

**AUTOMOTIVE
RECYCLERS
ASSOCIATION®**
ESTABLISHED 1943

ROE - Recycled Original Equipment®

CHARGING THE FUTURE OF AUTO RECYCLING

2024

ARA MEDIA KIT



WHY ARA?

Why the Automotive Recyclers Association (ARA) is your best option to promote your company's products & services:

ROE – Recycled Original Equipment®

The ARA is the voice of the professional automotive recycling Industry.

Founded in 1943, ARA represents an Industry dedicated to the efficient removal and reuse of automotive parts, and the safe disposal of inoperable motor vehicles.

ARA's mission is to advance the automotive recycling Industry and promote its beneficial effects on society.

ARA aims to further the automotive recycling Industry and ARA member businesses through services and programs to increase public awareness of the Industry's role in conserving the future through automotive recycling and to build awareness of the Industry's value as a high quality, low cost alternative for the automotive consumer.

The professional automotive recycling Industry is a vibrant and thriving part of the automotive supply chain.

In the United States, automotive recycling businesses employ over 140,000 people at more than 9,000 locations, representing over \$32 billion in sales annually.

The primary goal of the automotive recycling Industry is to harvest ROE—Recycled Original Equipment® auto parts for reuse and to recycle the remaining valuable materials that can be used in the manufacture of new basic materials such as steel, aluminum, plastic, copper and brass.

Each day automotive recyclers supply over 5,000 quality ROE—Recycled Original Equipment® motor vehicle replacement parts to consumers around the world.

Call (239) 223-9408 or email
Jay@DrivenbyDesign.net
to
Request Your Custom
Marketing Proposal Today!



• Influence

The Automotive Recyclers Association (ARA) is the MOST INFLUENTIAL organization in the industry.

• Reach

With an expansive reach spanning the U.S., and across the globe, automotive recyclers look to the ARA to learn about the latest advancements, technology, products and services available to them in the marketplace.

• Solutions

Automotive recyclers depend on ARA for solutions to the most pressing problems affecting the industry.

• Access

ARA's communications offer you direct access to the top industry companies. These company leaders are early-adapters, decision-makers, influencers ... and are actively growing their businesses.

• Partnership

When partnering with the ARA through marketing & advertising, your opportunity for industry exposure and presence greatly increase!



CARYN SMITH, EDITOR
(239) 225-6137 | ARAEDITOR@COMCAST.NET

JAY MASON, ADVERTISING SALES
(239) 223-9408 | JAY@DRIVENBYDESIGN.NET

GET THE MARKET ADVANTAGE



PRINT POWER

Automotive Recycling



- **Automotive Recycling Magazine**
The auto recycler's strategy for success includes reading ARA's award-winning industry publication.

Insightful articles work to improve the operating efficiency of ROE—Recycled Original Equipment® auto parts businesses.

Topics include: Trends, safety & compliance, electric vehicle technology, battery recycling, equipment & machinery, as well as expert columns, best practices, profiles, and more.

- **ARA Annual Membership Directory**
BE SEEN in the WHO'S WHO of the industry.
Every ARA member receives this powerful resource to help them stay connected to each other and to services providers to the Industry.

- **ARA Annual Buyer's Guide**
Most comprehensive GO-TO guide of industry vendors, consultants & suppliers.
This go-to Guide for Industry resources connects you to the auto recyclers looking to improve business operations.



- **ARA Annual Convention & Expo Program**
The guide to ARA's largest gathering of the auto recycling industry.

As an exhibitor, advertising in the ARA Convention Program primes the pump to have your booth become a primary stop for attendees! (Available exclusively to 2024 exhibitors and sponsors.)

Automotive Recycling TOOLBOX



- **Toolbox Magazine**
A trade show in print!
Auto Recycler's Toolbox® magazine reaches a broad range of auto salvage facility owners and employees who may not participate in industry events and trade shows, or may not have a large network of peers to gain advice on practical information to run their business.

It is mailed complimentary to the top contact person at auto recycling companies, and is distributed at industry events. A flipbook and blog are located on autorecyclingnow.com/toolbox.

DIGITAL IMPACT

- **A-R-A.org official Website**
ARA's official website aligns your brand with the leading international association, and reaches automotive recyclers seeking critical information to make important decisions.

- **AutoRecyclingnow.com**
Automotive Recycling Now is the digital website for ARA's leading Industry publication, **Automotive Recycling** magazine. It is the total resource for timely, searchable Industry news and helpful articles that an auto recycler needs to know! Find Toolbox on the website!

- **AutoRecyclingBuyersGuide.com**
The ONLINE companion to the printed guide, the digital guide highlights the top industry vendors & suppliers who have the products and services available to auto recyclers.

- **Custom e-Blasts**
Custom eBlasts available to reach our ARA Member audience or our **Toolbox** subscriber audience for \$995 per eBlast. The ARA Member audience eBlast is only available to ARA Associate Members in good standing. Take advantage of our impressive open rates and let our audiences hear directly from YOU.

- **Monthly ARA 360° e-Newsletter**
With impressive open rates averaging 40% per email & appealing click-through rate, ARA's monthly e-News delivers market intelligence to ARA members. It offers a way to keep your company fresh on the minds of people of influence. Ads per email are limited in quantity.



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RATE CARD

PRINT

Automotive Recycling



Automotive Recycling bimonthly magazine reaches the Top Tier Automotive Recyclers, who lead the industry in trends, volunteerism and early adoption of new products and services. The entire ARA Membership receives this award-winning magazine as the #1 Member Benefit (determined in a membership study). The mission is to inform, educate and inspire elite auto recyclers with business intelligence, best practices, and information for strategic growth and planning. The content is also online at autorecyclingnow.com.

PREMIUM POSITIONS (PER ISSUE)

INSIDE FRONT COVER	\$1,450
INSIDE BACK COVER	\$1,350
BACK COVER	\$1,500
2-PAGE CENTER SPREAD	\$2,550
NEW! 2-PAGE FRONT SPREAD (PAGES 4-5/8-9)	\$2,100

AD SIZE	1 ISSUE	3 ISSUES	6 ISSUES
FOR MEMBERS (BEST RATES!)			
FULL PAGE	\$1,200	\$1,125	\$1,000
HALF PAGE	\$850	\$775	\$700
QUARTER PAGE	\$625	\$600	\$550
NON-MEMBER RATES			
FULL PAGE	\$1,400	\$1325	\$1200
HALF PAGE	\$1000	\$950	\$900
QUARTER PAGE	\$800	\$775	\$725

Net rates, non-commissionable, and subject to change.

Automotive Recycling ToolBox Edition



Auto Recycler's ToolBox® bimonthly magazine reaches over 9,000 automotive recyclers, scrap recyclers and industry professionals in the United States and Canada. Any auto recycler or scrap processor who qualifies as such is able to receive this magazine. It focuses on helpful and informative Recycler-to-Recycler information from peers, as well as articles from industry vendors to help recyclers run efficient facilities. Topics include leadership, sales, dismantling, safety, certification, core processing, and more. The content is also online at autorecyclingnow.com/toolbox.

PREMIUM POSITIONS (PER ISSUE)

INSIDE FRONT COVER	\$1,525
INSIDE BACK COVER	\$1,425
BACK COVER	\$1,725
2-PAGE SPREAD	\$2,200
2-PAGE EDITORIAL CENTER SPREAD	\$2,550

AD SIZE	1 ISSUE	3 ISSUES	6 ISSUES
1 PAGE	\$1,369	\$1,232	\$1,164
1/2 PAGE	\$827	\$745	\$703
1/4 PAGE	\$570	\$513	\$485
BUSINESS CARD	\$290	\$261	\$246

RECYCLER TO RECYCLER RATES *Available ONLY to recyclers.*

AD SIZE	PER ISSUE
1 PAGE	\$600
1/2 PAGE	\$400
1/4 PAGE	\$250

Maximize your exposure to your peers and support the Auto Recycler's ToolBox®!

Cover wraps, tip-ins, and polybagged inserts also available!
Contact Jay@DrivenbyDesign.net for prices and availability.



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Automotive Recycling

PRINT

PUBLICATION SCHEDULE

ISSUE	COMMITMENT DUE	MATERIALS DUE:
January/February	December 14, 2023	December 21, 2023
March/April	January 25	February 1
May/June	April 5	April 12
July/August	May 22	May 29
September/October	July 26	August 2
November/December	September 20	September 27



Automotive Recycling TOOLBOX Edition

PUBLICATION SCHEDULE

ISSUE	Planned Editorial	COMMITMENT DUE	MATERIALS DUE:
February/March	Focus on Inventory Management + URG 2024 Training Conference with Team PRP	December 21, 2023	December 28, 2023
April/May	Focus on Equipment + Review URG/Team PRP Conference + Affiliate Show Roundup	March 8	March 15
June/July	Focus on Facility Efficiency + Recycling Wisdom	April 19	April 26
August/September	Focus on Fluid Evacuation + 81st ARA Annual Convention	June 21	June 28
October/November	Focus on Converters & Metal Recycling + Leadership	August 9	August 16
December/January	Focus on Aftermarket Parts & Supplies + Review 81st ARA Annual Convention	October 23	October 30

SPECIFICATIONS

FOR AUTOMOTIVE RECYCLING MAGAZINE AND AUTO RECYCLER'S TOOLBOX®

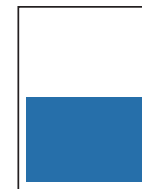
DISPLAY AD SIZE (IN INCHES)

	WIDTH	HEIGHT
Full Page No Bleed	7-1/4	9-3/4
Full Page Bleed (includes 1/8 bleed all around)	8-1/2	11-1/8
1/2-Page (horizontal)	7-3/4 (live area)	10-3/8
1/2-Page (vertical)	7-1/4	4-3/4
1/4-Page (vertical only)	3-1/2	4-3/4
2-Page Spread Bleed (includes 1/8 bleed all around)	16-3/4	11-1/8

Publication trim size: 8-1/4 width x 10-7/8 height
 Live area: 7-3/4 x 10-3/8
 Printing Process: 4-color process Sheet Fed on coated stock
 Binding: Saddlestitch



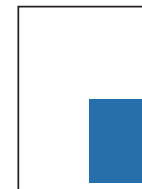
Full Page



1/2-Page (Horizontal)



1/2-Page (Vertical)



1/4-Page



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Share Your EXPERTISE IN EXPERT TIPS

PRINT DIGITAL

Automotive Recycling

Sharing how your product or service solves a problem or provides ROI to Automotive Recyclers is a great way to position your company as The Experts to Trust!

Available to current advertisers!
Must have an ad contract in place for the year of placement.

FEATURED CONTENT RATE:
600 word 1-page article ("expert" column): \$995
Designed to print as a 2-page spread with your half or full page ad!



NEW! EXPANDED!

Now also includes:

- Your Expert Tips article will have a prominent Sponsored Content position on autorecyclingnow.com for two months
- One Automotive Recycling magazine social media post linked to your Expert Tips content.

WHY THIS WORKS

Position yourself and your company as the premier expert in your field!

Featured Content is your company's story about the amazing products and services it offers, told in a unique way. As an expert, it is an opportunity to tell the Automotive Recycling Community how your products and services solve a problem, save money, or provide the business edge!

Your content must follow these Guidelines (as determined by Automotive Recycling):

- One photo and one logo per article.
- Submitted articles must meet Automotive Recycling's high editorial standards and be approved by the Automotive Recyclers Association. *If you need assistance writing an article, we can write it for you for an additional \$200.*



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Share Your Expertise

Featured Content is your company's story about the amazing products and services you offer, told in a unique way. It is an opportunity to tell Toolbox readers how your products and services solve a problem, save money, or provide the business edge!

Only \$2,550

- One photo and one logo per article.
- Submitted articles must meet our high editorial standards and be approved by the editor.

18 June • July 2023 SPONSORED CONTENT

TIMES ARE CHANGING

"With consumers wanting to hang on to their cars for longer, shops are seeing a greater variety of issues that need repairing."

How This Affects Your Shop

From low inventory to parts shortages, today's challenges are causing automotive recyclers to adapt to new ways of doing business. BY KELSEY SCHERF

It's no secret the past two years have thrown a wrench in multiple industries, requiring a change of viewpoint and skillset. The automotive industry was not able to escape these changes. With rising costs of new cars, we are seeing people hang on to their older cars and recondition them for continued use or resale.

Even with changes in the economy, the demand for cars is still rising. With supply chain issues and a shortage of parts, the supply cannot meet the demand, causing prices to skyrocket. These climbing prices are two-fold. They both incentivize consumers to keep their cars for an extended period of time to avoid paying the inflated prices, or they incentivize consumers to fix up their older cars and sell them at a high profit margin.

Now that we have settled into a new normal in a post-pandemic world, we are able to see how mileage is changing as well. GM is seeing the bulk of miles driven, exceeding other large domestic manufacturers. Not only is GM seeing more mileage than other manufacturers, they are also well over the national average of 13,475 miles. Another trend we are seeing is an increase in mileage on the Ford Escape, averaging almost 17,000 miles per year. Why are we talking an increase in business to your shop.

You may be wondering how you fit into all of this. Let's visit incentive #1 first. With consumers wanting to hang on to their cars for longer, shops are seeing a greater variety of issues that need repairing. A car that may have only needed simple repairs, now has increased mileage that was unexpected. This falls on the shop to have the extended background knowledge of diagnostics to be sure you are repairing the proper issue, and not putting the older car through unnecessary strain. It is also good to have this knowledge so your shop is ready to see the influx of older models and aren't caught off guard when a customer is hoping to get more time out of their vehicle.

There are a lot of assumptions when it comes to diagnosis of a vehicle, especially one that has been on the road for awhile. Making sure your employees have the proper training can help avoid these common assumptions and mistakes. For example, the transmission is not always to blame! It could be brake critical issues, incorrect tire size, programing issues, and more. Everyone at your shop should know how to look for these issues before wasting precious time and money on solving a problem that doesn't exist.

Now, let's move onto option #2. With the price of cars growing, many are this as an opportunity for profit for a rebuilt or remanufactured transmission. These are becoming increasingly popular as they can keep costs down, while keeping the car on the road. Both rebuilt and remanufactured transmissions require incredible knowledge of the parts needed and what can be fixed. Does the transmission it need a full manufacturer? This is a question that is continually asked by consumers and automotive professionals alike to be most cost efficient while maximizing resale value.

How can you help in both scenarios? Automotive training to keep up with the times is incredibly important. A rusty automotive professional is just as bad, or even worse, as a rusty part. Don't have all the knowledge needed yet? No problem, that's where ATSG steps in. Keep your sales team selling with ATSG Transmission Claims Support, now get your first month free! Give us a call at 800-245-7722 or visit atgk.link/rzy to sign up! ¹⁸

Kelsey Scherf has been the Marketing Manager at ETE REMAN for two years in Illinois. With the love and educational articles to show how interesting the remanufacturing world can be, Kelsey enjoys connecting with others in the industry to build relationships and a knowledge base that continues to grow. When not meeting in the transmission industry, Kelsey spends as much time as possible outside, especially with family and friends.

Auto Recycler's Toolbox® 19

ATSG (Automatic Transmission Service Group) Transmission Claims Support

Stop throwing replacement transmissions at the problem, and keep your sales team selling! ATSG can handle all of your transmission claims and install questions from your customers. Give money, time, and stress by reducing your returns with ATSG through our Transmission Claims Support.

Why ATSG?
ATSG is the transmission industry's leading authority on technical support and repair information since 1985. We specialize in over-the-phone transmission support, with our technicians who have over 300 years of combined experience. ATSG knows the recycler business can get hectic, so we've created a program just for you! With ATSG's Transmission Claims Support Program, you can stop the incorrect installation before it even begins. Our techs will provide your customers with expert installation & diagnostic guidance and all transmissions are covered. We even have a Spanish speaking tech available!

How Does the ATSG Transmission Claims Support Work?
In just a few simple steps, the ATSG process helps you quickly and efficiently.

1. You get a call from your customer with a transmission issue
2. You submit a ticket via our website or phone call
3. An ATSG technician calls your customer within 1 hour
4. The ATSG technician emails you the details of our findings on a claim template

Then, voila! To make your life even easier, you can access your ticket history at any time on our website.



DO:

- Write well & properly edit your piece
- Offer a solution to a problem
- Share "how-to" information
- Illustrate significant savings
- Show ways to boost the bottom line

DON'T:

- Send a press release for publication
- Mention or imply competitors
- Be negative or divisive in tone
- Stray from the topic
- Write a glorified commercial

PRINT

MEMBERSHIP DIRECTORY

The **ARA Membership Directory** is the “Who’s Who” of the industry, containing valuable contact and member benefit information for Affiliated Chapters, Automotive Recyclers, Associate Members, Committees, Industry Allies, International Organizations, and more!

This high-quality directory is sent to every ARA member. It is also included in the ARA booth display at state automotive recycling meetings and industry-related trade shows, reaching thousands of non-members as well!



The **ARA Membership Directory** is poly-bagged and mailed with the January-February issue of *Automotive Recycling Magazine*.

ARA MEMBER RATES:

Space:	Rate:	Ad Size in Inches:
Back Cover*	\$2,295	8.5 x 11 (add 1/8 bleed on all sides**)
Inside Back*	\$1,995	8.5 x 11 (add 1/8 bleed on all sides**)
Inside Front*	\$1,995	8.5 x 11 (add 1/8 bleed on all sides**)
Tab Page Front*	\$1,695	8.5 x 11 (add 1/8 bleed on all sides**)
Tab Page Back*	\$1,695	8.5 x 11 (add 1/8 bleed on all sides**)
Full Page*	\$1,595	8.5 x 11 (add 1/8 bleed on all sides**)
Half Page	\$895	7.5 x 4.75
Quarter Page	\$495	4.75 x 4.75

NON-MEMBER RATES: Add \$200 to the ad rate, per ad placed.

* Binding: The directory will be PERFECT BOUND. The design of the ad must allow for 1/2 inch from the LEFT AND RIGHT EDGE, with live area of all text and images at 7.75 x10.5.
**Final art size is 8.75x11.25, with crop marks at 8.5x11, and live area at 7.75x10.5.

Ad format: 300 DPI, High resolution PDF
Deadline for space Due: December 11, 2023
Ad Materials Due: December 18, 2023

E-mail your contract & advertising artwork to Jay@DrivenByDesign.net



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AUTO RECYCLING BUYER'S GUIDE

www.AutoRecyclingBuyersGuide.com

Auto Recycling Buyer's Guide is the go-to resource for top decision-makers of auto recycling facilities!

PRINT



DIGITAL



BEST VALUE!

BONUS PRINT & DIGITAL BUNDLES

PREMIERE EXPOSURE

ARA MEMBERS, \$2,150 (PRINT, COVER ADVERTISER + \$250)
NON MEMBERS, \$3,864 (PRINT, COVER ADVERTISER + \$350)

DIGITAL Includes – Large logo on homepage of autorecyclingbuyersguide.com, dedicated web page

- Company logo featured on homepage under heading, "Premiere Automotive Recycling Industry Suppliers."
- Logo links to dedicated webpage with:
 - 600 word supplied text on your company, products or services. Use for SEO keywords!
 - Your print Buyer's Guide full page ad, when clicked, is shown large so it is readable.
 - Artwork – Up to 5 photos, 1 logo, and 1 video.
 - Complete company contact information.

Included:

PRINT: 2 Page Spread + Logo Listing

- Full-page color ad.
- 600 word company editorial, opposite page from ad.
- Logo / listing in guide portion.
- **BONUS:** Unlimited opportunity to post news / promotions on SUPPLIER BLOG.

GOLD (2ND-TIER) EXPOSURE

ARA MEMBERS, \$1,395
NON MEMBERS, \$2,925

DIGITAL Includes – Logo on homepage of autorecyclingbuyersguide.com, dedicated web page

- Smaller-sized company logo featured on homepage under heading, "Automotive Recycling Industry Supplier Roundup."
- Logo links to dedicated webpage with:
 - 300 word supplied text on your company.
 - Your print Buyer's Guide half page ad, when clicked, is shown large so it is readable.
 - Artwork – 1 photo and 1 logo.
 - Complete company contact information.

Included:

PRINT: 1 Page + Logo Listing

- Half-page color ad.
- 300 word company editorial, above ad.
- Logo / listing in guide portion.
- **BONUS:** 4 posts of news / promotions on SUPPLIER BLOG.

PRINT ONLY

The ultimate PRINT resource for the busy automotive recycling facility owner or manager. It is also included as a FLIPBOOK on ARA website.

- Poly-bagged & mailed with the May-June *Automotive Recycling* magazine for maximum exposure.
- Made available to attendees at state-level trade shows and industry events.
- Company listing is at the finger tips of auto recyclers with purchasing power.

Full Page Ad Special!

For \$1,050, you'll receive:

- A color shaded box highlights your listing
- Color logo with your listing
- Expanded 40-word detail listing

Half Page Color Ad

\$550 and includes a color company logo with listing.

Quarter Page Color Ad \$425



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DIGITAL

ARA WEBSITES DELIVER

Align your brand with the ARA mission of empowering professional automotive recyclers to advance, grow and profit. Each website delivers an aspect of ARA's Member Benefit Value – ideal to align your company with to reach your target market.

Each site is a hub of industry news, information, training and expert articles you can ONLY get from ARA, and is tracked with Google Analytics.

Choose the Websites that meet your marketing goals.



A-R-A.org

ALIGN WITH ARA'S GLOBAL BRAND!

As the official website of the ARA, automotive recyclers visit the site often for important industry updates, news and easy access to the online Membership Directory, two blogs, resources and more!

AUTORECYCLINGNOW.COM

ADVANCE WITH ARA'S AWARD-WINNING MAGAZINE, ONLINE!

Online home of ARA's official award-winning magazine, Automotive Recycling. The DAILY GO-TO for auto recyclers looking for industry relevant news, expert commentary and more.

1. Choose Your Placement

Homepage / Site-Wide Leaderboard Ad

This ad appears near the top of the homepage. (This ad may rotate with a limited number of other advertisers in the same space).

Only \$450 per month (10 spots avail.)
970px horizontal x 90px vertical

Rectangle Ad

This ad appears one the homepage. (This ad may rotate with a limited number of other advertisers in the same space).

Only \$350 per month
300px horizontal x 250px vertical

2. Specify the URL Link!

3. Sit Back and Enjoy the Click-Throughs!

ARA 360° E-NEWSLETTER

With an impressive open rate, averaging 35-40% per email & appealing click-through rate, ARA's monthly e-News delivers timely info to ARA members and provides a way to keep you fresh on the minds of people of influence.

Ads per email are limited in quantity, so you are sure to stand out!



1 ISSUE	\$250
3 ISSUES	\$525
6 ISSUES	\$750

ASK FOR SAMPLE EMAILS



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CUSTOM eBLASTS

DIGITAL

ARA CUSTOM eBLASTS Reach Every ARA Member! \$995

You can reach ARA members with your message through ARA's e-mail platform!

When an eBlast arrives in the inbox of ARA Members, they trust the source ...
Which raises the open rate!

Take advantage of that OPEN RATE and include a special offer or message to ARA Members about your company (beyond a regular press release) that will improve their operations. Your offer can be a limited time offer, special savings or other deals.



To Participate, Your Company Must be:
ARA Associate Member in Good Standing,
and a current advertiser or a confirmed ARA
Convention & Expo Sponsor or Exhibitor

YOUR EBLAST INCLUDES:

Your Company Logo • One Graphic/Picture • Call to Action • Your Contact Info • Clickable Links

You must contact Jay Mason at Jay@DrivenbyDesign.net to book your eBlast!



CUSTOM eBLASTS \$995

Our list consists of over 1,200 verified subscribers.
ToolBox eBlasts receive above-industry open/click through rates.

Toolbox advertisers have the exclusive opportunity to reach an audience hungry for information. They want to know what you have to offer to improve their facility operations and sales! Take advantage of that OPEN RATE and include a special offer or message about your company (beyond a regular press release) that will improve their operations. Your offer can be a limited time offer, special savings or other deals.



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PRINT

ARA CONVENTION PROGRAM GUIDE

Are you exhibiting at the ARA 81st Annual Convention & Expo?

One way to set yourself apart from the crowd is to place an AD in the handy **ARA Convention Program Guide**, available **ONLY** to exhibitors. This advertising opportunity is a right-hand placement, and is sure to capture the attention of convention attendees!

Available Options:

- Full Page Right-Hand Placement \$900
- Inside Front, Inside Back and Back Cover \$1,100
- Center Spread \$1,600

Premium Ad Spots go fast, so check with us on availability!



RENO 2024

WHY
GAMBLE
WITH YOUR
FUTURE?

October 23-26, 2024 • Peppermill Resort • Reno, Nevada
81st Annual ARA Convention & Expo

Contact Kim Glasscock at kim@a-r-a.org for information on sponsorship and exhibiting in Reno, Nevada, at the ARA 81st Annual Convention & Expo!

Space Reservation Due: August 23, 2024

Ad Materials Due: September 6, 2024



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Have you decided on your advertising placements?

**Receive your
Advertising Placement Contract by emailing
Jay Mason at Jay@DrivenbyDesign.net**

TERMS & CONDITIONS

**ARA REQUIRES FULL PAYMENT AT THE ONSET OF CONTRACT.
CONTACT ARA TO ARRANGE ALTERNATE TERMS OF PAYMENT.**

Acceptance of this insertion order by the Automotive Recycling Association ("ARA") constitutes a Contract. Payment terms are upon receipt of invoice. Interest of 1.5% per month will be charged on overDue accounts. This Contract is not binding until it has been accepted in writing by the signature of an authorized representative of each of the parties. ARA reserves the right to accept or reject any submission for any reason in its sole discretion. ARA shall not be liable under any circumstances for any incidental, special or consequential damages or economic loss, based upon breach of Contract, negligence, strict liability in tort or any other legal theory and any ARA liability under a Contract formed hereunder shall be limited to the amount paid to ARA by the customer over the prior twelve (12) month period before the particular event. The Contract may not be assigned by either party without the written approval of both parties. ARA will retain the sole original copy of this Contract in its records, and produce a copy for the customer upon request of customer. This agreement shall be covered by the laws of the Commonwealth of Virginia. Any modification, supplement or waiver with regard to this Contract must be in writing and signed by a duly authorized representative of the party against whom enforcement is sought. Waiver of any default shall not constitute a waiver of any subsequent default. In any legal suit for collection of amounts owed by customer hereunder, customer hereby consents to the jurisdiction of any court in the Commonwealth of Virginia and further agrees that any process or notice of motion may be served outside the Commonwealth of Virginia to the customer at the address set forth in this Contract, by certified or first class mail, or by personal service, provide a reasonable time for appearance is allowed. If any provision of this Contract is or becomes unenforceable because of present or future laws of any governmental body or entity, then the remaining parts of this Contract shall not be effected. Any Cancellations of/or change in this Contract must be submitted in writing 30 days prior to issue closing date. Advertisers failing to meet Contracted frequency program will be subject to shortrate.

PUBLISHER:

Automotive Recyclers Association
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