

Illinois Automobile Dealer News & Digital Buyer's Guide/Membership Directory

Official Publication of the Illinois Automobile Dealers Association

PUBLISHING YEAR ISSUES:

(1st Qtr-Winter, 2nd Qtr-Digital Directory, 2nd Qtr-Spring, 3rd Qtr-Summer, 4th Qtr-Fall)



FAST FACTS ABOUT BOTH PUBLICATIONS

DESCRIPTION:

The *Illinois Automobile Dealer News* is a twenty-four (24) page publication that is published on a quarterly basis, in magazine format. The publication is full color throughout, printed on glossy text weight paper and saddle-stitched, with a finished size of 8 ½ x 11.

Each quarter the magazine is mailed to the association members of IADA. Content includes general association business news and pertinent automobile industry editorial. In conjunction with the magazine, an online digital Buyer's Guide/Membership Directory is produced and posted to the member's only section of the IADA website. The Buyer's Guide/Membership Directory is updated on a quarterly basis, to maintain accuracy and relevancy.

As a value-added benefit for purchasing advertising in ALL five (5) issues of the Magazine/Buyer's Guide Membership Directory you will receive the following value-added benefits at no additional charge:

- 1 Your company logo will be placed on the official IADA website at www.illinoisdealers.com in conjunction with the magazine. Your logo will serve as a "hotlink" to your company website.
- 2 The opportunity to submit a 500-800 word article for publication in one (1) of the four (4) issues of the magazine. Guest Editorial Guidelines will be provided.
- 3 Listing in the special "Advertiser Index" section of the magazine under your business category featuring the page number of your ad.

DISTRIBUTION:

A total of 950 magazines per issue will be mailed to all Illinois IADA franchised new car dealer members Plus associate members and key legislators. Total: 3800 magazines + Digital Buyer's Guide/Directory

READERSHIP:

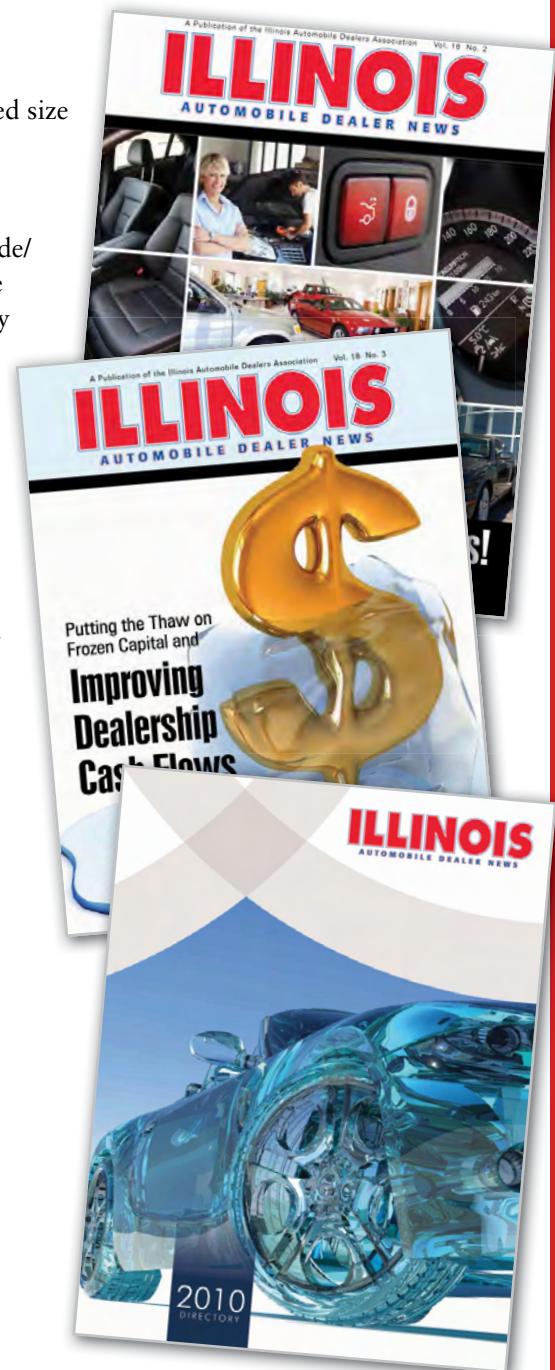
- All IADA Dealer Member Principals
- Dealership General Managers, Sales Managers and F&I Managers
- All IADA Associate Members
- Key Legislators

Rates Are Available Upon Request. Please Contact:

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