

2018 Advertising Rates

Automotive Recycling™

Official Publication of the Automotive Recyclers Association

OTHER UNIQUE OPPORTUNITIES TO GET ATTENTION FROM ARA MEMBERS

- ARA eNewsletter
- ARA Web site
- ARA Convention: There are many opportunities for extra leverage at ARA's convention, such as exhibiting, or sponsoring an event or activity.

Contact Jessica at ARA for info and pricing.
(571) 208-0428 Ext. 23
Jessica@ara-r-a.org

PREMIUM POSITIONS

Other requested positions will be charged a 30% premium above the regular ad rate.

INSIDE FRONT COVER	\$1,450.00
INSIDE BACK COVER	\$1,350.00 (Currently Available)
OUTSIDE BACK COVER	\$1,500.00

PAGE SIZE	1 ISSUE	3 ISSUES	6 ISSUES
MEMBERS (BEST RATES!)			
<i>4-COLOR ADVERTISEMENTS</i>			
FULL PAGE	\$1,200.00	\$1,125.00	\$1,000.00
HALF PAGE	\$850.00	\$775.00	\$700.00
QUARTER PAGE	\$625.00	\$600.00	\$550.00
ONE SIXTH PAGE	\$400.00	\$360.00	\$325.00
<i>BLACK-N-WHITE ADVERTISEMENTS</i>			
FULL PAGE	\$700.00	\$675.00	\$625.00
HALF PAGE	\$500.00	\$475.00	\$425.00
QUARTER PAGE	\$300.00	-----	-----
ONE SIXTH PAGE	\$200.00	-----	-----
NON-MEMBERS			
<i>4-COLOR ADVERTISEMENTS</i>			
FULL PAGE	\$1,400.00	\$1325.00	\$1200.00
HALF PAGE	\$1000.00	\$950.00	\$900.00
QUARTER PAGE	\$800.00	\$775.00	\$725.00
ONE SIXTH PAGE	\$550.00	\$525.00	\$500.00
<i>BLACK-N-WHITE ADVERTISEMENTS</i>			
FULL PAGE	\$800.00	\$750.00	\$700.00
HALF PAGE	\$550.00	\$475.00	\$450.00
QUARTER PAGE	\$350.00	-----	-----
ONE SIXTH PAGE	\$250.00	-----	-----

Net rates, non-commissionable, and subject to change.

NEW!

ASK ABOUT OUR NEW "SPONSORED CONTENT" AND "FEATURED CONTENT" PLACEMENTS!
ARAEDITOR@COMCAST.NET

To advertise, contact:
Caryn Smith
Phone: (239) 225-6137
E-mail:
ARAEditor@comcast.net



CONTACT CARYN SMITH
(239) 225-6137 ■ ARAEDITOR@COMCAST.NET

Schedule and Specs

2018 AUTOMOTIVE RECYCLERS ASSOCIATION MEDIA KIT

Automotive Recycling™

Official Publication of the Automotive Recyclers Association

Automotive Recycling magazine is the industry's only international publication featuring articles and standing columns designed to inform and improve the operating efficiency of the businesses that salvage reusable and recyclable automotive parts. For over 70 years, automotive recyclers worldwide have turned to *Automotive Recycling* as the most respected authority in the automotive recycling industry.

2018 PUBLICATION SCHEDULE

ISSUE	AD COMMITMENT DUE	MATERIALS DUE:
January/February 2018	November 20, 2017	December 1, 2017
March/April 2018	January 22, 2018	January 29, 2018
May/June 2018	March 26, 2018	April 2, 2018
July/August 2018	June 4, 2018	June 10, 2018
September/October 2018	July 25, 2018	August 1, 2018
November/December 2018	September 24, 2018	October 1, 2018
January/February 2019	November 27, 2018	December 3, 2018

DISPLAY AD SIZE (IN INCHES)

	Width	Depth
Full Page No Bleed	7-1/4	9-3/4
Full Page Bleed (includes 1/8 bleed all around)	8-1/2 <i>Live area is 7-3/4</i>	11-1/8 <i>10-3/8</i>
1/2-Page (horizontal)	7-1/4	4-3/4
1/4-Page (vertical only)	3-1/2	4-3/4
1/6-Page (vertical only)	2-1/4	5

IMPORTANT

Publication Trim Size: 8-1/4 width x 10-7/8 height
Live area: 7-3/4 x 10-3/8
Printing Process: 4-color process Sheet Fed on coated stock
Binding: Saddlestitch

Publisher:
 Automotive Recyclers Association
 Michael Wilson
 9113 Church Street
 Manassas, VA 20120-5456 USA
 (571) 208-0428 / Fax (571) 208-0430
 www.a-r-a.org

Editorial, Art Direction & Advertising Sales:

Driven By Design LLC,
 Marketing & Publishing
 Contact: Caryn Smith / Jay Mason
 8354 Sumner Ave.
 Fort Myers, FL 33908, USA
 (239) 225-6137

FURNISHED AD MATERIALS

High-resolution (300 dot per inch, or DPI) digital file preferred. All artwork, photos and logos included in the original ad file must be 300 DPI high-resolution to insure print quality. *Automotive Recycling* magazine is not responsible for ads that are not correctly designed for high-resolution printing. If you have questions regarding your ad quality, contact ARAEitor@comcast.net.

Final Artwork: Please include/embed all necessary fonts and high resolution images with the advertisement. Fonts not included will be substituted.

All electronic files are accepted via e-mail at ARAEitor@comcast.net, or via Dropbox. We accept PDF, Photoshop, .EPS, .TIF or .JPG formats. No other artwork formats will be accepted without prior approval.

SPECIAL REQUESTS

Preferred Positions: Inside (non-cover) guaranteed placements are available on a first-come, first-serve basis. *For special position requests, please include a specific page number, a location next to a monthly feature or column, or other preferences on your contract.* Otherwise, advertisements will be placed in available spots. Ad positions will most likely vary from issue to issue.

Supplied Inserts: Pre-printed inserts ready for binding are accepted in *Automotive Recycling* magazine. Supplied inserts may either be bound into publication or polybagged. E-mail ARAEitor@comcast.net for more information on exact rates, specifications, and deadlines.

Additional Charges: Additional charges may be applied for layout or design work, changes, or revisions on artwork. Charges will result for corrections past advertising deadlines.

Return of materials: No materials will be returned.

HOW TO REACH US

EMAIL INSERTION ORDERS TO:

Caryn Smith at ARAEitor@comcast.net, or fax to (800) 879-8505.

DELIVERY OF AD MATERIALS:

E-mail to ARAEitor@comcast.net or via Dropbox to ARAEitor@comcast.net.

SEND PAYMENT TO:

Automotive Recyclers Association
 9113 Church Street
 Manassas, VA 20110-5456 USA
 (571) 208-0428 / (888) 385-1005
 Fax (571) 208-0430
 www.a-r-a.org



CONTACT CARYN SMITH
 (239) 225-6137 ■ ARAEITOR@COMCAST.NET

2018 Automotive Recycling

MAGAZINE

1

AUTOMOTIVE RECYCLING ADVERTISING CONTRACT

Date: _____ Are You a New Advertiser?

Bill as: ARA Member (REQUIRED FOR FEATURED CONTENT AND SPONSORSHIP) Non-Member

OR Special Promotion: _____ at rate of: _____ per insertion.

For ARA Office Use Only

Received: _____ By: _____

Total Amt. Per issue: _____

Company Information:

Company: _____ Contact Name: _____

Mailing Address: _____

City: _____ State/Province: _____ Postal Code: _____

Country: _____ Phone: _____ Fax: _____

E-Mail: _____ Web site: _____

Size: (circle one)	Full Page	2/3 Page	1/2 Page	1/4 Page	1/6 Page
Cover: (circle one)	Inside Front		Inside Back	Outside Back	
Ad Shape: (circle one)	Horizontal		Vertical		
Frequency: (circle one)	1x	3x	6x		
Color: (circle one)	4-Color	Black-n-White			
Content: (circle one)	"SPONSORED" SECTION		"EXPERT TIPS" COLUMN		"INSIDE VIEW" FEATURE

NOTE: SPONSORED & FEATURED CONTENT MUST BE PAID IN ADVANCE OF PUBLISHING.

Special Ad Position Request:

New Advertisers: *Automotive Recycling* requires a deposit of one half the value of the first ad run prior to publication date. Your deposit amount of _____ is due by _____. The remainder will be billed after publication. If deposit is not received, your ad will not run in *Automotive Recycling* magazine.

Circle the issues in which ad should appear:

January/February March/April
May/June July/August
September/October November/December

Acceptance of this insertion order by the Automotive Recycling Association ("ARA") constitutes a contract. Payment terms are upon receipt of invoice. Interest of 1.5% per month will be charged on overdue accounts. This contract is not binding until it has been accepted in writing by the signature of an authorized representative of each of the parties. ARA reserves the right to accept or reject any submission for any reason in its sole discretion. ARA shall not be liable under any circumstances for any incidental, special or consequential damages or economic loss, based upon breach of contract, negligence, strict liability in tort or any other legal theory and any ARA liability under a contract formed hereunder shall be limited to the amount paid to ARA by the customer over the prior twelve (12) month period before the particular event. The contract may not be assigned by either party without the written approval of both parties. ARA will retain the sole original copy of this contract in its records, and produce a copy for the customer upon request of customer. This agreement shall be covered by the laws of the Commonwealth of Virginia. Any modification, supplement or waiver with regard to this contract must be in writing and signed by a duly authorized representative of the party against whom enforcement is sought. Waiver of any default shall not constitute a waiver of any subsequent default. In any legal suit for collection of amounts owed by customer hereunder, customer hereby consents to the jurisdiction of any court in the Commonwealth of Virginia and further agrees that any process or notice of motion may be served outside the Commonwealth of Virginia to the customer at the address set forth in this contract, by certified or first class mail, or by personal service, provide a reasonable time for appearance is allowed. If any provision of this contract is or becomes unenforceable because of present or future laws of any governmental body or entity, then the remaining parts of this contract shall not be effected. Any Cancellations of/or change in this contract must be submitted in writing 30 days prior to issue closing date. Advertisers failing to meet contracted frequency program will be subject to shortrate.

AUTHORIZED SIGNATURE: _____

Print Name: _____ Title: _____

Date: _____ Agreed Rate Per Issue: _____

Email to:

Caryn Smith at

ARAEitor@Comcast.net



CONTACT CARYN SMITH
(239) 225-6137 ■ ARAEDITOR@COMCAST.NET