

2024

# MEDIA KIT



The Official Publication of the  
Greater Los Angeles New Car Dealers Association

## Your Brand, Promoted.

Make sure your company is top of mind.  
The Los Angeles Dealer magazine is the  
perfect place to be seen by all the decision  
makers in the industry. Advertise in this  
publication and watch your revenue grow.

# Advertise in this publication and get your brand in the hands of GLANCDA members, AKA your target market.

## CUTTING-EDGE EDITORIAL CONTENT

The Los Angeles Dealer offers clear, comprehensive, sophisticated and up-to-date information about strategies, methods, and techniques that readers can apply immediately in their professional lives. With content written by the industry's most authoritative executives and leaders, this magazine covers a broad range of subjects, including the following:

- Federal regulatory compliance
- Marketing and branding
- Professional development
- Consumer resources
- Dealership profitability
- GLANCDA news and events
- ROI methodologies
- Leadership
- Industry standards, practices and updates
- HR concerns
- F&I training
- Legislative updates
- The latest trends in automotive technology
- Opportunities, awards and programs in the industry

## VALUE ADDED SERVICES TO HELP KEEP YOU IN THE FOREFRONT

- A magazine website that includes your logo linked back to your website
- A built-out digital version of each issue that includes options for social sharing, a downloadable PDF and a flipping book for those who prefer swiping
- An additional email distribution of the publication, so GLANCDA members and magazine readers will enjoy the benefits of both print and digital experiences
- Options to purchase digital advertising space on the magazine website (see pricing on the next page)

**Are you ready for growth? Go crazy. Be seen.**  
Contact us today to advertise in this publication.



Los Angeles Dealer magazine is the official publication of the Greater Los Angeles New Car Dealers Association

### 2023-2024 Production Schedule\*

| Issue   | Editorial   Artwork Due | Estimated Mail Date |
|---------|-------------------------|---------------------|
| Issue 1 | January 12, 2024        | February 7, 2024    |
| Issue 2 | May 10, 2024            | June 5, 2024        |
| Issue 3 | September 20, 2024      | October 16, 2024    |

\* The Editorial | Artwork Due date is the projected production start date and the date we need the content for the issue noted.

\* Based on the needs of the Association, these dates may be pushed back to accommodate events, legislative concerns or last minute news, which makes the publication current and relevant and increases the value to members and advertisers. However, all publications are published as close to these dates as possible.

\* Digital ads are published on the same schedule as the print magazine. In other words, one supports the other, which has proven ROI.



TO VIEW THE MAGAZINE  
ONLINE SCAN THE QR CODE



[los-angeles-dealer.thenewslinkgroup.org](https://los-angeles-dealer.thenewslinkgroup.org)



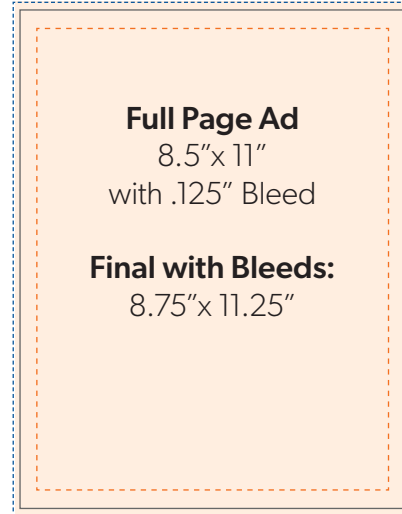
801.676.9722 | 855.747.4003  
[sales@thenewslinkgroup.org](mailto:sales@thenewslinkgroup.org)

# Print Ad Specifications and Pricing

## 2023-2024 Advertising Rates

| Size                         | Per Term (3 issues) |
|------------------------------|---------------------|
| Full Page                    | \$2,928             |
| Half Page                    | \$2,162             |
| Quarter Page                 | \$1,649             |
| Page 3 or Premium            | \$3,507             |
| Inside Front/Back Covers     | \$3,217             |
| Outside Back Cover           | \$3,507             |
| Print + Digital Premium Pkg. | \$3,507             |

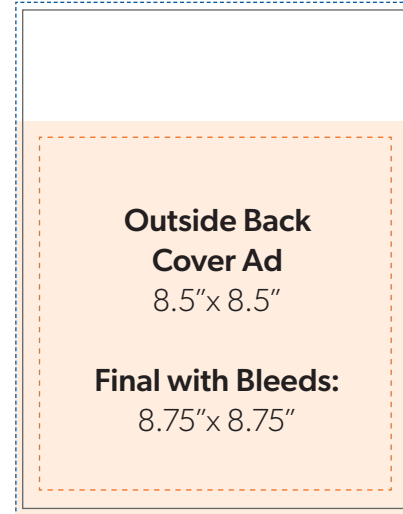
Centerfold space available; call for rates.



### Full Page Specifications:

- Artwork Trim Size: 8.5" x 11"
- Bleed: 0.125"
- Text Safe Area: 0.25" from all edges (All text must be within this area to avoid being trimmed off.)

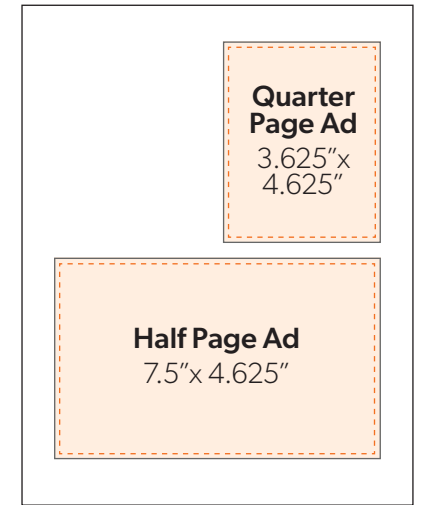
**Final Size with bleeds:** 8.75" x 11.25"



### Outside Back Cover Specifications:

- Artwork Trim Size: 8.5" x 8.5"
- Bleed: 0.125"
- Text Safe Area: 0.25" from all edges (All text must be within this area to avoid being trimmed off.)

**Final Size with bleeds:** 8.75" x 8.75"



### Quarter Page Specifications:

- Artwork Size: 3.625" x 4.625"
- Text Safety Area: 0.125" from edges

### Half Page Specifications:

- Artwork Size: 7.5" x 4.625"
- Text Safety Area: 0.125" from edges

- All ads MUST be submitted in a press-ready format (300dpi PDF or 300dpi .jpg format).
- If a full page ad or outside back cover is submitted without a 0.125" bleed, the ad will be resized to fit the page with a 0.25" white border around it.

# Digital Ad Specifications and Pricing

## 2023-2024 Digital Advertising Rates

| Size  | Per Issue |
|---|-----------|
| Issue Homepage Skyscraper                         | \$475     |
| Top Leaderboard (exclusive to entire publication) | \$800     |
| Article Leaderboard (exclusive to one article)    | \$375     |

## EVERY AD SHOULD CONTAIN FOUR MAIN COMPONENTS:

1. Your logo or company name
2. A value proposition
3. An image or visual representation of your service
4. A clear call to action with contact information

### Acceptable Digital Ad File Formats:

.jpeg, .jpg, .png, .gif

### File Size:

50KB or smaller

### Skyscraper:

300px X 500px

### Skyscraper (mobile):

600px X 120px

### Leaderboard:

970px X 90px

### Leaderboard (mobile):

600px X 120px

### 125 characters of text or less.

Images that consist of more than 20% text may experience reduced delivery.

(All measurements are width x height.)

• **LEADERBOARD (DESKTOP & TABLET)**  
970px x 90px

• **SKYSCRAPER (MOBILE)**  
• **LEADERBOARD (MOBILE)**  
600px x 120px



• **SKYSCRAPER (DESKTOP & TABLET)**  
300px x 500px

# Purchase an ad in the Los Angeles Dealer Magazine.

## Company Information

|              |       |          |  |
|--------------|-------|----------|--|
| Name/Title   |       | Company  |  |
| Phone        | Email |          |  |
| Address      |       |          |  |
| City         | State | Zip Code |  |
| Website      |       |          |  |
| Contact Name |       | Email    |  |

## Card Billing Information

|              |       |          |  |
|--------------|-------|----------|--|
| Name/Title   |       | Company  |  |
| Phone        | Email |          |  |
| Address      |       |          |  |
| City         | State | Zip Code |  |
| Website      |       |          |  |
| Contact Name |       | Email    |  |

| Print Ad Size                | # of Insertions | Ad Placement | Total Cost |
|------------------------------|-----------------|--------------|------------|
| Full Page                    |                 |              |            |
| Half Page                    |                 |              |            |
| Quarter Page                 |                 |              |            |
| Premium Page                 |                 |              |            |
| Inside Front/Back Covers     |                 |              |            |
| Outside Back Cover or Page 3 |                 |              |            |
| Print + Digital Premium Pkg. |                 |              |            |

| Digital Ad Size                   | # of Issues | Run Dates | Total Cost |
|-----------------------------------|-------------|-----------|------------|
| Skyscraper                        |             |           |            |
| Top Leaderboard (all articles)    |             |           |            |
| Article Leaderboard (one article) |             |           |            |

**Ad Design:** We will provide an ad in CMYK at 300dpi, .jpg or PDF format with bleed if needed.  
We will pay you to design our ad for \$250.

### PAYMENT METHOD:

Please invoice me  
Credit Card

|           |           |      |
|-----------|-----------|------|
| CC Number | Signature |      |
| Exp. Date | CVV Code  | Date |

- Account balance is due in full before publication. Ads not paid in full before publishing are not guaranteed to run. A monthly finance charge of 1.5%, which is 18% per annum, will be charged on the unpaid balance of past due accounts. Customer agrees to pay reasonable attorney's fees and other costs of collection after default and referral to an attorney.
- 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.
- Advertisers assume all liability for all content (including text representation and illustration) of the advertisement printed and agree to indemnify, protect and hold harmless the publisher and the sponsor from any claim or action based on the content of an advertisement published.
- Orders cannot be canceled. If there is a problem with an ad, such as excessively late distribution, or quality concerns that are the publisher's fault, the publisher reserves the right, at its discretion, to either refund or make good any paid ad that does not run due to publisher error.



**Purchaser:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**newsLINK Group:** \_\_\_\_\_ **Date:** \_\_\_\_\_