

THE DRIVING FORCE FOR AUTOMOTIVE SERVICE PROFESSIONALS

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**MWACA**  
MAGAZINE



# 2020 MEDIA KIT

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### MISSION STATEMENT

MWACA Magazine is the exclusive media brand of the Midwest Auto Care Alliance (MWACA), the driving force for today's automotive service professional. Through real-world stories and strategies from MWACA members, MWACA Magazine aims to advance professionalism and excellence in the auto repair industry through education and representation.

### WHY ADVERTISE IN MWACA MAGAZINE

- Reach 7,500+ repairers with each issue
- Receive bonus points for the VISION Hi-Tech Training and Expo booth selection, and drive more traffic to your exhibit
- Gain exclusive access to MWACA.org and MWACA email newsletter advertising opportunities
- Support the MWACA and their amazing members throughout the Midwest

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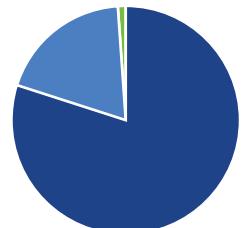
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## TOTAL CIRCULATION 7,500+

ARKANSAS	KANSAS	NEBRASKA
<b>877</b>	<b>1,114</b>	<b>913</b>
IOWA	MISSOURI	OKLAHOMA
<b>1,429</b>	<b>2,088</b>	<b>1,084</b>

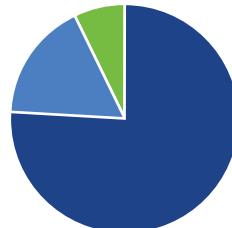


### CIRCULATION BY JOB FUNCTION:



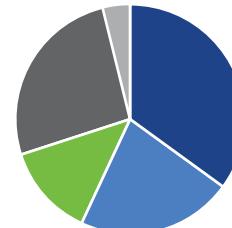
- Owner - 80%
- Manager - 20%
- Supervisor - <1%

### CIRCULATION BY BUSINESS TYPE:



- Independent/Franchise General Repair Shop - 76%
- Independent/Franchise Specialty Repair Shop - 15%
- Used Vehicle Dealer with General Repair Shop - 9%

### CIRCULATION BY NUMBER OF EMPLOYEES:



- 1-2 employees - 35%
- 3-4 employees - 22%
- 5-6 employees - 13%
- 7+ employees - 27%
- Unknown - 3%

**FEBRUARY**

**VISION**  
Hi-Tech Training & Expo

Ad Close: 12/15  
Material Due: 1/2

**SPECIAL FEATURE**  
**VISION Preview:** An inside and comprehensive look at the auto service industry's premier trade show

**MAY**

Ad Close: 3/15  
Material Due: 4/1

**MAIN FEATURE**  
**Profit off Electric Vehicles:** Your guide to become EV and HEV ready

**AUGUST**

Ad Close: 6/15  
Material Due: 7/1

**MAIN FEATURE**  
**The Next Generation:** Leadership secrets from the millennial generation

**NOVEMBER**

Ad Close: 9/15  
Material Due: 10/1

**MAIN FEATURE**  
**Charitable Giving:** An inside look at MWACA member shops that give back

**IN EACH ISSUE**

- **Main Feature:** Deep-diving piece highlighting the solutions to the industry's most pressing challenges
- **Member Spotlight:** Personal, insightful profiles on MWACA's thriving member repair businesses
- **Action Plan:** Strategy-infused pieces focused on helping MWACA member operations thrive
- **One-on-One:** An in-depth Q&A conversation with top industry professionals
- **MWACA Minutes:** MWACA and industry news coverage from throughout the nation
- **The Final Word:** A column with a rotating MWACA member
- **From the President's Desk:** A letter from the MWACA president

**EDITORIAL ADVISORY BOARD**

- Sherri Stock
- Travis Troy
- Tim Davison
- Summer Guerrero
- Mark Schlueter
- Ron Haugen



### PACKAGE 1

#### **4X FULL PAGE ADS \$5,600-\$8,000 ANNUALLY**

For a limited time, receive the following exclusive bonuses at no additional charge:

- 4 bonus priority points awarded to your next year's VISION booth selection position
- Banner ad in 3 issues of MWACA digital eNewsletter delivered to over 12,000 automotive service professionals
- One month of banner advertising on the MWACA.org website

### PACKAGE 2

#### **4X HALF PAGE ADS \$3,920-\$5,600 ANNUALLY**

For a limited time, receive the following exclusive bonuses at no additional charge:

- 1 bonus priority point awarded to your next year's VISION booth selection position
- Banner ad in 1 issue of MWACA digital eNewsletter delivered to over 12,000 automotive service professionals
- One month of banner advertising on the MWACA.org website

### BONUS ADVERTISING

Advertise with MWACA Magazine and receive free digital advertising. VISION exhibitors also earn priority points toward next year's booth selection!



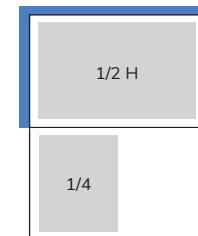
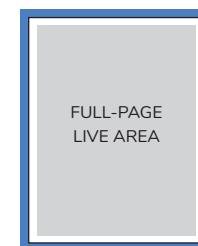
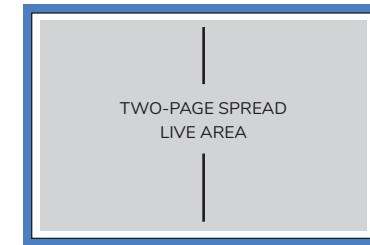
STANDARD AD PLACEMENTS		
AD SIZE	1X	4X
Two-page spread	\$5,000 (*\$3,500)	\$4,000 (*\$2,800)
Full-page	\$2,500 (*\$1,750)	\$2,000 (*\$1,400)
Half-page	\$1,900 (*\$1,330)	\$1,400 (*\$980)
Quarter-page	\$1,300 (*\$910)	\$800 (*\$560)
PREMIUM AD PLACEMENTS		
Cover 2 full-page		\$2,600 (*\$1,820)
Cover 3 full-page	NA	\$2,800 (*\$1,960)
Cover 4 full-page		\$3,000 (*\$2,100)

**DISCOUNT BREAKDOWN**

- All MWACA Allied Members receive 10% discount
- All Ratchet+Wrench advertisers receive 10% discount
- All VISION exhibitors receive 10% discount

\*discounts can be stacked (30% total); certain restrictions apply

AD	SIZE	BLEED	LIVE AREA
Two-Page Spread	15.75" x 9.75"	16" x 10"	15.25" x 9.2406"
Full-Page	7.875" x 9.75"	8.125" x 10"	7.375" x 9.25"
1/2-Page Horizontal	6.875" x 4.275"	—	—
1/2-Page Horizontal (bleed)	7.875" x 4.775"	8.125" x 4.9"	7.375" x 4.36"
1/4-Page	3.3" x 4.275"	—	—



## PRINTING

Heat-set, web offset, saddle-stitch, 70 lb. grade 3 gloss interior and cover. 133 Ipi for both interior and exterior cover pages; maximum ink density of all colors cannot exceed 240%. Dot gain is 20%. Please be cautious when submitting ads using serif type faces reversed out of a dark background.

## AD GUIDELINES

Ads submitted as PDFs are preferred, but we also accept EPS files, Adobe Illustrator, Adobe InDesign and Adobe Photoshop files. Resolution of all digital art must be 300 dpi placed at 100% for color and halftone images; 1,000 dpi for bitmap (line art) images. Fonts should be embedded or supplied, all colors converted to CMYK, and overprinting turned OFF. Ads with bleeds must include 1/8" bleed on all bleed sides. Ads that bleed should keep all important content within the "live area". Content that extends outside the "live area" will risk getting trimmed off. Ads submitted in RGB color space or using Pantone spot colors will be converted to CMYK. MWACA is not responsible for color-correcting art submitted in RGB color space.

## NOTE

Additional non-commissionable production charges may be incurred if supplied ads do not follow these specifications.

- = Trim
- = Bleed
- = Live Area

## CONTACT

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### ADVERTISING & SALES

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For advertising inquiries email [sales@10missions.com](mailto:sales@10missions.com), or reach out to one of the people below.



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