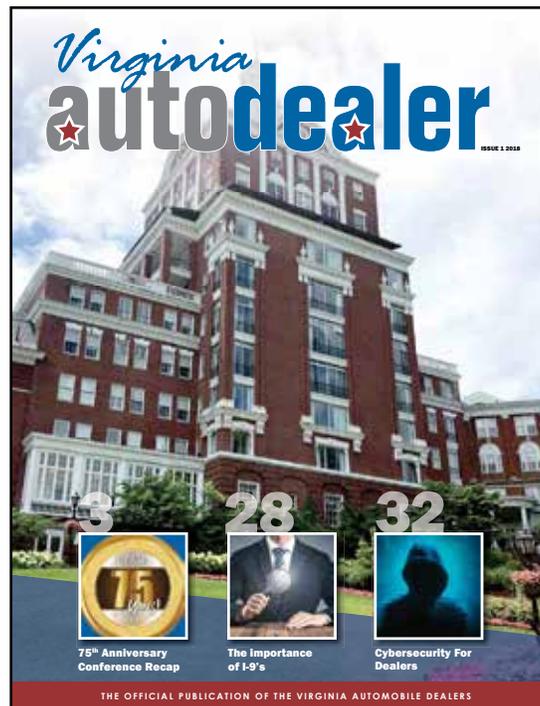


# Virginia autodealer



## Advertisement Opportunity!

### Business-to-Business Marketing That Moves Products and Services

Virginia Auto Dealer Magazine represents the new car and truck dealers in Virginia. VADA members include persons, firms, or corporations holding a direct factory franchise who are actively engaged in the business of buying and selling new automobiles and trucks at a regular place of business in Virginia. As the official publication of the Virginia Automobile Dealers Association, Virginia Auto Dealer Magazine embodies the industry's highest standard and reinforces the organization's sterling professional image.

## Cutting-edge editorial content:

Virginia Auto Dealer Magazine 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, Virginia Auto Dealer Magazine covers a broad range of subjects, including the following:

- Federal regulatory compliance
- Marketing and branding
- Professional development
- Consumer resources
- Dealership profitability
- VADA Utah 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

| 2018-19 Publication & Advertising Schedule |                       |                   |
|--|-----------------------|-------------------|
| Issue                                      | Editorial/Artwork Due | Mail Date         |
| Summer                                     | August 1, 2018        | August 29, 2018   |
| Fall                                       | November 1, 2018      | November 10, 2018 |
| Winter                                     | February 1, 2019      | February 10, 2019 |
| Spring                                     | May 1, 2019           | May 10, 2019      |

| 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"     |
| *Add .125" bleed on all sides      |                 |

## 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.
- Per issue rates are available upon request.

## Reader Demographic:

Virginia Auto Dealer Magazine serves the membership and prospective members of VADA. Virginia Auto Dealer Magazine is published quarterly with a circulation of more than 600 copies each issue.

Virginia Auto Dealer Magazine readers strive to continuously learn about new laws and regulations, software, training opportunities and other resources that can help them improve their performance, increase business for their respective dealerships, and compete in the marketplace.

Our readers represent dealerships of all sizes within the state of Virginia, and our research shows that the magazine is read cover-to-cover and stored in members' libraries for future reference. All issues of Virginia Auto Dealer Magazine are also archived on the VADA website and are available to our members for reference. This is your opportunity to reach the niche market Virginia Auto Dealer Magazine provides.

- Editorial opportunities available, guidelines apply.

| 2018-19 Advertising Rates - Full Color      |                     |
|---|---------------------|
| Size Price                                  | Per Term (4 issues) |
| Full Page                                   | \$2,841             |
| 1/2 Page                                    | \$2,131             |
| 1/4 Page                                    | \$1,598             |
| Page #3 Right-Hand Read                     | \$3,741             |
| Inside Front/Back Covers                    | \$3,391             |
| Outside Back Cover                          | \$3,741             |
| Centerfold space available, call for rates. |                     |



# Magazines Work - Still

**T**he 64 million dollar question for any business has always been how to get the most out of their marketing investments by bringing in new customers and maintaining the loyalty of their existing clientele. That's the beginning, the middle and the end-game of good marketing.

Well, it seems that this past year was a good year for answers. Official answers. Consensus answers. Simply put, it was the year that print proved it wasn't dead. Interestingly, more print publications were launched this past year than in the past several years combined. So for those of you that bought into the "electronic is the only way to go" mantra, think again. And fast. Print, it turns out, still works, and these days, print has the credibility punch to maintain its staying power.

**“ In today’s digital age, the synergy generated from a multi-touch, cross channel campaign positions an organization for creating maximum impact. Utilizing direct mail as one of the contact strategy elements is a proven tool for building and nurturing relationships. ”**

Jason Butler, Goldleaf Data Corporation

## Print is Precise

The message you send, is the message your readers actually receive. According to research with the Centre for Experimental Consumer Psychology at Bangor University, it turns out that tangible materials leave a deeper footprint in the brain. Interestingly, this is not just because the physical materials stimulate both sight and touch, but also because of the actual subtraction of brain signals from the scrambled materials of outside stimuli often present with electronic distribution.

The research strongly suggests that greater emotional processing is facilitated by the

physical material rather than by the virtual. That emotional processing is important for memory and brand associations. And finally, physical materials produced more brain responses connected with internal feelings, suggesting greater "internalization."

## Print Creates Relevance

According to a poll conducted by Doremus and the Financial Times, 60% of the senior executives they surveyed across North America, Europe and Asia said that when they want in-depth analysis, they turn to print. Ironically, the rate was even higher (70%), with employees of technology companies. The Doremus/Financial Times study revealed that nearly two thirds (64%) of the executives they polled said they pay more attention to print ads than online ads. Direct mail also remains a highly effective marketing strategy, with 80% of people reading or scanning promotional material they received in their mailbox. In a USA Strategies survey, new product introductions, print ads and editorial coverage were viewed as the most important advertising options by B2B.

Google, one of the world's most respected and valuable brands, doesn't rely solely on email, Internet ads and services. In fact, for its pay-per-click ad product offerings, it pours millions of dollars into traditional marketing, including direct mail.

## Print is Cost Effective... After All

An Ipsos US study revealed that 67% of the online populations were driven by offline messages to perform online searches for more information on a company, service or product, 30% of those respondents then made a purchase. What's more, another USPS study from the same year determined that those who received a printed catalog from a retailer were twice as likely to buy online from that retailer as consumers who did not receive the catalog. According to the United States Postal Service, people spend an average of 25 minutes with direct mail pieces such as magazines, catalogs, "magalogs," etc. The same study showed that receiving

**“ As a lot of other marketers cut back on print marketing, there’s an opportunity to stand out more. It’s not perceived as clutter—nobody has a bad impression of magazines—and it can be a very useful way to drive traffic to your core property. ”**

Sucharita Mulpuru-Kodali, Analyst, Forrester Research

direct mail, personalized and targeted to their interests/needs, inspires many people to go out to the store or buy online. In fact, in a survey conducted on behalf of Pitney Bowes, nearly 94% of consumers questioned said they had taken action on promotional offers and coupons received via direct mail over the past year.

## Print Plays Well with Others

Paper remains an indispensable part of business in the Web age. However, while computers are firmly entrenched as the main work tool in most offices, people continue to print out key documents for important meetings, and turn to printed sources for reliable information. In addition, many organizations will tell you that their customers respond better to print advertising than online messages. In business, paper and electronic media are not incompatible. They are the perfect complement for one another. People often like having both. Electronic media is great for skimming information; paper media is better for studying that information in depth.

Magazines are more relevant today than ever. They are getting stronger as content providers, they can have a mutually beneficial relationship with Internet websites, and they continue to be one of the most effective places to put an advertisement. Why? Because people still like paper. Which means even in today's digital world, paper makes sense.



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