

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.	

