

MWACA

MAGAZINE

THE DRIVING FORCE FOR AUTOMOTIVE SERVICE PROFESSIONALS

MEDIA KIT

On September 14, 2018, a new alliance was formed to support independent auto repair shop owners and managers working to attain success in their chosen industry. Formerly ASA – Midwest, the new Midwest Auto Care Alliance (MWACA), is a brand-new organization with a select group of seasoned, experienced automotive veterans waiting to lead the alliance into the future. The executive board has many years of association leadership experience and, with the added creative genius of Executive Director Sheri Hamilton, has formulated the recipe for the growth of MWACA and its well-known expo and training event, VISION Hi-Tech Training & Expo.

Be advised, the new alliance will *not* change VISION in any way. VISION will still be the benchmark for expo and training events in the U.S. What the Alliance *will* change is the ways in which our member-driven organization will provide information and benefits to members.

With the formation of MWACA, we have had new opportunities to engage in partnerships with a number of industry associates, from small mom-and-pop businesses up to many of the big players in the industry. The leaders of these companies have seen the quality experience that our organization has provided for our members and associated business partners. They realize that successful people associate with other successful people, so it is a natural alliance to partner with MWACA.

Your MWACA leadership is committed to aligning and partnering with a media source that understands and supports our desire to be the best. As we discussed our perfect media partner, we considered several criteria: VISION participation and promotion; advertising performance; industry exposure and acceptance; and quality editorial content and design. And we came to an obvious choice to partner with 10 Missions Media, the parent company of Ratchet+Wrench. Their modern magazine is at the top of the list of automotive trade magazines and a perfect match for MWACA. At a meeting with Chris Messer and Bryce Evans, we discovered a wealth of creative marketing ideas that would allow RW to help us spread the word about MWACA and how we can assist our members in getting the most out of their businesses. One of these ideas that stood out as a game-changer was a brand-new quarterly publication highlighting MWACA members and supporters, training and social events, commentary, editorial content, and advertisements from our partners highlighting their specialties. The MWACA Magazine will allow members to keep up with what's happening, and will allow over 7,300 shop owners in our geographical area to find out who MWACA is and what we can do for them. It will definitely be a win-win proposition for members, prospective members, supporting partners, and the MWACA.

-Jerry Holcom, President
MWACA

The Midwest Auto Care Alliance (MWACA) supports hundreds of repairers throughout Arkansas, Iowa, Kansas, Missouri, Nebraska and Oklahoma through programs that include vendor rebates/discounts, health insurance plans, Shop Owner Support groups, and of course, the VISION Hi-Tech Training & Expo. 10 Missions Media is extremely excited to partner with such a prestigious and progressive organization and bring a new benefit to current and prospective members — MWACA Magazine.

The quarterly MWACA Magazine will be chock-full of great content that is of particular interest to repairers throughout the Midwest. The wide breadth of editorial will include local trending news and events, member profiles, industry Q&As, rotating columnists and special topical feature/cover stories with original photography and behind the scenes views into the most progressive operations and the challenges they face in the ever-changing industry.

What this means to you and other industry-leading vendors is now there is the opportunity to hyperfocus marketing messages to these highly progressive shops in the Midwest to promote new products, Allied Member benefits, and yes, your exhibit at the VISION Hi-Tech Training & Expo. As a MWACA Magazine advertiser you benefit from the goodwill of supporting the association and you'll have supreme visibility in front of over 7,300 shops. To make things even more affordable, the transparent pricing structure provides clear cost savings for MWACA Allied Members, Ratchet+Wrench advertisers, and VISION exhibitors (up to 30% off rates!).

The 10 Missions Media team couldn't be more excited to partner with such a great organization like the MWACA. This partnership and benefit to the members is not possible without your advertising support. Members tend to work with those that support the organizations that drive value to their shop. Through this new marketing channel, you have a sure-fire way to drive ROI, capture new customers and support the betterment of the industry as a whole. On behalf of 10 Missions Media and the MWACA, we thank you in advance for your support.

-Chris Messer, Publisher
10 Missions Media

**WHY ADVERTISE IN THE
MWACA MAGAZINE**

- Reach 7,300+ repairers with each issue
 - Support the MWACA and their amazing members
 - Leverage your exposure and drive traffic at the VISION Hi-Tech Training & Expo
-

TOTAL CIRCULATION
7,385



Arkansas
874
Iowa
1,393

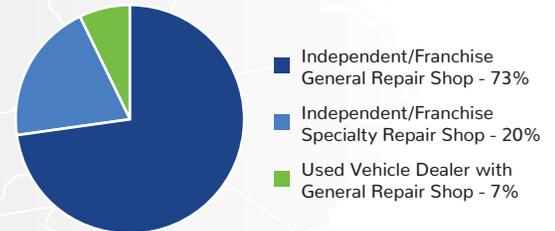
Kansas
1,085
Missouri
2,024

Nebraska
887
Oklahoma
1,122

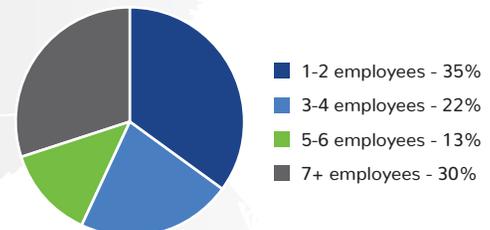
CIRCULATION BY JOB FUNCTION:



CIRCULATION BY BUSINESS TYPE:



CIRCULATION BY NUMBER OF EMPLOYEES:



MONTH	EDITORIAL FEATURES
<p>MAY 2019 Ad Close: 3/15 Material Due: 4/1</p>	<p>MAIN FEATURE The technician shortage: How to find, retain and grow your all-star team</p> <ul style="list-style-type: none"> • MWACA Minutes - News and events • Member Spotlight - Feature style piece focusing on a member shop • One-on-One - Industry Q&A • Action Plan - Strategy focused piece • The Final Word - A column with a rotating member
<p>AUGUST 2019 Ad Close: 6/15 Material Due: 7/1</p>	<p>MAIN FEATURE Technology and telematics: A look at advanced vehicle design and the impact on the independent shop</p> <ul style="list-style-type: none"> • MWACA Minutes - News and events • Member Spotlight - Feature style piece focusing on a member shop • One-on-One - Industry Q&A • Action Plan - Strategy focused piece • The Final Word - A column with a rotating member
<p>NOVEMBER 2019 Ad Close: 9/15 Material Due: 10/1</p>	<p>MAIN FEATURE Roadmap to profitability: The operational strategies your operation needs to thrive in the years ahead</p> <ul style="list-style-type: none"> • MWACA Minutes - News and events • Member Spotlight - Feature style piece focusing on a member shop • One-on-One - Industry Q&A • Action Plan - Strategy focused piece • The Final Word - A column with a rotating member
<p>FEBRUARY 2020 Ad Close: 12/15 Material Due: 1/2</p>	<p>MAIN FEATURE VISION Preview: An inside and comprehensive look at the auto service industry's premier trade show</p> <ul style="list-style-type: none"> • MWACA Minutes - News and events • Member Spotlight - Feature style piece focusing on a member shop • One-on-One - Industry Q&A • Action Plan - Strategy focused piece • The Final Word - A column with a rotating member

IN EACH ISSUE

- Deep-dive features highlighting the solutions to the industry's most pressing challenges
- Personal, insightful profiles on MWACA's thriving member repair businesses
- Strategy-infused pieces focused on helping MWACA member operations thrive
- An in-depth Q&A conversation with top industry professionals
- A letter from MWACA president Jerry Holcom
- MWACA and industry news coverage from throughout the nation

EDITORIAL ADVISORY BOARD:

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

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**

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	NA	\$2,600 (*\$1,820)
Cover 3 full-page		\$2,800 (*\$1,960)
Cover 4 full-page		\$3,000 (*\$2,100)

CONTRACT AND COPY CONDITIONS

- a. The forwarding of an order is construed as an acceptance of all the rates and conditions under which advertising is sold at the time.
- b. The Publisher reserves the right to refuse or cancel any advertisement without explanation. Upon acceptance, publication is dependent upon space availability.
- c. The Publisher reserves the right to insert the word "advertisement" above any copy.
- d. The Publisher assumes no financial responsibility for typographical errors in an advertisement or failure to publish any advertisement, but, if at fault, will reprint that part of the advertisement in which the error occurs, or, in the case of omission, the entire advertisement. Notification must be made within two weeks of the date of publication.
- e. The Publisher's liability for any error will not exceed the cost of the space occupied by the error.
- f. In no event will the Publisher be responsible for errors or omissions if the correct copy is not supplied by the advertiser by deadline.
- g. When change of copy for a contracted advertisement is not received by the closing date, copy run in previous issue will be inserted.
- h. The Advertiser agrees to defend and indemnify the Publisher against any and all liability, loss or expense incurred from claims of infringement of trademarks, trade names or patents, violations of rights of privacy and infringements of copyrights and proprietary rights resulting from the publication of Advertiser's advertisements.
- i. Advertisers and Agencies forwarding orders to the Publisher containing incorrect rates or conditions are hereby advised that the advertisement requested will be inserted and charged according to the rates and conditions in effect at the time.
- j. Advertisers who have contracted for multiple insertions at discounted rates and who fail to fulfill the terms of the contract shall be liable for the entire amount discounted and reasonable collection costs.
- k. Advertisements produced by the Publisher shall be its property and shall not be reproduced or used by other publications without its consent.
- l. The Advertiser agrees to pay a finance charge of the maximum allowed by law on amounts past due and agrees to pay all costs (including attorney's fees, court and collection costs) incurred by Publisher in collecting Advertiser's past due accounts.
- m. Space reservations may not be canceled after space reservation deadline.
- n. In the event of any breach of the above conditions, Publisher may, in its sole discretion, require payment of advertisements in advance, refuse Advertiser's advertisements and/or terminate any agreement it has with Advertiser.
- o. Advertisers and their Agencies are jointly and severally liable for their obligations under the conditions above.

AD	SIZE	BLEED	LIVE AREA
2-Page Spread	15.75" x 9.75"	16" x 10"	15.25" x 9.2406"
1/2-Page Spread	15.75" x 4.275"	16" x 4.9"	15.25" x 4.36"
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

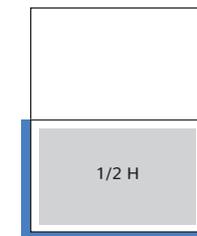
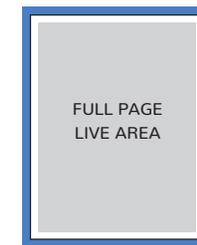
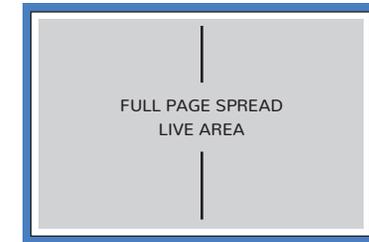
Heat-set, web offset, saddle-stitch, 70 lb. grade 3 gloss interior and cover. 133 lpi for both interior and exterior cover pages; maximum ink density of all colors cannot exceed 240%. Dot gain is 20%. Please be cautious when submitting ads using serif type faces reversed out of a dark background.

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

**SPACE IS LIMITED.
CALL OR EMAIL TODAY
TO RESERVE YOUR SPOT!**



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