trademark infringement, and any other claims or suits that may arise out of publication of such advertisement. The publisher reserves the right to reject or exclude advertising copy which in its opinion is unethical, misleading, unfair, in bad taste, detrimental to the public interest, or otherwise inappropriate with the character of the Minnesota Automobile Dealers Association.

ADVERTISING RATES

(Prices are based on a per issue rate)

BLACK & WHITE

Full Page

- 1x \$800
 - 2x \$720
 - 4x \$680 Total ___\$_____
- Indicate which issues _____

Half Page

- 1x \$600
 - 2x \$540
 - 4x \$510 Total ___\$_____
- Indicate which issues _____

1/4 Page

- 1x \$300
 - 2x \$270
 - 4x \$255 Total ___\$_____
- Indicate which issues _____

COVERS

Inside Front Cover

- 1x \$1650
 - 2x \$1650
 - 4x \$1485 Total ___\$_____
- Indicate which issues _____

Inside Back Cover

- 1x \$1650
 - 2x \$1650
 - 4x \$1485 Total ___\$_____
- Indicate which issues _____

Back Cover

- 1x \$1650
 - 2x \$1650
 - 4x \$1485 Total ___\$_____
- Indicate which issues _____

FOUR COLOR

Full Page

- 1x \$1200
 - 2x \$1200
 - 4x \$1080 Total ___\$_____
- Indicate which issues _____

Half Page

- 1x \$900
 - 2x \$900
 - 4x \$810 Total ___\$_____
- Indicate which issues _____

1/4 Page

- 1x \$450
 - 2x \$450
 - 4x \$405 Total ___\$_____
- Indicate which issues _____

CONTACT:
Send advertising contracts and artwork to:
 Ginger Lemke, Communications Coordinator
 phone: 651.789.2950 cell: 612.384.8802
 fax: 651.291.2894
 email: ginger@mada.org

MADA
 200 Lothenbach Avenue
 West St. Paul, MN 55118
 651.291.2400
 www.mada.org

2010 Minnesota Dealer Outlook Advertising Contract

Contact _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____

Signature _____ Date _____

Please check which statements apply:

- Payment Included
- Invoice (If invoicing, please include billing contact) _____
- Artwork will change for each publication
- Run the same artwork for each publication for the duration of the contract