

In Gear Magazine & Buyer's Guide/Membership Directory

Official Publications of the Maryland Automobile Dealers Association

PUBLISHING YEAR ISSUES:

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



FAST FACTS ABOUT BOTH PUBLICATIONS

DESCRIPTION:

The *In Gear* journal is a twenty-eight (28) 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. The fourth issue is published as a Membership Directory and while similar in format to the journal, the Membership Directory is perfect bound, due to page count. Each quarter the magazine and/or directory is mailed to the association members of MADA. Content includes general association business news and pertinent automobile industry editorial. As value-added benefits for advertising in ALL four (4) issues of the *In Gear* magazine and Membership Directory, you will receive the following at no additional charge:

- 1 Your company logo will be placed on the official Maryland ADA website at www.mdauto.org in conjunction with the magazine as a "hotlink" to your company website.
- 2 The opportunity to submit a 500-800 word article for publication in one (1) of the three(3) issues of the magazine.
- 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 525 magazines per issue will be distributed. A total of 775 directories will be distributed.

READERSHIP:

- All Maryland ADA Dealer Member Principals
- Dealership General Managers, Sales Managers and F&I Managers
- Dealership Service and Body Shop Managers
- All Maryland ADA Associate Members
- Key Legislators

Rates Are Available Upon Request. Please Contact:
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