

Check Out the
ARA Media Kit
for more information on
ALL these opportunities!

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.)



24/7 EXPOSURE OF YOUR BRAND

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!

d 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.

d 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!

d 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!

d 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!

d 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!

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!**

SAMPLE



All email contents are subject to approval by the Automotive Recyclers Association.

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.

