



Automotive Recycling Magazine  
ARA 2019 Membership Directory  
ARA 2019 Buyer's Guide  
76th Annual ARA Convention & Exposition Guide  
[www.A-R-A.org](http://www.A-R-A.org) Website  
ARA Monthly eNewsletter

## 2019 MEDIA KIT

ALL ROADS LEAD TO  
**AUTOMOTIVE  
RECYCLING**



# 8 WAYS TO GET THE ADVANTAGE



1

**Automotive Recycling Magazine**

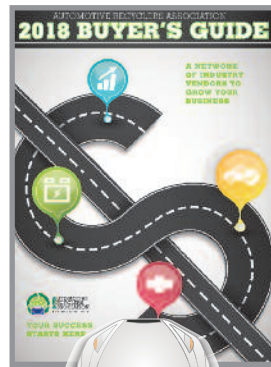
The Premier **AWARD-WINNING** Publication of the Automotive Recycling Industry.



2

**2019 ARA Membership Directory**

You want to be in the **WHO'S WHO** of the Automotive Recycling Industry.



3

**ARA 2019 Buyer's Guide**

The **GO-TO** Resource for Industry Vendors, Consultants & Suppliers.



4

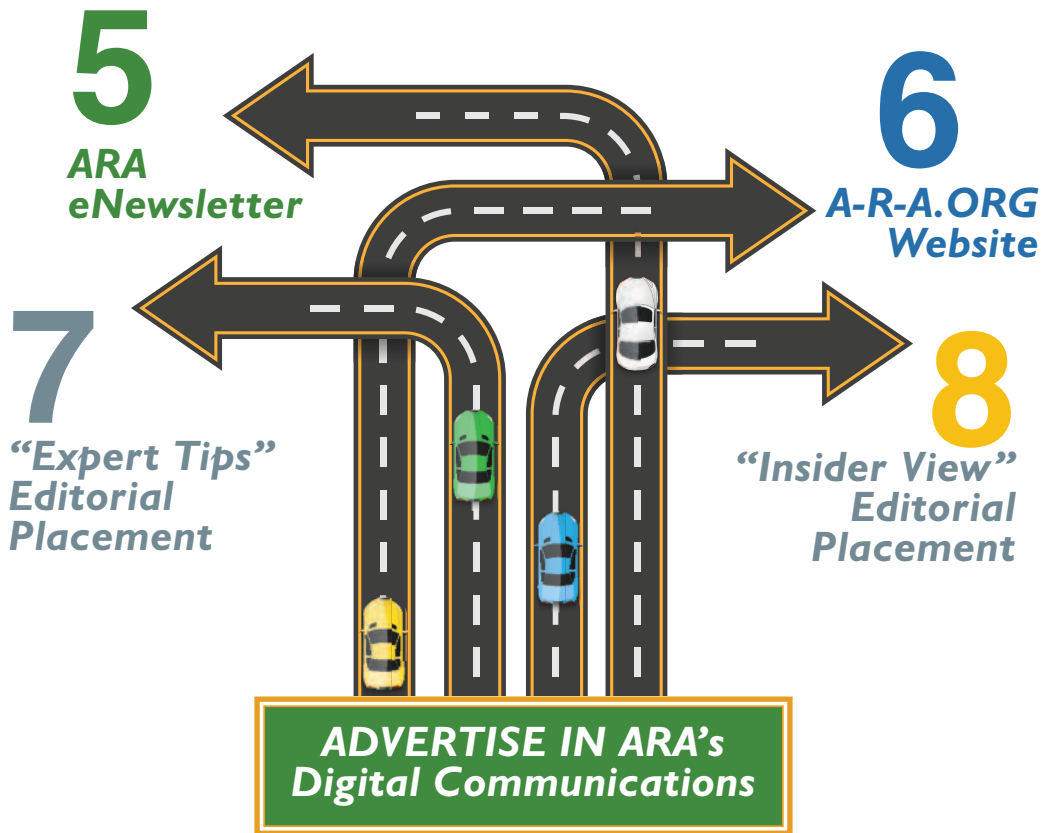
**ARA 2019 Convention Program Guide**

The **CONVENTION & EXPO** Program Guide is used by every attendee of ARA's largest annual gathering of the Automotive Recycling Industry.



Best Niche Association Magazine  
Best Source for Industry Trends, Tips, Technology, and Trade Stories.

# DRIVE VISIBILITY WITH ARA



## IN 2019, BOTH THE ARA WEBSITE & THE ENEWSLETTER ARE GETTING A MAKEOVER!

The ARA Website is the go-to online resource for insiders in the industry and aligned stakeholders.

Automotive Recycling eNewsletter, sent to every ARA member, is the automotive recycler's source for current events and “must-read” industry news.

Adding these two communication vehicles to your marketing plan will provide you with maximum industry exposure!

**Share in the excitement by ADVERTISING!**

**SHARE NEWS & VIEWS  
in Automotive Recycling Magazine**  
(Limited Availability)

## EXTEND YOUR BRANDING TO OUR PRINT PAGES!

“Expert Tips” Column (700 words) and “Inside View” Featurette (1,200 words)

shares with readers your company or service content that can include company information and news.

It should be INFORMATIVE content readers can use that shows off your expertise, such as how to solve a problem, save money or inform them of special services.

“Expert Tips” and “Inside View” are available to only to current advertisers with a 2019 contract for minimum of (3) half-page insertions or (3) full-page insertions.  
Placements are available on a first-reserved basis.

# Automotive Recycling™

Official Publication of the Automotive Recyclers Association

Published by the Automotive Recyclers Association (ARA), *Automotive Recycling* includes articles, commentary, profiles and reports that are relevant to the industry.

The award-winning premier publication provides the industry's most in-depth editorial coverage with targeted access to industry **DECISION-MAKERS**.

## Our Mission Is To:

- **EDUCATE READERS** on topics such as management, marketing, hiring & training, sales, leadership, insurance, regulations and ARA-directed legislative activities through columns written by leading INSIDER EXPERTS;
- **INFORM READERS** with relevant feature articles on topics such as emerging trends, employment, marketing, technology, and current events that help business owners shape their company for continued success;
- **EMPOWER READERS** with motivating factors about the automotive recycling industry.

## READERSHIP

ARA members are best-in-class auto recyclers – both business owners and employees of vehicle salvage facilities – who are active in ARA and/or on their state level; strive for excellence through participation in industry certification programs; and progressively manage their business.

Our readers aspire to interact with a community of like-minded, successful industry members who share information, embrace new technology and progressive ways of doing business.

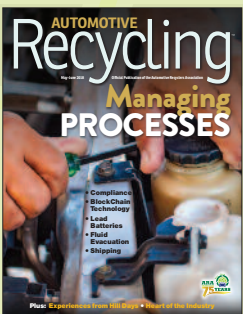
- **Our readers are likely to spend an average of several hours inside *Automotive Recycling* magazine, reading it cover to cover.**
- **Our loyal readership regularly utilizes vendors whom support the industry's international Association.**

## ABOUT THE AUTOMOTIVE RECYCLERS ASSOCIATION (ARA)

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.

## AD DOLLARS ARE WELL SPENT WITH AUTOMOTIVE RECYCLING

- *Recipient of the prestigious Nichee Awards for "Best Association Magazine" in 2017 & 2018*
- *Four-color, coated paper publication dedicated to top-notch editorial and an appealing design*
- *Expertly-written content that encourages increased reading time over other industry publications*
- *Extended shelf life and readership to staff level of automotive recycling facilities*



## FIND US ONLINE:

*Automotive Recycling* Magazine can be found at [www.a-r-a.org](http://www.a-r-a.org).

[www.facebook.com/AutomotiveRecycling](https://www.facebook.com/AutomotiveRecycling)



CARYN SMITH, ADVERTISING SALES  
(239) 225-6137 ■ [ARAEDITOR@COMCAST.NET](mailto:ARAEDITOR@COMCAST.NET)

JAY MASON, ADVERTISING SALES/CONTRACTS  
(239) 225-6137 ■ [JAY@DRIVENBYDESIGN.NET](mailto:JAY@DRIVENBYDESIGN.NET)

# Automotive Recycling™

Official Publication of the Automotive Recyclers Association



## PREMIUM POSITIONS

|  |                   |
|--|-------------------|
| <b>INSIDE FRONT COVER</b>                  | <b>\$1,450.00</b> |
| <b>INSIDE BACK COVER</b>                   | <b>\$1,350.00</b> |
| <b>OUTSIDE BACK COVER</b>                  | <b>\$1,500.00</b> |
| <b>CENTER SPREAD</b>                       | <b>\$2,200.00</b> |
| <b>NEW! FRONT SPREAD (Pages 4-5 / 8-9)</b> | <b>\$2,100.00</b> |

Additional requested advertising positions will be charged a 30% premium above the regular rate.

| PAGE SIZE                           | 1 ISSUE    | 3 ISSUES   | 6 ISSUES   |
|-------------------------------------|------------|------------|------------|
| <b>FOR MEMBERS (BEST RATES!)</b>    |            |            |            |
| <b>4-COLOR ADVERTISEMENTS</b>       |            |            |            |
| FULL PAGE                           | \$1,200.00 | \$1,125.00 | \$1,000.00 |
| HALF PAGE                           | \$850.00   | \$775.00   | \$700.00   |
| QUARTER PAGE                        | \$625.00   | \$600.00   | \$550.00   |
| ONE SIXTH PAGE                      | \$400.00   | \$360.00   | \$325.00   |
| <b>BLACK-N-WHITE ADVERTISEMENTS</b> |            |            |            |
| FULL PAGE                           | \$700.00   | \$675.00   | \$625.00   |
| HALF PAGE                           | \$500.00   | \$475.00   | \$425.00   |
| QUARTER PAGE                        | \$300.00   | -----      | -----      |
| ONE SIXTH PAGE                      | \$200.00   | -----      | -----      |
| <b>NON-MEMBER RATES</b>             |            |            |            |
| <b>4-COLOR ADVERTISEMENTS</b>       |            |            |            |
| FULL PAGE                           | \$1,400.00 | \$1,325.00 | \$1,200.00 |
| HALF PAGE                           | \$1,000.00 | \$950.00   | \$900.00   |
| QUARTER PAGE                        | \$800.00   | \$775.00   | \$725.00   |
| ONE SIXTH PAGE                      | \$550.00   | \$525.00   | \$500.00   |
| <b>BLACK-N-WHITE ADVERTISEMENTS</b> |            |            |            |
| FULL PAGE                           | \$800.00   | \$750.00   | \$700.00   |
| HALF PAGE                           | \$550.00   | \$475.00   | \$450.00   |
| QUARTER PAGE                        | \$350.00   | -----      | -----      |
| ONE SIXTH PAGE                      | \$250.00   | -----      | -----      |

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

**ASK ABOUT OUR “FEATURED CONTENT” PLACEMENTS! (See page 16)**  
**Write Your Own Content with a 3-issue Half-Page or Full-Page advertising commitment.**



# 1 Automotive Recycling™ 2019 CONTRACT

Date: \_\_\_\_\_  ARE YOU A NEW ADVERTISER?  
 Are You An:  ARA Member  Non-Member ARE YOU INTERESTED IN MEMBERSHIP? Y / N

|                             |           |
|-----------------------------|-----------|
| For ARA Office Use Only     |           |
| Received: _____             | By: _____ |
| Total Amt. Per Issue: _____ |           |

**INFORMATION:**

Company: \_\_\_\_\_ Contact Name: \_\_\_\_\_  
 Mailing Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_  
 Country: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 E-Mail: \_\_\_\_\_ Web site: \_\_\_\_\_

|  |  |                                     |  |   |                                |
|--|--|-------------------------------------|--|---|--------------------------------|
| <b>Size:</b> (check one)   | <input type="radio"/> Full Page                        | <input type="radio"/> 2/3 Page      | <input type="radio"/> 1/2 Page                           | <input type="radio"/> 1/4 Page                              | <input type="radio"/> 1/6 Page |
| <b>Covers:</b> (check one)   | <input type="radio"/> Inside Front                     | <input type="radio"/> Inside Back   | <input type="radio"/> Outside Back                       | Please Check with Caryn Smith or Jay Mason for Availability |                                |
| <b>Frequency:</b> (check one)  | <input type="radio"/> 1 ISSUE                          | <input type="radio"/> 3 ISSUES      | <input type="radio"/> 6 ISSUES                           |   |                                |
| <b>Color:</b> (check one)  | <input type="radio"/> 4-Color                          | <input type="radio"/> Black-n-White |  |   |                                |
| <b>Content:</b> (check one)  | <input type="radio"/> "EXPERT TIPS" COLUMN <b>NEW!</b> |                                     | <input type="radio"/> "INSIDER VIEW" FEATURE <b>NEW!</b> |   |                                |
| <b>NOTE: "EXPERT TIPS" AND "INSIDER VIEW" CONTENT MUST BE PAID IN ADVANCE OF PUBLISHING BY MATERIALS DUE DATE.</b> |  |                                     |  |   |                                |
| Special Ad Position Request (add'l 30% Premium): write clearly _____   |  |                                     |  |   |                                |

**CHOOSE THE ISSUES IN WHICH AD PLACEMENTS SHOULD APPEAR:**

- January/February
- March/April
- May/June
- ALL SIX 2019 ISSUES
- July/August
- September/October
- November/December

**New Advertisers:** Automotive Recycling requires FULL PAYMENT of the first placement of your ad by the **MATERIALS DUE DATE**. Your payment in the amount of \_\_\_\_\_ is due by \_\_\_\_\_.  
 If payment is not received, your ad will not run. Future ad placements will be billed upon publication.

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.

AUTHORIZED SIGNATURE: \_\_\_\_\_  
 Print Name: \_\_\_\_\_ Title: \_\_\_\_\_  
 Date: \_\_\_\_\_ Agreed Rate Per Issue: \_\_\_\_\_

Email completed contract to Caryn Smith at [ARAEditor@Comcast.net](mailto:ARAEditor@Comcast.net).

Automotive Recyclers Association • 9113 Church Street, Manassas, VA 20110-5456 USA (571) 208-0428 • Fax (571) 208-0430 • [www.a-r-a.org](http://www.a-r-a.org)

**PAYMENT METHOD:**

- Send Company an Invoice  
ATTENTION TO: \_\_\_\_\_
- Check Enclosed  
Payable in U.S. Dollars to the  
Automotive Recyclers Association
- Visa MasterCard AmEx

PRINT CREDIT CARD INFORMATION

Cardholder Name \_\_\_\_\_  
 Account # \_\_\_\_\_  
 Security Code \_\_\_\_\_ Expiration Date \_\_\_\_\_

CARDHOLDER SIGNATURE



**CARYN SMITH, ADVERTISING SALES**  
 (239) 225-6137 ■ [ARAEDITOR@COMCAST.NET](mailto:ARAEDITOR@COMCAST.NET)

**JAY MASON, ADVERTISING SALES/CONTRACTS**  
 (239) 225-6137 ■ [JAY@DRIVENBYDESIGN.NET](mailto:JAY@DRIVENBYDESIGN.NET)

# 1 Automotive Recycling™ 2019 CONTRACT

Automotive Recycling magazine is the industry's most trusted and only international publication featuring in-depth insightful articles and expert columns with the mission to inform & improve the operating efficiency of the businesses that safely salvage reusable and recyclable automotive parts.

## 2019 PUBLICATION SCHEDULE

| ISSUE                  | AD COMMITMENT DUE  | MATERIALS DUE:   |
|------------------------|--------------------|------------------|
| January/February 2019  | November 20, 2018  | December 1, 2018 |
| March/April 2019       | January 22, 2019   | January 29, 2019 |
| May/June 2019          | March 26, 2019     | April 2, 2019    |
| July/August 2019       | June 4, 2019       | June 10, 2019    |
| September/October 2019 | July 25, 2019      | August 1, 2019   |
| November/December 2019 | September 24, 2019 | October 1, 2019  |
| January/February 2020  | November 27, 2019  | December 3, 2019 |

## DISPLAY AD SIZE (IN INCHES)

|                                 | WIDTH                     | DEPTH  |
|---------------------------------|---------------------------|--------|
| Full Page No Bleed              | 7-1/4                     | 9-3/4  |
| Full Page Bleed                 | 8-1/2                     | 11-1/8 |
| (includes 1/8 bleed all around) | <i>Live area is</i> 7-3/4 | 10-3/8 |
| 1/2-Page (horizontal)           | 7-1/4                     | 4-3/4  |
| 1/4-Page (vertical only)        | 3-1/2                     | 4-3/4  |
| 1/6-Page (vertical only)        | 2-1/4                     | 5      |

## IMPORTANT

|                               |   |
|-------------------------------|---|
| <b>Publication Trim Size:</b> | 8-1/4 width x 10-7/8 height               |
| <b>Live Area:</b>             | 7-3/4 x 10-3/8                            |
| <b>Printing Process:</b>      | 4-color process Sheet Fed on coated stock |
| <b>Binding:</b>               | Saddlestitch                              |

Inquire about dimensions for SPREAD ADVERTISEMENTS

### Publisher:

Automotive Recyclers Association  
Sandy Blalock  
9113 Church Street  
Manassas, VA 20120-5456 USA  
(571) 208-0428  
www.a-r-a.org

### Editorial, Art Direction & Advertising Sales:

Driven By Design LLC Marketing & Publishing  
Contact: Caryn Smith, CEO  
Jay Mason, Publications Manager  
8354 Sumner Ave.  
Fort Myers, FL 33908 USA  
(239) 225-6137

## FURNISHED AD MATERIALS

### High-resolution, 300 dot per inch (DPI) digital file required.

Automotive Recycling magazine is not responsible for ads that are not correctly designed for high-resolution printing. If you have questions regarding your ad quality, contact [ARAEditor@comcast.net](mailto:ARAEditor@comcast.net).

**Final Artwork:** All artwork, photos and logos included in the original ad file ad must be 300 DPI high-resolution to insure print quality. Include (embed) all necessary fonts and high resolution images when making the High Resolution File. Fonts not included will be substituted.

All electronic files are accepted via e-mail at [ARAEditor@comcast.net](mailto:ARAEditor@comcast.net), or via Dropbox. We accept PDF, Photoshop, .EPS, .TIF or .JPG formats. No other artwork formats will be accepted without prior approval.

## SPECIAL REQUESTS

**Preferred Positions:** Inside (non-cover) guaranteed placements are available on a first-come, first-serve basis. For special position requests, please include a specific page number, a location next to a monthly feature or column, or other preferences on your contract. Otherwise, advertisements will be placed in available spots and will most likely vary from issue to issue. Preferred positions are an 30% additional premium rate.

**Supplied Inserts:** Pre-printed inserts ready for binding are accepted in Automotive Recycling magazine. Supplied inserts may either be bound into publication or polybagged.

E-mail [ARAEditor@comcast.net](mailto:ARAEditor@comcast.net) for more information on exact rates, specifications, and deadlines.

**Additional Charges:** Additional charges may be applied for layout or design work, changes, or revisions on artwork. Charges will result for corrections past advertising deadlines.

## DELIVERY OF AD MATERIALS & PAYMENT

### EMAIL CONTRACTS & INSERTION ORDERS TO:

Caryn Smith at [ARAEditor@comcast.net](mailto:ARAEditor@comcast.net)

### DELIVERY OF AD MATERIALS:

E-mail to [ARAEditor@comcast.net](mailto:ARAEditor@comcast.net) or via Dropbox to [ARAEditor@comcast.net](mailto:ARAEditor@comcast.net)

### SEND PAYMENT TO:

Automotive Recyclers Association  
9113 Church Street  
Manassas, VA 20110-5456 USA  
(571) 208-0428  
[www.a-r-a.org](http://www.a-r-a.org)  
ATTN: Accounts Receivable



# PROGRAM & EXPO GUIDE

This pocket-sized book will be distributed to everyone attending the Annual Convention.

Date: \_\_\_\_\_  ARE YOU A NEW ADVERTISER?

Are You An:  ARA Member  Non-Member ARE YOU INTERESTED IN MEMBERSHIP? Y / N

|                             |           |
|-----------------------------|-----------|
| For ARA Office Use Only     |           |
| Received: _____             | By: _____ |
| Total Amt. Per Issue: _____ |           |

## INFORMATION:

Company: \_\_\_\_\_ Contact Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Country: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-Mail: \_\_\_\_\_ Web site: \_\_\_\_\_

**Premium Covers:** (check one)  Inside Front **\$850**  Inside Back **\$850**  Outside Back **\$900**

**Center Spread:** (check one)  Center Spread **\$1,450** Check for Availability on all Premium Ad Spots

**Full Page Ad:** (check one)  Full Page Right-Hand Placement **\$750**

### AD SPECIFICATIONS

Final Book Trim Size: 4" x 9"  
 Bleed Ads: 4.25" x 9.25" (All text must be inside 3.5 x 8.5 area)  
 Non-Bleed Ads: 3.5" x 8.5"

**FORMATS:** Materials should be submitted in the following:  
 300 Resolution DPI in JPEG, TIFF or PDF with Crop Marks.  
 NOTE: Quality cannot be guaranteed on ad materials submitted in lower resolutions than 300 DPI.

**New Advertisers:** *Automotive Recycling* requires FULL PAYMENT of the first placement of your ad by the **MATERIALS DUE DATE**. Your payment in the amount of \_\_\_\_\_ is due by \_\_\_\_\_.  
 If payment is not received, your ad will not run. Future ad placements will be billed upon publication.

- Advertising is **only** available to ARA 2019 Annual Convention & Expo Exhibitors.
- Event Sponsors receive advertising in the Convention Program as outlined in the sponsorship packages.
- All ads must be received by September 28, 2019 for inclusion in the 2019 Convention Program Guide.

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.

AUTHORIZED SIGNATURE: \_\_\_\_\_  
 Print Name: \_\_\_\_\_ Title: \_\_\_\_\_  
 Date: \_\_\_\_\_ Agreed Rate Per Issue: \_\_\_\_\_

Email completed contract and artwork to Caryn Smith at [ARAEditor@Comcast.net](mailto:ARAEditor@Comcast.net)

**BY SEPTEMBER 19, 2019**

## PAYMENT METHOD:

Send Company an Invoice  
 ATTENTION TO: \_\_\_\_\_

Check Enclosed  
 Payable in U.S. Dollars to the  
 Automotive Recyclers Association

Visa MasterCard AmEx

PRINT CREDIT CARD INFORMATION

Cardholder Name \_\_\_\_\_

Account # \_\_\_\_\_

Security Code \_\_\_\_\_ Expiration Date \_\_\_\_\_

CARDHOLDER SIGNATURE



CARYN SMITH, ADVERTISING SALES  
 (239) 225-6137 ■ [ARAEDITOR@COMCAST.NET](mailto:ARAEDITOR@COMCAST.NET)

JAY MASON, ADVERTISING SALES/CONTRACTS  
 (239) 225-6137 ■ [JAY@DRIVENBYDESIGN.NET](mailto:JAY@DRIVENBYDESIGN.NET)



# DIGITAL OPPORTUNITIES

# 5

## ARA Monthly eNewsletter

Date: \_\_\_\_\_

ARE YOU A NEW ADVERTISER?

Are You An:  ARA Member  Non-Member ARE YOU INTERESTED IN MEMBERSHIP? Y / N

|                             |           |
|-----------------------------|-----------|
| For ARA Office Use Only     |           |
| Received: _____             | By: _____ |
| Total Amt. Per Issue: _____ |           |

### INFORMATION:

Company: \_\_\_\_\_ Contact Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Country: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-Mail: \_\_\_\_\_ Web site: \_\_\_\_\_



eNewsletter (check one)  1 ISSUE \$200/per  3 ISSUE \$150/per  6 ISSUE \$100/per

JANUARY  FEBRUARY  MARCH  APRIL

MAY  JUNE  JULY  AUGUST

SEPTEMBER  OCTOBER  NOVEMBER  DECEMBER

**AD SPECIFICATIONS:** 300 X 250 PIXELS

**FORMATS:** Materials should be submitted in the following: 72 Resolution DPI in JPEG or PDF.

NOTE: Quality cannot be guaranteed on ad materials submitted with distortions.

**New Advertisers:** Automotive Recycling requires FULL PAYMENT of the first placement of your ad by the

**MATERIALS DUE DATE.** Your payment in the amount of \_\_\_\_\_ is due by \_\_\_\_\_.

If payment is not received, your ad will not run. Future ad placements will be billed upon publication.

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AUTHORIZED SIGNATURE: \_\_\_\_\_

Print Name: \_\_\_\_\_ Title: \_\_\_\_\_

Date: \_\_\_\_\_ Agreed Rate Per Issue: \_\_\_\_\_

Email completed contract and artwork to Caryn Smith at [ARAEditor@Comcast.net](mailto:ARAEditor@Comcast.net)

## 300 PIXELS X 250 PIXELS

### PAYMENT METHOD:

Send Company an Invoice

ATTENTION TO:

Check Enclosed

Payable in U.S. Dollars to the  
Automotive Recyclers Association

Visa MasterCard AmEx

PRINT CREDIT CARD INFORMATION

Cardholder Name

Account #

Security Code

Expiration Date

CARDHOLDER SIGNATURE



**CARYN SMITH, ADVERTISING SALES**  
(239) 225-6137 ■ [ARAEDITOR@COMCAST.NET](mailto:ARAEDITOR@COMCAST.NET)

**JAY MASON, ADVERTISING SALES/CONTRACTS**  
(239) 225-6137 ■ [JAY@DRIVENBYDESIGN.NET](mailto:JAY@DRIVENBYDESIGN.NET)

7  
"Expert Tips"  
Editorial  
8  
"Insider View"  
Editorial

# TELL YOUR STORY

Opportunity to Share Your Company Story  
and its Impact on Automotive Recyclers!

### FEATURED CONTENT RATES:

600 Word One-Page Article ("Expert Tips"): \$500  
1,200 Word Two-Page Article ("Insider View"): \$950

(Available with (3) Ad Half-Page or (3) Ad Full-Page Contract. One image per article allowed.)

Select these options for Marketing on the Automotive Recycling Contract  
(page 6 of this Media Kit).

# Automotive Recycling™

### EXTEND YOUR BRANDING TO OUR PAGES!

FEATURED content is your company-generated content about its unique selling proposition. It is an opportunity to tell the Automotive Recycling Community how company products and services that solve a problem, save money, or inform product!

Your article will be featured in "Expert Tips" Column (600 words)  
or our Feature-format called "Inside View" (1,200 words).

Only one "Expert Tips" or "Inside View" per issue will be available!

Your content must follow these guidelines (as determined by Automotive Recycling's Editor):

#### Do

- Write well & properly edit your piece
- Offer a viable 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

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 \$150.

Please inquire to [Caryn Smith at ARAEditor@comcast.net](mailto:Caryn.Smith@comcast.net) for the availability of Featured content.