ALL ROADS LEAD TO AUTOMOTIVE RECYCLING

2020 MEDIA KIT

PRINT
Automotive Recycling Magazine
ARA 2020 Membership Directory
ARA 2020 Buyer’s Guide
77th Annual ARA Convention & Exposition Program Guide

DIGITAL
A-R-A.org Website
ARAUniversity.org Website
AutomotiveRecycling-eZine.com
ARA 360° Monthly eNewsletter
Exclusive e-Blasts to ARA Membership
Why the Automotive Recyclers Association (ARA) Is your best option to promote your company’s products & services:

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 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 Recycled Original Equipment™ motor vehicle replacement parts to consumers around the world.

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 also look to ARA for solutions to some of the most pressing problems affecting the industry. (Sometimes, those issues can easily be overcome with a solution that your company offers the industry!)

Access
While other avenues may boast great things, ARA’s communications products offer you access straight to the top of the leading industry companies. These company leaders are early-adaptors, decision-makers, influencers ... and are actively growing their businesses.

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

Take a look inside the Media Kit for multiple ways to reach this target market. Discount custom packages are available to save you money and increase your impact.

Is information about YOUR products and services easily accessible to ARA Members?

Call (239) 225-6137 or email ARAeditor@comcast.net to Request Your Custom Proposal Today!

Get an additional 5% off your 2020 contract if you return it signed by Dec. 1st.
GET THE MARKET ADVANTAGE
BE EVERYWHERE, ALL THE TIME!

The Automotive Recyclers Association offers a variety of profitable opportunities to advertise and market the important products & services you offer to ARA members. By taking advantage of these, you keep your brand in the forefront of the industry’s top influencers, decision-makers and purchasers! Check them out!

PREMIER PRINT RESOURCES

**d Automotive Recycling Magazine**
The Auto Recycler’s Strategy for Success Includes Reading *Automotive Recycling*.
*Is Your Company Part of the Success Story?*
Successful Professional Automotive Recyclers rely on insightful articles included in ARA’s Award-Winning Industry Publication to improve the operating efficiency of their Recycled Original Equipment auto parts businesses. Topics range from trends, safety & compliance, equipment & technology and best practices, as well as expert columns, profiles, and more.

**d ARA Annual Membership Directory**
You want to BE SEEN in the WHO’S WHO of the Automotive Recycling Industry.
This resource is on every ARA member’s desk to help them stay connected to each other and to you as a service & product provider to the industry.

**d ARA Annual Buyer’s Guide**
The most comprehensive GO-TO Guide of Industry Vendors, Consultants & Suppliers.
If you are not advertising in this go-to guide for industry resources, you just might not get the call when auto recyclers are looking for ways to improve their bottom line or business operations. Don’t take that chance!

**d ARA Annual Convention & Expo Program**
The attendee guide to ARA’s largest gathering of the Auto Recycling Industry.
Advertising in the ARA Convention Program, which is put into the hands of every attendee, primes the pump as to why your booth is a primary stop on their Expo walk! Make the most of all Expo opportunities to attract attention! (Available exclusively to 2020 exhibitors.)

NEW! Special Advertising
Inquire about these great ways to get attention in ANY OF THE PRINT PRODUCTS:
- PRINT: Cover Wrap/Onsert
- PRINT: Fly-in/Bind-in Postcard
- PRINT: Polybag Inserts
- PRINT & DIGITAL: Your Idea Here!

NEW! A-R-A.org Official Website
Advertising on ARA’s official website aligns your brand with the leading international association, and reaches automotive recyclers seeking critical information, news, business building ideas, the on-line member directory, and more.

NEW! ARA 360° Monthly e-Newsletter
With an always improving open & click-through rate, ARA’s monthly e-Newsletter delivers timely info to ARA members and provides a way to keep your brand fresh in the minds of people of influence. Ads per month are limited in quantity, so you are sure to stand out!

NEW! ARAUniversity.org Website
The newly redesigned ARA University is now an ARA Direct Member Benefit. If your company specializes in safety, fluid recovery, estimating and inventory tools, environmental equipment or processes, or profit-yielding operation tools … consider advertising on an ongoing basis!

NEW! AutomotiveRecycling-eZine.com
*Automotive Recycling* magazine is the digital platform for ARA’s leading industry publication. To be redesigned by Jan. 2020, it will host timely, searchable industry news and helpful articles that an auto recycler needs to know!

NEW! Custom e-Blasts
ARA is now offering *only* Associate Members the opportunity to reach the entire ARA Membership at once with a Custom e-Blast from your company to ARA’s email list. Ask us this special offer!

24/7 EXPOSURE OF YOUR BRAND

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

JAY MASON, ADVERTISING SALES & CONTRACTS
(239) 225-6137 ■ JAY@DRIVENBYDESIGN.NET
NEW OPPORTUNITY

NEW! You’ve Asked for It, We’ve Listened!

Custom e-Blasts are Here!
You can NOW reach ARA Members with your message through ARA’s e-Mail Platform!

ARA is now offering only Associate Members the opportunity to reach the entire ARA Membership at once with a Custom e-Blast from your company directly to ARA’s email list.

Ask about this special offer today while spots last!

We want ARA Members to know when eBlast emails arrive in their inbox ... they benefit.
It improves the open rate so it helps you, too!

Your email should include a special offer to ARA Members or important news 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.

Your Email Includes:
Your Company Logo • One Graphic/Picture • Up to 250 words • Call to Action • Your Contact Info

All for the amazing rate of:
$995 (plus a one-time $150 set up fee)

To Participate, Your Company Must be:
ARA Associate Member in Good Standing, and
An advertiser in Automotive Recycling magazine -or- ARA Convention & Expo Sponsor

LIMITED OFFER: ACT FAST!
Only 2 custom emails per month will be distributed, and spots are reserved on a first-come basis.
The interested company must pay for the email blast at time of contract.
Only ONE custom email blast allowed every 3 months per company (subject to change).

Contact Caryn Smith or Jay Mason at (239) 225-6137 or ARAEditor@comcast.net to book your e-blast!
Automotive Recycling is the Award-Winning Premier Official Publication of the Automotive Recyclers Association (ARA).

It is the quality choice of readers among automotive recycling publications, boasting:

- Multiple “Best Association Magazine” awards for Style & Content
- Original In-Depth Features & Commentary
- Premium Readership
- Mega-Bonus Distribution

We know the automotive recycling industry inside and out. We reach trend-setting readers – primarily the entire ARA membership – who have the top purchasing power and influence in the business.

Our Mission Is To:

- **EDUCATE** on topics such as management, marketing, employment strategy, sales, leadership, insurance, regulatory updates and ARA-directed initiatives through columns written by leading Insiders and Experts;
- **INFORM** with relevant feature articles on topics such as emerging trends, forecasts, technology, products & processes, and current events that help owners, managers and employees adapt to the complex business climate;
- **EMPOWER** with industry-specific data and keen insight to help auto recyclers make decisions about their business and bottom line.

READERSHIP

Automotive Recycling magazine provides direct access to ARA members, who are best-in-class auto recyclers – both business owners and employees – 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 professionals who share information, embrace new technology and progressive ways of doing business.

- They are likely to spend an average of several hours reading it cover to cover.
- They are likely to regularly utilize vendors whom support the ARA.

AD DOLLARS ARE WELL SPENT WITH AUTOMOTIVE RECYCLING

- Recipient of prestigious Nichee Awards for “Best Association Magazine” – 2 years
- 2019 Redesign of format and content for the four-color, coated paper publication
- Dedicated to top-notch editorial of expertly-written content encouraging increased reading time over other industry publications
- Extended shelf life and readership to staff level of automotive recycling facilities
<table>
<thead>
<tr>
<th>PREMIUM POSITIONS</th>
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</thead>
<tbody>
<tr>
<td>INSIDE FRONT COVER</td>
</tr>
<tr>
<td>INSIDE BACK COVER</td>
</tr>
<tr>
<td>OUTSIDE BACK COVER</td>
</tr>
<tr>
<td>CENTER SPREAD</td>
</tr>
<tr>
<td>NEW! FRONT SPREAD (Pages 4-5 / 8-9)</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>PAGE SIZE</th>
<th>1 ISSUE</th>
<th>3 ISSUES</th>
<th>6 ISSUES</th>
</tr>
</thead>
<tbody>
<tr>
<td>FOR MEMBERS (BEST RATES!)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4-COLOR ADVERTISEMENTS</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>FULL PAGE</td>
<td>$1,200.00</td>
<td>$1,125.00</td>
<td>$1,000.00</td>
</tr>
<tr>
<td>HALF PAGE</td>
<td>$850.00</td>
<td>$775.00</td>
<td>$700.00</td>
</tr>
<tr>
<td>QUARTER PAGE</td>
<td>$625.00</td>
<td>$600.00</td>
<td>$550.00</td>
</tr>
<tr>
<td>ONE SIXTH PAGE</td>
<td>$400.00</td>
<td>$360.00</td>
<td>$325.00</td>
</tr>
<tr>
<td>BLACK-N-WHITE ADVERTISEMENTS</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>FULL PAGE</td>
<td>$700.00</td>
<td>$675.00</td>
<td>$625.00</td>
</tr>
<tr>
<td>HALF PAGE</td>
<td>$500.00</td>
<td>$475.00</td>
<td>$425.00</td>
</tr>
<tr>
<td>QUARTER PAGE</td>
<td>$300.00</td>
<td>--------</td>
<td>--------</td>
</tr>
<tr>
<td>ONE SIXTH PAGE</td>
<td>$200.00</td>
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</tbody>
</table>

| NON-MEMBER RATES               |         |          |          |
| 4-COLOR ADVERTISEMENTS         |         |          |          |
| FULL PAGE                      | $1,400.00 | $1,325.00 | $1,200.00 |
| HALF PAGE                      | $1000.00 | $950.00  | $900.00  |
| QUARTER PAGE                   | $800.00  | $775.00  | $725.00  |
| ONE SIXTH PAGE                 | $550.00  | $525.00  | $500.00  |
| BLACK-N-WHITE ADVERTISEMENTS   |         |          |          |
| 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 next page)
Write Your Own Content with a 3-issue Half-Page or Full-Page advertising commitment.
SHARE YOUR EXPERTISE WITH ARA MEMBERS

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

FEATURED CONTENT RATES:
600 Word One-Page Article (“Expert” Column): $445
1,200 Word Two-Page Article (“Sponsored” Feature): $775
Available to you when you have contracted
(3) Ad Half-Page or (3) Ad Full-Page advertisements for 2020.
One image per article allowed.
Select these options for Marketing on the Automotive Recycling Contract (Next page of this Media Kit).

WHY THIS WORKS

EXTEND YOUR BRAND TO OUR PAGES!
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 article will be featured in “Expert” Column (600 words) or our “Sponsored” Feature format (1,200 words). Only one “Expert” Column and “Sponsored” Feature per issue will be available!
Your content must follow these guidelines (as determined by Automotive Recycling):

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 $200.

Please inquire to Caryn Smith at ARAEditor@comcast.net for the availability of Featured Content.
**2020 CONTRACT**

**MAXIMIZING MAGAZINE ADVERTISING**

**SIGN YOUR CONTRACT BY DEC. 1, GET A 5% DISCOUNT!**

Date: __________________________  O ARE YOU A NEW ADVERTISER?

Are You An:  O ARA Member  O Non-Member

ARE YOU INTERESTED IN MEMBERSHIP?  Y / N

**INFORMATION:**

Company: ________________________________ Contact Name: ________________________________

Mailing Address: ____________________________________________________________

City: _____________________ State/Province: _____________ Postal Code: _____________

Country: _____________________ Phone: _____________________ Fax: _____________________

E-Mail: ________________________________ Web site: ________________________________

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**Choose the Issues in Which Ad Placements Should Appear:**

O ALL SIX 2020 ISSUES

O January/February  O March/April  O May/June

O July/August  O September/October  O 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.

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**PAYMENT METHOD:**

O Send Company an Invoice

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

O Visa  MasterCard  AmEx

**ATTENTION TO:**

**PRINT CREDIT CARD INFORMATION**

Cardholder Name ____________________________________________________________

Account # ________________________________ Security Code _____________ Expiration Date _____________

CARDHOLDER SIGNATURE ____________________________________________________

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Email completed contract to Caryn Smith at ARAEditor@Comcast.net.

Automotive Recyclers Association • 9113 Church Street, Manassas, VA 20110-5456 USA  (571) 208-0428 • www.a-r-a.org
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.

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.

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 or via Dropbox. We accept PDF, Photoshop,.EPS,.TIF or .JPEG 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 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 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

DELIVERY OF AD MATERIALS:
E-mail to ARAEditor@comcast.net or via Dropbox to ARAEditor@comcast.net

SEND PAYMENT TO:
Automotive Recyclers Association
9113 Church Street
Manassas, VA 21020-5456 USA
(571) 208-0428 www.a-r-a.org

ATTN: Accounts Receivable
The 2020 ARA Membership Directory is the “who’s who” of the industry, containing valuable contact 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 2020 ARA Membership Directory is poly-bagged and mailed with the January-February 2020 issue of Automotive Recycling.

**ARA MEMBER RATES:**

<table>
<thead>
<tr>
<th>Space:</th>
<th>Color Rates (CMYK):</th>
<th>Ad Size in Inches:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover*</td>
<td>$2,295</td>
<td>8.5 x 11 (add 1/8 bleed on all sides**)</td>
</tr>
<tr>
<td>Inside Back*</td>
<td>$1,995</td>
<td>8.5 x 11 (add 1/8 bleed on all sides**)</td>
</tr>
<tr>
<td>Inside Front*</td>
<td>$1,995</td>
<td>8.5 x 11 (add 1/8 bleed on all sides**)</td>
</tr>
<tr>
<td>Tab Page Front*</td>
<td>$1,695</td>
<td>8.5 x 11 (add 1/8 bleed on all sides**)</td>
</tr>
<tr>
<td>Tab Page Back*</td>
<td>$1,695</td>
<td>8.5 x 11 (add 1/8 bleed on all sides**)</td>
</tr>
<tr>
<td>Full Page*</td>
<td>$1,595</td>
<td>8.5 x 11 (add 1/8 bleed on all sides**)</td>
</tr>
<tr>
<td>Half Page</td>
<td>$895</td>
<td>7.5 x 4.75</td>
</tr>
<tr>
<td>Third Page</td>
<td>$695</td>
<td>3 x 7.5</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>$495</td>
<td>4.75 x 4.75</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Space:</th>
<th>Black &amp; White Rates: Ad Size in Inches:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page*</td>
<td>$795</td>
</tr>
<tr>
<td>Half Page</td>
<td>$595</td>
</tr>
<tr>
<td>Third Page</td>
<td>$495</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>$395</td>
</tr>
</tbody>
</table>

**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 6, 2019
**Ad Materials Due:** December 18, 2019

Contact Caryn Smith or Jay Mason at (239) 225-6137 or email ARAEditor@comcast.net for information.
Date: __________________________  O ARE YOU A NEW ADVERTISER?

O Are You An:  O ARA Member  O Non-Member

ARE YOU INTERESTED IN MEMBERSHIP?  Y / N

INFORMATION:

Company: __________________________________________ Contact Name: _______________________________________

Mailing Address: ______________________________________________________________________________________

City: _____________________________________ State/Province: ____________ Postal Code: _______________________

Country: ________________________________ Phone: _________________________ Fax: __________________________

E-Mail: ________________________________________ Web site: ______________________________________________

PAYMENT METHOD:

O Send Company an Invoice

ATTENTION TO: ________________________________

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

O Visa   MasterCard   AmEx

PRINT CREDIT CARD INFORMATION

Cardholder Name ________________________________

Account # ________________________________

Security Code       Expiration Date

CARDHOLDER SIGNATURE ________________________________

Acceptance of this insertion order by the Automotive Recyclers Association ("ARA") constitutes a contract. Payment terms are upon receipt of invoice. Interest of 15% 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 the 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 the customer hereunder, the 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 changes 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 short-rate.

AUTHORIZED SIGNATURE: __________________________________________________________

Print Name: __________________________  Title: __________________________

Date: __________________________  Agreed Rate Per Issue: __________________________

Email completed contract to Caryn Smith at ARAEditor@Comcast.net.
The ARA 2020 BUYER’S GUIDE is the ultimate resource for the busy automotive recycling facility owner or manager.

This ASSOCIATE MEMBER & VENDOR GUIDE is poly-bagged and mailed with the May-June 2020 issue for maximum exposure and is available to attendees at state-level trade shows and events.

Your company’s products, services and contact information will be listed (for FREE) among automotive recycling vendors who can help auto recyclers do their jobs better, easier, and more efficiently!

1. **ARA Associate Member’s FREE LISTING** in the 2020 Buyer’s Guide.
   Check the accuracy of your listing at www.a-r-a.org. ARA Members should email Kelly Badillo at kelly@a-r-a.org with any changes before **Dec. 31st, 2019**.

   *Free listings are available to both ARA Members & Advertisers.*

2. **Stand Out in the Annual ARA 2020 Buyer’s Guide!**
   Don’t settle for just a listing! Take your marketing to the next level, and improve your visibility in the 2020 Buyer’s Guide – **upgrade to our Premium & Best Buy Ads**.

   **Premium Cover Ad Placement Special Deal**
   You receive all the benefits of the Full Page Ad Special and get the best placement for greatest visibility:

   Choose the
   **INSIDE FRONT COVER • INSIDE BACK COVER • BACK COVER**
   (These spots go quick ... Act Fast!)

   All this (below) is included in the ad rate of $1,200*

   **Full Page Ad Special!**
   You’ll receive:
   - A color shaded box under your listing as a highlight
   - Your color company logo **free** with your listing
   - Expanded detailed listing free (up to 30 words total)

   All this is included in the ad rate of $950*

   **Additional Ad Sizes:**
   - **Half Page Color Ad:** Only $425.00* with company logo only with the listing.
   - **Quarter Page Color Ad:** Only $300.00*.

   **Deadline: March 27, 2020**

   (*Member Rates. Add $100 for Non-ARA Members rate.)
2020 ARA BUYER’S GUIDE

Date: __________________________

O ARE YOU A NEW ADVERTISER?

Are You An: O ARA Member  O Non-Member

ARE YOU INTERESTED IN MEMBERSHIP?  Y / N

FOR ARA OFFICE USE ONLY

Received: ________ By: ______________

Total Am t. Per Issue: _______________

INFORMATION:

Company: _______________________________________ Contact Name: ______________________________________

Mailing Address: _____________________________________________________________________________________

City: _____________________________________ State/Province: ____________ Postal Code: ______________________

Country: ________________________________ Phone: _________________________ Fax: _________________________

E-Mail: ________________________________________ Web site: _____________________________________________

PRESS Ad Special $1,200: (check one)  O Inside Front  O Inside Back  O Outside Back  Check for Availability

BEST BUY

Full Page Ad Special $950: (check one)  O Full Page with color box highlight, 30 word listing and company logo.

Half Page Ad Special $425: (check one)  O 1/2 Page

Quarter Page Ad Special $300: (check one)  O 1/4 Page

(*Add $100 for Non-ARA Members Rate.)

PAYMENT METHOD:

O Send Company an Invoice

ATTENTION TO: ________________________________

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

O Visa  MasterCard  AmEx

PRINT CREDIT CARD INFORMATION

___________________________

Cardholder Name

___________________________

Account #

___________________________

Security Code  Expiration Date

CARDHOLDER SIGNATURE

Our Advertisers: ARA 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 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.
To be Included, You Must be an Exhibitor @ Reno 2020

Date: ______________________

O ARE YOU A NEW ADVERTISER?

ARE YOU AN: O ARA Member  O Non-Member
ARE YOU INTERESTED IN MEMBERSHIP? Y / N

INFORMATION:

Company: ____________________________ Contact Name: ____________________________

Mailing Address: ________________________________________________________________

City: ___________________________________ State/Province: __________________________ Postal Code: __________________________

Country: ____________________________ Phone: __________________ Fax: __________________

E-Mail: ____________________________ Web site: __________________________

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

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

Full Page Ad: (check one)  O 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”

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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 2020 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 14, 2020 for inclusion in the 2020 Convention Program Guide.

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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 re-
gard 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 Can-
sellations 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: ____________________________ Title: ____________________________

Date: ____________________________ Agreed Rate Per Issue: ____________________________

Email completed contract to Caryn Smith at ARAEditor@Comcast.net.

BY SEPTEMBER 14, 2020
EMAIL INBOX EXPOSURE

ARA 360° Monthly eNewsletter

Monthly Email Delivery to Every ARA Member. See Description on Page 3 of this Media Kit.

For ARA Office Use Only

Date: __________________________

O ARE YOU A NEW ADVERTISER?

Are You An: O ARA Member O Non-Member

ARE YOU INTERESTED IN MEMBERSHIP? Y / N

INFORMATION:

Company: _______________________________________ Contact Name: ________________________________

Mailing Address: ________________________________________________________________

City: _________________________ State/Province: _______________ Postal Code: ____________

Country: ______________________ Phone: _____________________ Fax: __________________

E-Mail: ________________________________________ Web site: ________________________

Received: By: Total Amt. Per Issue:___________________________

eNewsletter (check one) O 1 ISSUE $200/per O 3 ISSUE $100/per O 6 ISSUE $75/per

O JANUARY O FEBRUARY O MARCH O APRIL

O MAY O JUNE O JULY O AUGUST

O SEPTEMBER O OCTOBER O NOVEMBER O 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.

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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

CARYN SMITH, ADVERTISING SALES 
(239) 225-6137 • ARAEDITOR@COMCAST.NET

JAY MASON, ADVERTISING SALES & CONTRACTS 
(239) 225-6137 • JAY@DRIVENBYDESIGN.NET
24/7 DIGITAL EXPOSURE

ARA’s Websites

Redesigned in 2019, all three of ARA’s digital platforms align your brand with the ARA mission of empowering automotive recyclers to advance, grow and profit. These websites are the ideal place to reach your target market.

The current and changing content keeps ARA members, and others, coming back for information they need to know! This hub of industry news, information, training and expert articles is what you can only get from ARA. And the ARA websites are designed for SEO optimization to drive traffic to your business.

Choose from these ARA websites, or choose all three!

A-RA.org
The official website of the ARA, automotive recyclers visit the platform often for important updates and the online membership directory.

Everything an ARA member needs to know is on this site!

ARAUniversity.org
The premier industry-specific training website, now an ARA Member benefit, provides job-specific training to automotive recyclers. It includes training topics like EHS safety, sales, cores, parts grading, buying, plant production, leadership, and more.

If you offer products and services that support an automotive recycling facility, this portal for you.

AutomotiveRecycling-eZine.com
The online home of the official publication of the ARA, Automotive Recycling magazine’s website contains searchable content for each issue of the magazine. If you want to extend your visibility to the readers, this is a great way to do it!

Getting click-throughs and leads from ONLINE ADS has never been more attainable than with the premier publication website!

EASY AS 1-2-3!

1. Pick Your Terms
Select the months you want your AD to run. Digital website ADS must run for a minimum period of three consecutive months. This way you get the full benefit of exposure to the ARA audience.

2. Choose Your Placement

   d Homepage 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.)
   728px horizontal x 90px vertical

   d Homepage Square Ad
   This ad appears on a sidebar of the homepage.
   (This ad may rotate with a limited number of other advertisers in the same space).
   Only $350 per month
   250px horizontal x 250px vertical

   d Internal Page Square Ad
   This ad appears on the sidebar of internal web pages.
   Only $250 per month
   250px horizontal x 250px vertical

   d Logo Slide at Bottom of Homepage
   Your clickable logo appears on the bottom of the homepage as an ARA Associate Member.
   Only $150 per month

3. Specify the URL Link!
Then, Sit Back and Enjoy the Click-Throughs!
If needed, please submit one contract per website to customize each ad placement.

For ARA Office Use Only
Received: ________ By: ______________

Date:

O ARE YOU A NEW ADVERTISER?

Are You An: O ARA Member  O Non-Member

ARE YOU INTERESTED IN MEMBERSHIP?  Y / N

INFORMATION:

Company: ____________________________ Contact Name: ____________________________
Mailing Address: ________________________________________________________________
City: ____________________________ State/Province: _______________ Postal Code: ________
Country: ____________________________ Phone: ____________________________ Fax: ________
E-Mail: ____________________________ Web site: ____________________________

CHOOSE THE PAGE(S) YOU WANT TO ADVERTISE ON & DURATION: (check all that apply)

HOMEPAGE O Leaderboard (728x90px) $450/Month Per Site  HOMEPAGE O Square (250x250px) $350/Month Per Site

CHOOSE MONTHS BELOW URL FOR LINK HERE:
O JANUARY  O FEBRUARY  O MARCH  O APRIL
O MAY  O JUNE  O JULY  O AUGUST
O SEPTEMBER  O OCTOBER  O NOVEMBER  O DECEMBER

INTERNAL O Square Ad (250x250px) $250/Month Per Site  HOMEPAGE O Logo Slide $375/3 Consecutive Months

CHOOSE MONTHS BELOW URL FOR LINK HERE:
O JANUARY  O FEBRUARY  O MARCH  O APRIL
O MAY  O JUNE  O JULY  O AUGUST
O SEPTEMBER  O OCTOBER  O NOVEMBER  O DECEMBER

PAYMENT METHOD:

O Send Company an Invoice

ATTENTION TO:

O Check Enclosed

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

O Visa  MasterCard  AmEx

PRINT CREDIT CARD INFORMATION

Cardholder Name: ____________________________
Account #: ____________________________
Security Code: ____________________________
Expiration Date: ____________________________

CARDHOLDER SIGNATURE

FORMATS: Materials should be submitted in 72 Resolution DPI in JPEG or PDF. No flash or animated files accepted. Email your advertising artwork 14 days prior to the first of the month you desire to start advertising.

New Advertisers: ARA 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 to Caryn Smith at ARAEditor@Comcast.net

For ARA Website Use Only

Received: ________ By: ______________

Total Amt. Per Issue: _______________

CARYN SMITH, ADVERTISING SALES
(239) 225-6137 – CARYNSMITH@ARADIRIVENBYDESIGN.NET

ARA WEBSITE ONLINE EXPOSURE

ARA WEBSITE ONLINE EXPOSURE

JAY MASON, ADVERTISING SALES & CONTRACTS
(239) 225-6137 – JAYDRIVENBYDESIGN.NET