



An Official Publication of the Minnesota Automobile Dealers Association

Minnesota Dealer Outlook is the quarterly magazine published by the Minnesota Automobile Dealers Association. It includes timely topics relevant to franchised car and truck dealers, as well as the latest industry sales data.

Key decision makers at Minnesota's dealerships receive and read **Minnesota Dealer Outlook**.

Don't miss out on an opportunity to promote your products and services to this lucrative demographic. **Minnesota Dealer Outlook** advertisers are guaranteed to gain name and product recognition amongst this influential audience.

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2022-2023 Print Advertising Rates

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PRINT + DIGITAL PREMIUM PACKAGES		
Magazine Full Page Ad + Digital Ad Banner	\$ 1510	+ \$500 per issue
Magazine Full Page Ad + Newsletter Digital Ad Banner	\$ 1510	+ \$500 per issue
FOUR COLOR		
Full Page Ad	\$ 1105	
1/2 Page Ad	\$ 835	

Digital ad formats: jpeg .jpg .png . gif
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or
8.5" x 11"
with a 0.25" bleed

1/2 Page Vertical Ad
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SCHEDULE	
Date of Publication	Artwork Deadline
FALL - Oct/Nov	September 16, 2022
WINTER - Feb/Mar	December 16, 2022
SPRING - Apr/May	March 17, 2023
SUMMER - Jul/Aug	June 16, 2023


Minnesota Automobile Dealers Association
 Mike Olson, Sales Manager
 651.789.2943 mike@mada.org

Outside Back Cover Page Ad
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with a 0.25" bleed

(width x height)

1/2 Page Horizontal Ad
7.75" x 4.5"

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Print Ad Size	# of Terms (4 issues per)	Total Cost
Inside Front Cover		
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Centerfold		
Back Cover		
Magazine Full Page Ad + Digital Ad Banner		
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Full Page Ad		
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Ad Design: Artwork will change for each publication Run the same artwork for each publication for the duration of the contract



- All materials will be reviewed for acceptability. The publisher and the sponsor reserve the right to refuse any advertisement.
- Position of advertisements is at the discretion of the publisher unless the advertiser has specifically contracted and paid for a premium position.
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