



In Gear Magazine & Buyer's Guide/Membership Directory

Official Publications of the Maryland Automobile Dealers Association

PUBLISHING YEAR ISSUES:
(1st Qtr.-Winter, 2nd Qtr.-Directory, 3rd Qtr.-Summer, 4th Qtr.-Fall)

FAST FACTS ABOUT BOTH PUBLICATIONS

DESCRIPTION:

The *In Gear* journal is a twenty-eight (28) page publication that is published on a quarterly basis, in magazine format. The publication is full color throughout, printed on glossy text weight paper and saddle-stitched, with a finished size of 8 ½ x 11. The fourth issue is published as a Membership Directory and while similar in format to the journal, the Membership Directory is perfect bound, due to page count. Each quarter the magazine and/or directory is mailed to the association members of MADA. Content includes general association business news and pertinent automobile industry editorial. As value-added benefits for advertising in ALL four (4) issues of the *In Gear* magazine and Membership Directory, you will receive the following at no additional charge:

1. Your company logo will be placed on the official Maryland ADA website at www.mdauto.org in conjunction with the magazine as a link to your company website.
2. The opportunity to submit a 500-800 word article for publication in one (1) of the three(3) issues of the magazine.
3. Listing in the special "Advertiser Index" section of the magazine under your business category featuring the page number of your ad.

DISTRIBUTION:

A total of 525 magazines per issue will be distributed. A total of 775 directories will be distributed.

READERSHIP:

- All Maryland ADA Dealer Member Principals
- Dealership General Managers, Sales Managers and F&I Managers
- Dealership Service and Body Shop Managers
- All Maryland ADA Associate Members
- Key Legislators

Rates Are Available Upon Request. Please Contact:

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