



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.

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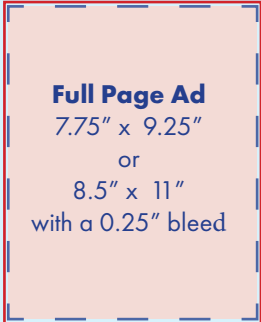
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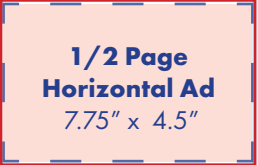
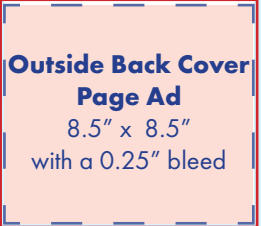
2022-2023 Print Advertising Rates

Size	Per Term (4 Issues)	Digital Ad
PREMIUM LOCATIONS - MAGAZINE		
Inside Front Cover	\$ 1510	
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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
 File size: 50KB or smaller
 Web Banner: 1200 x400 pixels
 Resolution: 72-150 ppi



(width x height)



SCHEDULE	
Date of Publication	Artwork Deadline
FALL - Oct/Nov	September 16, 2023
WINTER - Feb/Mar	December 16, 2023
SPRING - Apr/May	March 17, 2024
SUMMER - Jul/Aug	June 16, 2024



Mike Olson, Sales Manager
 651.789.2943 mike@mada.org

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Magazine Full Page Ad + Digital Ad Banner		
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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.
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