



## 2018 *Minnesota Dealer Outlook* Advertising Specs & Deadlines

### EDITORIAL PROFILE

*Minnesota Dealer Outlook* magazine is an Official Minnesota Automobile Dealers Association publication, produced four times annually for 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 increase visibility to this very targeted audience.

### CIRCULATION PROFILE

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

### ADVERTISEMENT SPECS

#### Full Page:

7.75 x 9.25 or 8.5 x 11 \*\*\*

#### 1/2 Page Horizontal:

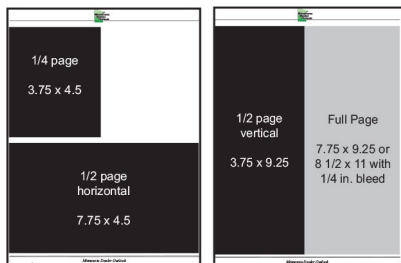
7.75 x 4.5

#### 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

### 2018 SCHEDULE / ARTWORK DEADLINES

Date of Publication	Artwork Deadline
October 2017 - Fall	September 1, 2017
January 2018 - Winter	December 1, 2017
April 2018 - Spring	March 1, 2018
July 2018 - Summer	June 1, 2018

### DIGITAL REQUIREMENTS CHECKLIST

All advertisements must meet the following criteria:

- All artwork must be submitted digitally to [alice@mada.org](mailto:alice@mada.org)
- 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 \$825
  - 2x \$745
  - 4x \$705 Total \_\_\_\$\_\_\_\_\_
- Indicate which issues \_\_\_\_\_

**Half Page**

- 1x \$625
  - 2x \$565
  - 4x \$535 Total \_\_\_\$\_\_\_\_\_
- Indicate which issues \_\_\_\_\_

**1/4 Page**

- 1x \$325
  - 2x \$295
  - 4x \$280 Total \_\_\_\$\_\_\_\_\_
- Indicate which issues \_\_\_\_\_

**FOUR COLOR**

**Full Page**

- 1x \$1225
  - 2x \$1165
  - 4x \$1105 Total \_\_\_\$\_\_\_\_\_
- Indicate which issues \_\_\_\_\_

**Half Page**

- 1x \$925
  - 2x \$880
  - 4x \$835 Total \_\_\_\$\_\_\_\_\_
- Indicate which issues \_\_\_\_\_

**1/4 Page**

- 1x \$475
  - 2x \$453
  - 4x \$430 Total \_\_\_\$\_\_\_\_\_
- Indicate which issues \_\_\_\_\_

**COVERS**

**Inside Front Cover**

- 1x \$1675
  - 2x \$1675
  - 4x \$1510 Total \_\_\_\$\_\_\_\_\_
- Indicate which issues \_\_\_\_\_

**Inside Back Cover**

- 1x \$1675
  - 2x \$1675
  - 4x \$1510 Total \_\_\_\$\_\_\_\_\_
- Indicate which issues \_\_\_\_\_

**Back Cover**

- 1x \$1675
  - 2x \$1675
  - 4x \$1510 Total \_\_\_\$\_\_\_\_\_
- Indicate which issues \_\_\_\_\_

**CONTACT:**  
 Send advertising contracts and artwork to:  
**Alice Morse, Training and Marketing Coordinator**  
 phone: 651.789.2956 cell: 801.231.3178  
 fax: 651.291.2894  
 email: [alice@mada.org](mailto:alice@mada.org)

**MADA**  
 200 Lothenbach Avenue  
 West St. Paul, MN 55118  
 651.291.2400  
[www.mada.org](http://www.mada.org)

## 2018 Minnesota Dealer Outlook Advertising Contract

Contact \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Website Link \_\_\_\_\_

*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