

"Dealers' Choice"

Official Publication of the Texas Automobile Dealers Association

PUBLISHING YEAR ISSUES

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



FAST FACTS ABOUT THE PUBLICATION

DESCRIPTION:

"Dealers' Choice" magazine is a professional full-color trade publication targeted at the franchised Texas franchised automotive dealer decision maker. This magazine is 8-1/2" x 11". The full-color glossy cover is 70# coated and inside full-color glossy text is 70# coated. Content includes general association business news and auto industry editorial. Plus all advertisers purchasing any size Full-Color ad in all 3 remaining issues of the publication will receive the following value-added benefits at no additional charge:

- 1 Your company logo will be placed on the official TADA website at www.tada.org in conjunction with the magazine as a "hotlink" to your company website.
- 2 With the approval of TADA, the opportunity to submit a 500-800 word article in one (1) of the four (4) issues. Guest Editorial Guidelines will be provided.
- 3 All advertisers will be listed in the special "Advertiser Index" section of the magazine under your business category featuring the page number of your ad.

DISTRIBUTION:

A total of 1500 magazines per issue are distributed four (4) times over the publishing year.

READERSHIP:

- All Texas Franchised New Car Dealer Principals
- Dealership General Managers, Sales Managers and F&I Managers
- Dealership Service and Body Shop Managers
- Specific State Legislators

Rates Are Available Upon Request. Please Contact:

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