

Cutting-edge editorial content:

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, *Los Angeles Dealer* covers a broad range of subjects, including the following:

- Federal regulatory compliance
- Marketing and branding
- Professional development
- Consumer resources
- Dealership profitability
- NCDCA Los Angeles County 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

2019-20 Publication & Advertising Schedule		
Issue	Editorial/ Artwork Due	Mail Date
Issue 1	August 2, 2019	August 23, 2019
Issue 2	October 2, 2019	October 24, 2019
Issue 3	February 3, 2020	February 24, 2020
Issue 4	May 1, 2020	May 22, 2020

Design Information:

All ads must be submitted in press-ready .pdf format. Ads may also be submitted as original Illustrator format. If the original ad is submitted, please include all linked files and convert all type to outlines.

*Ad Design Available, \$250.

- Ad rates are net.
- All color is process color.
- Centerfold space available, call for rates.
- Per issue rates are available upon request.

Readers want competitive advantage:

Los Angeles Dealer serves the membership and prospective members of Greater Los Angeles New Car Dealers Association (GLANCDCA). *Los Angeles Dealer* is published quarterly with a circulation of 1,000+ each issue.

Los Angeles Dealer readers are among the most successful dealers and auto industry professionals in California. They strive to continuously learn about new laws and regulations, methodologies, software, training opportunities, technology and other resources that can help them improve their performance, increase business for their respective dealerships by providing relevant and professional leadership, and compete in the marketplace. Our readers represent dealerships of all sizes and from all sectors of the industry: owners, GMs, and many others. Our research shows that the magazine is read cover-to-cover and stored in GLANCDCA members' libraries for future reference. This is your opportunity to reach the niché market automotive associations provide.

- Editorial opportunities available, guidelines apply.

Ad Specifications (width x height)	
* Full Page Ads:	8.5" x 11"
1/2 Page Ads:	7.5" x 4.625"
1/4 Page Ads:	3.625" x 4.625"
* Inside Front / Back Cover	8.5" x 11"
* Outside Back Cover	8.5" x 8.5"

2019-20 Advertising Rates - Full Color	
Size Price	Per Term (4 issues)
Full Page	\$2,529
1/2 Page	\$1,867
1/4 Page	\$1,423
Page #3 or #5 Premium	\$3,029
Inside Front/Back Covers	\$2,779
Outside Back Cover	\$3,029



QUESTIONS?
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