

WVADA News

The Official Publication of the West Virginia Automobile Dealers Association (WVADA)



Moving Forward.

As Americans, we are quickly coming together to make the best of our current situation.

WHILE WE CONTINUE OPENING OUR ECONOMY, MAKE SURE YOUR COMPANY IS TOP OF MIND.

If you would like to advertise in this publication or have questions, we look forward to speaking with you. Call **855.747.4003** or email sales@thenewslinkgroup.com.

 **THE newSLINK group**

Why advertise?

COMMUNICATION WITH MEMBERS IS ALWAYS AN IMPORTANT THING — RIGHT NOW IT'S EVEN MORE SO. WVADA NEWS IS AN EXCEPTIONAL PLATFORM FOR YOUR MESSAGE.

As our economy moves towards stability and future growth, now is a great time for you to reach out to your customers and let them know you appreciate their business and are also open for more business. Print magazines offer a tactile experience of trust, authority and credibility that stands out in today's world.

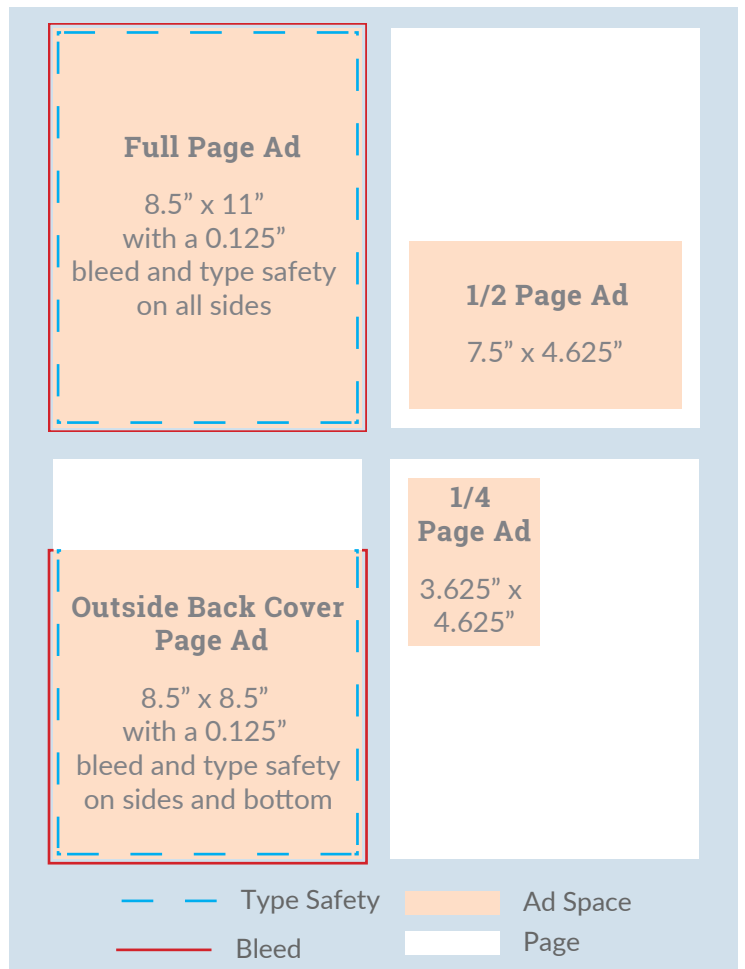
Cutting-edge editorial content:

WVADA News 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, WVADA News covers a broad range of subjects, including the following:

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

2021-22 Advertising Rates	
Size	Per Term (4 issues)
Full Page	\$2,348
1/2 Page	\$1,761
1/4 Page	\$1,321
Page 3, 5, or Premium	\$2,848
Inside Front/Back Covers	\$2,598
Outside Back Cover	\$2,848
Centerfold space available; call for rates.	

2021-22 Publication and Advertising Schedule		
Issue	Editorial Artwork Due	Mail Date
1	Sept 20, 2021	Oct 14, 2021
2	Jan 20, 2022	Feb 10, 2022
3	Mar 16, 2022	Apr 6, 2022
4	Jun 15, 2022	Jul 5, 2022



Purchase an ad in WVADA News.

Name		
Company Name		
Title		
Website		
Phone		
Address		
City		
State	Zip Code	Country
Email		
Production Contact Name		
Production Contact Email		

Ad size	Number of insertions	Ad Placement	Total cost
Full Page			
1/2 Page			
1/4 Page			
Outside Back Cover			

Ad Design: We will provide an ad in CMYK and 300 PPI, 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

Ad Purchaser	Signature of Purchaser
Ad Agency	Ad Purchased For

- 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 are non-cancelable. 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.

NewsLINK _____ Date _____



Print or Digital? We say both.

Digital magazines are not competing with print — they have their own, very solid place in the mix of marketing and communication campaigns. Digital publications are available on readers and phones, allowing for a different level of engagement that supports information bites, if you will, as opposed to the more immersive reading that happens with print. And readers have access to this digital content anytime, anywhere because most people are not far away from their mobile devices. Technology has enhanced the way we communicate with one another, find information and experience the world. And it has expanded the possibilities in publishing as well.

WHICH IS WHY THE WVADA NEWS IS PUBLISHED IN BOTH PRINT AND DIGITAL FORMATS.



The WVADA News offers these value added services to help you reach your target audience:

- A digital version of the publication — pdf, “flipping book” and a true built-out digital version for SEO and social media sharing
- A magazine website with your company logo, linked to your website and housing a multiyear archive of the publication
- An additional email distribution of the publication, so WVADA members and magazine readers will enjoy the benefits of both print and digital experiences



VIEW IN DIGITAL FORMAT AT:

wvada-news.thenewslinkgroup.org



Reach your customers with print and digital.

To advertise in this magazine, contact us today.