



2021 MEDIA KIT

PRINT

*Automotive Recycling
Magazine*

*ARA 2021
Membership Directory*

*ARA 2021
Buyer's Guide*

*78th Annual
ARA Convention
& Exposition
Program Guide*

DIGITAL

A-R-A.org

AutoRecyclingBuyersGuide.com

ARAUniversity.org

*AutoRecyclingNow.com
(Launching Jan. 1)*

*ARA 360° Monthly
eNewsletter*

*Custom e-Blasts to
ARA Membership*

ALL ROADS LEAD TO THE





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.



d Influence

The Automotive Recyclers Association (ARA) is the **most influential organization** in the industry.

d 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.

d 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!)

d 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.

d 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
Marketing Proposal Today!**



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

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



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 ARA RESOURCES

PRINT POWER

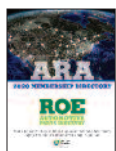


d Automotive Recycling Magazine

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 2021 exhibitors.)



24/7 EXPOSURE OF YOUR BRAND

ATTENTION GETTERS

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!

DIGITAL IMPACT

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 AutoRecyclingBuyersGuide.com Launched May 2020!

This ONLINE GUIDE brings the best automotive recycling vendors & suppliers who have the innovative products and services that help auto recyclers in their business! When making buying decisions, this will be a recyclers GO-TO RESOURCE!

d ARAUniversity.org Website

ARA University is now an ARA Direct Member Benefit.

Great impact for a company that specializes in safety, fluid recovery, estimating and inventory tools, environmental equipment or processes, or operations tools ... advertise here!

d New in 2021! AutoRecyclingNow.com

Automotive Recycling Now is the digital platform for ARA's leading industry publication. This site hosts timely, searchable industry news and helpful articles that an auto recycler needs to know!

d Custom e-Blasts

ARA is now offers **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!

d Monthly ARA 360° e-Newsletter

d Weekly ARA Member Update e-Newsletter

With an always improving open, averaging 40% per email & appealing click-through rate, ARA's monthly and weekly 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!



BUYER'S BUNDLE

DIGITAL

AutoRecyclingBuyersGuide.com

PRINT

ARA 2021 Buyer's Guide

**The Dynamic Duo
of
Maximum
Industry Exposure**

AUTO RECYCLING BUYER'S GUIDE

DIGITAL



www.autorecyclingbuyersguide.com

PRINT

By taking advantage of this **OPPORTUNITY** from the Automotive Recyclers Association, you keep your brand top of mind to the influential **top producers, decision-makers and purchasers** in their buying decisions!

THESE 2 BONUS BUNDLES EXTEND YOUR REACH!

PRINT

DIGITAL

PREMIERE LEVEL TOP EXPOSURE

(SAVE 60%) ARA MEMBERS – \$2,150 (PRINT – COVER ADVERTISER + \$250)
(SAVE 30%) NON MEMBERS – \$3,864 (PRINT – COVER ADVERTISER + \$350)

PRINT

- d Full-page ad/logo listing in the **ARA 2021 Buyer's Guide** that poly-bag mails with the May-June issue of **Automotive Recycling** magazine.

DIGITAL ~ JULY 2020-JULY 2021

- d LARGE Company Logo is featured on Homepage "Premiere Automotive Recycling Industry Suppliers."
- d LARGE Logo links to dedicated webpage with:
 - d 600 word supplied text on your company, products or services. Use for SEO keywords!
 - d Your Print Buyer's Guide AD, when clicked, is shown large so its readable.
 - d Artwork of your choice – Photos, Logos, etc.
 - d Your complete contact information.
- d You have unlimited opportunity to post commentary or promotions for the SUPPLIER BLOG to position your company as an expert in your field!
- d **FREE BONUS** – 600 word text is featured as a full page in the PRINT **ARA 2021 Buyer's Guide** making a SPREAD of coverage for your company.

ARA Member Price Breakdown: \$950 full page ad in print guide (or \$1,200 for cover position), includes FREE FULL TEXT PAGE to make a spread; one full year of online guide at \$1,200 (\$3,000 as a stand-alone).

NON Member Price Breakdown: \$1,050 full page ad in print guide (or \$1,150 for cover position), includes FREE FULL TEXT PAGE to make a spread; one full year of online guide at \$2,814 (\$4,020 as a stand-alone). Equals \$179 per month for Premiere Exposure for ARA Associate Members and \$322 a month for NON-ARA Associate Members. Discount is on Digital listing only. Must buy bundle to qualify for discount.

PRINT

DIGITAL

GOLD LEVEL 2ND-TIER EXPOSURE

(SAVE 50%) ARA MEMBERS – \$1,595
(SAVE 20%) NON MEMBERS – \$2,925

PRINT

- d Half-page ad/logo listing in the **ARA 2021 Buyer's Guide** that poly-bag mails with the May-June issue of **Automotive Recycling** magazine.

DIGITAL ~ JULY 2020-JULY 2021

- d SMALL Company Logo is featured on Homepage "Automotive Recycling Industry Supplier Roundup" section located UNDER the Print Flip Book.
- d SMALL Logo links to dedicated webpage with:
 - d 300 word supplied text on your company.
 - d Your Print Buyer's Guide AD, when clicked, is shown large so its readable.
 - d Artwork of 1 Photo and/or 1 Logo.
 - d Your complete contact information.
- d Once a month, you have opportunity to post commentary or promotions for the SUPPLIER BLOG to position your company as an expert in your field!
- d **FREE BONUS** – 300 word text is featured as a half page above your **ARA 2021 Buyer's Guide** PRINT AD for a FULL PAGE of coverage for your company.

ARA Member Price Breakdown: \$425 half page ad in print guide, includes FREE HALF TEXT PAGE above half page ad to make a full page; one full year of online guide at \$1,170 (\$2,340 as a stand-alone).

NON Member Price Breakdown: \$525 half page ad in print guide, includes FREE HALF TEXT PAGE to make a full page; one full year of online guide at \$2,400 (\$3,000 as a stand-alone). Equals \$133 per month for Gold Exposure for ARA Associate Members and \$244 a month for NON-ARA Associate Members. Discount is on Digital listing only. Must buy bundle to qualify for discount.

For information & contracts as stand-alone advertising products for **ARA 2021 Print Buyer's Guide** see page 14, and **ARA 2021-2022 Digital Buyer's Guide** see page 19.

AUTO RECYCLING BUYER'S GUIDE

2 BUNDLES

Date: _____

Are You An: ☐ ARA Member ☐ Non-Member **INTERESTED IN MEMBERSHIP?** Y / N

INFORMATION:

Company: _____ Contact Name: _____

Mailing Address: _____

City: _____ State/Province: _____ Postal Code: _____

Country: _____ Phone: _____ Fax: _____

E-Mail: _____ Web site: _____

Take advantage of
this **NEW OPPORTUNITY**,
to keep your brand
top of mind to
key influencers,
decision-makers
and **purchasers**
in buying decisions!

PREMIERE BUNDLE PREMIERE AUTO RECYCLING INDUSTRY SUPPLIERS

☐ (SAVE 60%) ARA MEMBERS – \$2,150 (PRINT – COVER ADVERTISER + \$250)

☐ (SAVE 30%) NON MEMBERS – \$3,864 (PRINT – COVER ADVERTISER + \$350)

PRINT Full-page ad/logo listing in the **ARA 2021 Buyer's Guide** that poly-bag mails with the May-June issue of **Automotive Recycling** magazine.

DIGITAL ~ JULY 2020-JULY 2021 LARGE Company Logo is featured on Homepage "Premiere Automotive Recycling Industry Suppliers." LARGE Logo links to dedicated webpage with the following: 600 word supplied text on your company, products or services; Your Print Buyer's Guide AD, when clicked, is shown large so its readable; Artwork of your choice – Photos, Logos, etc. (limit 4 total); Your complete contact information.

You have unlimited opportunity to post commentary or promotions for the SUPPLIER BLOG to position your company as an expert in your field!

FREE BONUS – 600 word text is featured as a full page in the PRINT **ARA 2021 Buyer's Guide** making a SPREAD of coverage for your company.

PAYMENT METHOD:

☐ Send Company an Invoice
ATTENTION TO:

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

☐ To Pay by Credit Card
Contact John Caponiti at
john@a-r-a.org or
(571) 208-0428

GOLD LEVEL BUNDLE GO-TO AUTO RECYCLING INDUSTRY SUPPLIERS

☐ (SAVE 50%) ARA MEMBERS – \$1,595 ☐ (SAVE 20%) NON MEMBERS – \$2,925

PRINT Half-page ad/logo listing in the **ARA 2021 Buyer's Guide** that poly-bag mails with the May-June issue of **Automotive Recycling** magazine.

DIGITAL ~ JULY 2020-JULY 2021 SMALL Company Logo is featured on Homepage "Automotive Recycling Industry Supplier Roundup" section located UNDER the Print Flip Book. SMALL Logo links to dedicated webpage with the following: 300 word supplied text on your company; Your Print Buyer's Guide AD, when clicked, is shown large so its readable; Artwork of 1 Photo and/or 1 Logo; Your complete contact information.

Once a month, you have opportunity to post commentary or promotions for the SUPPLIER BLOG to position your company as an expert in your field!

FREE BONUS – 300 word text is featured as a half page above your **ARA 2021 Buyer's Guide** PRINT AD for a FULL PAGE of coverage for your company.

ALL BUYER'S GUIDE ADVERTISERS: 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 affected. 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 _____

Email completed contract to Jay Mason at Jay@DrivenbyDesign.net



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

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



PRINT

*Automotive Recycling
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*78th Annual
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& Exposition
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Automotive Recycling™

Published by the Automotive Recyclers Association

PRINT



THE TOP ARA MEMBER BENEFIT

according to a recent member survey!

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:

- d Multiple "Best Association Magazine" awards for Style & Content
- d Original In-Depth Features, Commentary and Forecasts
- d Premium Readership
- d Mega-Bonus Distribution

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



FIND US ONLINE:

www.a-r-a.org
AutoRecyclingNow.com
Facebook.com/
AutomotiveRecycling



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(239) 225-6137 ■ ARAEDITOR@COMCAST.NET

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Automotive Recycling™

PRINT

Published by the Automotive Recyclers Association



PREMIUM POSITIONS

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

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

PAGE SIZE	1 ISSUE	3 ISSUES	6 ISSUES
FOR MEMBERS (BEST RATES!)			
4-COLOR ADVERTISEMENTS			
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
BLACK-N-WHITE ADVERTISEMENTS			
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	-----	-----
NON-MEMBER RATES			
4-COLOR ADVERTISEMENTS			
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
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 an advertising commitment.

SHARE YOUR EXPERTISE WITH ARA MEMBERS

Automotive
Recycling™

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!

Available to Current Advertisers!

FEATURED CONTENT RATES:

600 Word 1-Page Article ("Expert" Column): \$445

Designed to Print as a Spread with your Full Page Ad!

1,200 Word 1.5-Page Article ("Sponsored" Feature): \$775

Designed to Print as a Spread with your Half Page Ad!

Select either or both of these options
for Marketing on the Contract
(Next page of this Media Kit).

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!

Pair your "Expert" Column (600 words) with your full page ad to create a 2-page spread. Or secure our "Sponsored" Feature format (1,200 words) with your half page ad for a 2-page spread.

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

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.

A limited number of "Expert" Columns and "Sponsored" Features per issue will be available!



Automotive Recycling™ 2021 CONTRACT

Date: _____

☐ ARE YOU A NEW ADVERTISER?

For ARA Office Use Only

Received: _____ By: _____

Total Amt. Per Issue: _____

Are You An: ☐ ARA Member ☐ 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: _____

Size: (check one)

☐ Full Page☐ 2/3 Page☐ 1/2 Page☐ 1/4 Page☐ 1/6 Page

Covers: (check one)

☐ Inside Front☐ Inside Back☐ Outside Back

Please Inquire for Availability

Frequency: (check one)

☐ 1 ISSUE☐ 3 ISSUES☐ 6 ISSUES

Color: (check one)

☐ 4-Color☐ Black-n-White

Content: (check one)

☐ "EXPERT" COLUMN (600 words)☐ "SPONSORED" FEATURE (1,200 words)**NOTE: "EXPERT" AND "SPONSORED" CONTENT MUST BE PAID IN ADVANCE AT TIME OF MATERIALS DUE DATE.**

Special Ad Position Request (add'l 20% Premium): write clearly

CHOOSE THE ISSUES IN WHICH AD PLACEMENTS SHOULD APPEAR:☒ **ALL SIX 2021 ISSUES**☐ January/February☐ March/April☐ May/June☐ 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 affected. 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.Automotive Recyclers Association • 9113 Church Street, Manassas, VA 20110-5456 USA (571) 208-0428 • www.a-r-a.org**PAYMENT METHOD:**☐ Send Company an Invoice

ATTENTION TO: _____

☐ Check EnclosedPayable in U.S. Dollars to the
Automotive Recyclers Association☐ To Pay by Credit Card

Contact John Caponiti at

john@a-r-a.org or

(571) 208-0428



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Automotive Recycling™ 2021 MAG SPECS

PRINT

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.

2021 PUBLICATION SCHEDULE

ISSUE	AD COMMITMENT DUE	MATERIALS DUE:
January/February 2021	November 20, 2020	December 9, 2020
March/April 2021	January 22, 2021	January 29, 2021
May/June 2021	March 26, 2021	April 2, 2021
July/August 2021	June 4, 2021	June 10, 2021
September/October 2021	July 24, 2021	July 31, 2021
November/December 2021	September 24, 2021	October 1, 2021
January/February 2022	November 25, 2021	December 1, 2021

DISPLAY AD SIZE (IN INCHES)

	WIDTH	DEPTH
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
<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	4.5

IMPORTANT

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
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
 8580 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.

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 .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 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 20110-5456 USA
 (571) 208-0428 www.a-r-a.org
 ATTN: Accounts Receivable

2021 DIRECTORY

[PRINT](#)

The **2021 ARA Membership Directory** is the “Who’s Who” of the industry, containing valuable contact and member benefits 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 **2021 ARA Membership Directory** is poly-bagged and mailed with the January-February 2021 issue of *Automotive Recycling Magazine*.



ARA MEMBER RATES:

Space:	Color Rates (CMYK):	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
Third Page	\$695	3 x	7.5
Quarter Page	\$495	4.75 x	4.75

Space:	Black & White Rates:	Ad Size in Inches:	
Full Page*	\$795	8.5 x	11 (add 1/8 bleed on all sides**)
Half Page	\$595	7.5 x	4.75
Third Page	\$495	3 x	7.5
Quarter Page	\$395	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 4, 2020
Ad Materials Due: December 18, 2020



E-mail your contract (next page) & advertising artwork to Jay@DrivenByDesign.net by December 18, 2020



2021 DIRECTORY

PRINT

Date: _____

☐ ARE YOU A NEW ADVERTISER?

For ARA Office Use Only

Received: _____ By: _____

Total Amt. Per Issue: _____

Are You An: ☐ ARA Member ☐ 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: _____

Size: (check one)

☐ Full Page☐ 1/2 Page☐ 1/3 Page☐ 1/4 Page

Covers: (check one)

☐ Inside Front☐ Inside Back☐ Outside Back

Please Check with Caryn Smith or Jay Mason for Availability

Divider Tab: (check one)

☐ Front☐ Back

There are 3 Divider Tabs. Please Check with Caryn Smith or Jay Mason for Availability

Color: (check one)

☐ 4-Color☐ Black-n-White

Special Ad Position Request: (write clearly) _____

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.

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 affected. 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.

PAYMENT METHOD:

☐ Send Company an Invoice

ATTENTION TO: _____

☐ Check EnclosedPayable in U.S. Dollars to the
Automotive Recyclers Association☐ To Pay by Credit Card

Contact John Caponiti at

john@a-r-a.org or

(571) 208-0428



2021 ARA BUYER'S GUIDE **PRINT**

ARA'S 2021 AUTO RECYCLING BUYER'S GUIDE PRINT EDITION
is the ultimate resource for the busy automotive recycling facility owner or manager.

It is poly-bagged & mailed with the May-June 2021 issue of **Automotive Recycling** magazine for maximum exposure and is available to attendees at state-level trade shows and events.

ARA Members and Buyer's Guide Advertisers receive a free company listing.

1 ARA Associate Member's FREE LISTING* in the 2021 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, 2020**.

**Free listings are available to both ARA Members & Buyer's Guide Advertisers.*

2 Stand Out in the Annual ARA 2021 Buyer's Guide!

Don't settle for just a listing! Take your marketing to the next level, and improve your visibility – **upgrade to our Premium & Best Buy Ads.**

Premium Cover Ad Placement

You receive all the benefits of the Full Page Ad Special and get the best placement for greater visibility:

SOLD OUT

**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***

**BEST
BUY!
\$950***

Full Page Ad Special!

You'll receive:

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

ASK ABOUT ADDING A FULL PAGE OF CONTENT TO YOUR DISPLAY AD, AND HAVING IT ALL APPEAR ONLINE!

Half Page Color Ad:

Just \$425.00* and includes a color Company logo with listing.

Quarter Page Color Ad: Only \$300.00*

(*Member Rates. Add \$100 for Non-ARA Members rate.)

MAKE IT
EASY FOR
Auto Recyclers
to Find You!

**2021 AUTO RECYCLING
BUYER'S GUIDE
IS THE GO-TO INDUSTRY
RESOURCE FOR TOP
DECISION-MAKERS
OF AUTO RECYCLING
FACILITIES!**

**Deadline:
April 21, 2021**

For info on
**ARA's Print/
Online
Buyer's Guide
Bundles**
see page 5.



**UPGRADE A PRINT FULL OR HALF PAGE AD
WITH AN ACCOMPANYING EDITORIAL FOR FREE
WHEN YOU PURCHASE YOUR SPOT ON
WWW.AUTORECYCLINGBUYERSGUIDE.COM**

2021 ARA BUYER'S GUIDE **PRINT**

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 Ad Special \$1,200: (check one)	<input type="radio"/> 1/4 Page with color box highlight, 40 word listing and company logo.	<input type="radio"/> 1/2 Page with color logo and regular contact listing	<input type="radio"/> 1/4 Page	<input type="radio"/> Check for Availability
Full Page Ad Special \$950: (check one)	<input type="radio"/> Full Page with color box highlight, 40 word listing and company logo.			
Half Page Ad Special \$425: (check one)	<input type="radio"/> 1/2 Page with color logo and regular contact listing			
Quarter Page Ad Special \$300: (check one)	<input type="radio"/> 1/4 Page			

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

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.

Acceptance of this insertion order by the Automotive Recyclers 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.

PAYMENT METHOD:

☐ Send Company an Invoice
 ATTENTION TO: _____

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

☐ To Pay by Credit Card
*Contact John Caponiti at
john@a-r-a.org or
 (571) 208-0428*

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



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

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



PROGRAM GUIDE PRINT

Pocket-sized book is distributed to every attendee at the Annual Convention & Expo.
See Description on Page 3 of this Media Kit.

To be Included, You Must be an Exhibitor @ Dallas 2021

SEND ME INFORMATION TO ☐ EXHIBIT ☐ SPONSOR

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: 5.5"W x 8.5"H
 Bleed Ads: 5.75"W x 8.75"H
 Live area & Non-Bleed Ads: 5"W x 8"H "

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: 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.

- 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.

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 affected. 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 Jay Mason at jay@drivenbydesign.net
BY SEPTEMBER 14, 2021

PAYMENT METHOD:

☐ Send Company an Invoice
 ATTENTION TO: _____

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

☐ To Pay by Credit Card
*Contact John Caponiti at
john@a-r-a.org or
 (571) 208-0428*



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

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



DIGITAL

A-R-A.org

AutoRecyclingBuyersGuide.com

ARAUniversity.org

AutoRecyclingNow.com

(Coming Jan. 1)

ARA 360° Monthly
eNewsletter

Custom e-Blasts to
ARA Membership

AUTO RECYCLING BUYER'S GUIDE

DIGITAL

www.autorecyclingbuyersguide.com



So Many Great Opportunities on One Amazing Website 1-PREMIERE AUTO RECYCLING INDUSTRY SUPPLIERS

- Clickable LOGO at TOP of Buyer's Guide that links to a home page exclusively about your company.
- Your company webpage with 600 words is an exclusive opportunity to share news, products, and more.
- Add photos, logos, and contact information to your page and you are FIRST IN LINE to reach automotive recyclers shopping for new products and services.
- Ability to submit a promotional/commentary post for the SUPPLIER BLOG as often as you'd like!
 - ARA members \$3,000 for a full year July to July (\$250 per month)
 - Non-ARA members \$4,020 for a full year July to July (\$335 per month)

2-AUTO RECYCLING INDUSTRY SUPPLIER ROUNDUP

- Clickable LINK at the mid-section of Buyer's Guide home page that links to your company web page.
- Your company webpage links to a full page or half page graphic advertisement.
- Ability to submit a promotional/commentary post for the SUPPLIER BLOG once a month!
 - ARA members \$2,340 for a full year July to July (\$195 per month)
 - Non-ARA members \$3,000 for a full year July to July (\$250 per month)

3-INDUSTRY BUYER'S GUIDE BY CATEGORY

- Clickable Link to company website for any ARA Associate Member.

Free Member Benefit to ARA Associate Members for 2021-2022

(Not available to non-ARA members.)

GO FARTHER GRAB ATTENTION

BANNER AD BRINGS EXTENDED SITE EXPOSURE

- MAIN PAGE SITE-WIDE LEADERBOARD**
Appears near the top of most pages (will not appear on Company-specific pages). (Will rotate with other ads in the same space).
Only \$450 per month (3 mo. min.)
970px H x 90px V
- SITE-WIDE MEDIUM AD**
Appears on most pages either at right or mid-section (will not appear on Company-specific pages). (Will rotate with other ads in the same space).
Only \$350 per month (3 mo. min.)
300px H x 250px V

FOR SPECIAL BUNDLE
DEALS, SEE PAGE 5!

**YOU REALLY CAN BE
BE EVERYWHERE,
ALL THE TIME!**
Call Jay or Caryn at (239) 225-6137 today!

AUTO RECYCLING BUYER'S GUIDE

DIGITAL

www.autorecyclingbuyersguide.com

Date: _____

Are You An: ☐ ARA Member ☐ Non-Member **INTERESTED IN MEMBERSHIP?** Y / N

INFORMATION:

Company: _____ Contact Name: _____

Mailing Address: _____

City: _____ State/Province: _____ Postal Code: _____

Country: _____ Phone: _____ Fax: _____

E-Mail: _____ Web site: _____

By taking advantage of this
NEW OPPORTUNITY,
you keep your brand in the
forefront of the mind of
top influencers,
decision-makers and
purchasers
in their buying decisions!

TOP VISIBILITY PREMIERE AUTO RECYCLING INDUSTRY SUPPLIERS

☐ ARA members **\$3,000** for FULL YEAR (Equals \$250/mo.)

☐ Non-ARA members **\$4,020** for FULL YEAR (Equals \$335/mo.)

Clickable LARGE LOGO at TOP of Buyer's Guide that links to a web page exclusively about your company. Your dedicated company webpage contains a 600 word company listing – an exclusive opportunity to share news, products, and more. Add photos, logos, contact info to your page and you are FIRST IN LINE to reach automotive recyclers shopping for new products and services. Submit promotional/commentary posts for the SUPPLIER BLOG as often as you'd like!

GOLDEN OPPORTUNITY AUTO RECYCLING INDUSTRY SUPPLIER ROUNDUP

☐ ARA members **\$2,340** for FULL YEAR (Equals \$195/mo.)

☐ Non-ARA members **\$3,000** for FULL YEAR (Equals \$250/mo.)

Clickable SMALL LOGO at the mid-section of Buyer's Guide home page (under the Printed Guide Flip Book) links to your dedicated company web page that includes 1 photo and/or 1 logo, as well as a 300 word company listing. Ability to submit a promotional/commentary post for the SUPPLIER BLOG once a month!

Website Banner Ads Must advertise in consecutive months (**3 month minimum**)

Choose size of ad and months below. URL FOR YOUR AD LINK HERE:

☐ Leaderboard (970x90Vpx) ☐ 3 Months **\$1,350** ☐ 6 Months **\$2,700** ☐ 12 Months **\$5,400**

☐ JANUARY ☐ FEBRUARY ☐ MARCH ☐ APRIL ☐ MAY ☐ JUNE

☐ JULY ☐ AUGUST ☐ SEPT ☐ OCT ☐ NOV ☐ DEC

☐ Rectangle (300x250px) ☐ 3 Months **\$1,050** ☐ 6 Months **\$2,100** ☐ 12 Months **\$4,200**

☐ JANUARY ☐ FEBRUARY ☐ MARCH ☐ APRIL ☐ MAY ☐ JUNE

☐ JULY ☐ AUGUST ☐ SEPT ☐ OCT ☐ NOV ☐ DEC

Materials should be submitted in the following: 72 Resolution DPI in JPEG or PDF and delivered via email to Caryn@DrivenByDesign.net **NOTE:** Quality cannot be guaranteed on ad materials submitted with distortions.

INDUSTRY BUYER'S GUIDE BY CATEGORY

This is ARA's clickable LINK
to your company website for
any ARA Associate Member.

Free Member Benefit to all
ARA Associate Members
2021-2022 (July to July)

PAYMENT METHOD:

☐ Send Company an Invoice
ATTENTION TO:

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

☐ To Pay by Credit Card
Contact John Caponiti at
john@a-r-a.org or
(571) 208-0428

ALL BUYER'S GUIDE ADVERTISERS: 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 affected. 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 _____

Email completed contract to Jay Mason at Jay@DrivenbyDesign.net

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.



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

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

ARA WEBSITES Deliver

4 Platforms – 24/7 Exposure – Unlimited Value

DIGITAL

All FOUR of ARA's digital platforms align your brand with the ARA mission of empowering professional automotive recyclers to advance, grow and profit. Each of these websites deliver an aspect of ARA's Member Benefit Value to Members and potential Members. They are ideal to align your company with ARA to reach your target market.

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



Choose One of These Websites, or Choose All FOUR ...

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!

AutoRecyclingBuyersGuide.com

BE LISTED AS A PREMIERE COMPANY!

The new ONLINE BUYER'S GUIDE brings the best automotive recycling vendors & suppliers who have the innovative products and services that help auto recyclers in their business! When making buying decisions, this will be a recycler's GO-TO RESOURCE!

ARAUiversity.org

FIRST CHOICE FOR OPERATIONS SUPPORT!

The training-themed website that supports the ARAUniversity.org training portal, an ARA Member Benefit, is where Members turn for current safety news, training ideas, and updates they need to effectively train their team. Also included on this site is ARA's INDUSTRY PARTNER TRAINING VIDEOS – training provided from Associate Members.

AutoRecyclingNow.com

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

Online home of ARA's official award-winning magazine, *Automotive Recycling*, **Auto Recycling Now** brings you online content for each issue of the magazine, and more. The DAILY GO-TO for auto recyclers looking for industry relevant news, expert commentary and more.

It's as 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**.

2. Choose Your Placement

d 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

d Homepage / Site-Wide Rectangle 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

300px horizontal x 250px vertical

d Internal Rectangle Ad (Only on ARAU and AutoRecyclingNow.com)

This ad appears on the sidebar of internal web pages.

Only \$250 per month

300px horizontal x 250px vertical

d Logo on the Slide at Bottom of Homepage

Clickable logo appears on the bottom of homepage.

Only \$150 per month

3. Specify the URL Link!

Then, Sit Back and Enjoy the Click-Throughs!

ARA WEBSITES Deliver

DIGITAL

Choose: ☐ A-R-A.org ☐ ARAUniversity.org ☐ AutoRecyclingBuyersGuide.com ☐ AutoRecyclingNow.com

Please submit one contract per website to customize each ad placement.

Date: _____

For ARA Office Use Only

Received: _____ By: _____

Total Amt. Per Issue: _____

Are You An:

☐ ARA Member ☐ Non-Member

IF NO, 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: _____

TOTALS:

Website: _____

Leaderboard:

COST OF AD _____

x # of Months _____

\$ _____

Rectangle:

COST OF AD _____

x # of Months _____

\$ _____

Logo Slide:

COST OF AD _____

x # of Months _____

\$ _____

TOTAL COST OF AD RUN

PAYMENT METHOD:

☐ Send Company an Invoice
ATTENTION TO: _____☐ Check Enclosed
Payable in U.S. Dollars to the
Automotive Recyclers Association☐ To Pay by Credit Card
Contact John Caponiti at
john@ara.org or
(571) 208-0428

CHOOSE YOUR AD SIZE & DISPLAY MONTHS (3-MONTH MINIMUM) Check all that apply:

☐ Leaderboard (970x90px) \$450/Mo ☐ Rectangle (300x250px) \$350/Mo ☐ Internal Rectangle (300x250px) \$250/Mo

CHOOSE (MINIMUM OF 3) CONSECUTIVE MONTHS URL LINK HERE:

<input type="radio"/> JANUARY	<input type="radio"/> FEBRUARY	<input type="radio"/> MARCH	<input type="radio"/> APRIL
<input type="radio"/> MAY	<input type="radio"/> JUNE	<input type="radio"/> JULY	<input type="radio"/> AUGUST
<input type="radio"/> SEPTEMBER	<input type="radio"/> OCTOBER	<input type="radio"/> NOVEMBER	<input type="radio"/> DECEMBER

HOMEPAGE ONLY ☐ Logo Slide \$375/3 Consecutive Months

CHOOSE (MINIMUM OF 3) CONSECUTIVE MONTHS URL LINK HERE:

<input type="radio"/> JANUARY	<input type="radio"/> FEBRUARY	<input type="radio"/> MARCH	<input type="radio"/> APRIL
<input type="radio"/> MAY	<input type="radio"/> JUNE	<input type="radio"/> JULY	<input type="radio"/> AUGUST
<input type="radio"/> SEPTEMBER	<input type="radio"/> OCTOBER	<input type="radio"/> NOVEMBER	<input type="radio"/> DECEMBER

* Some Web Pages are Exempt from 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.

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 Jay Mason at jay@drivenbydesign.net

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.



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

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

DIRECT TO MEMBERS

DIGITAL

Choose One of THREE ways to Reach ARA Members Via EMAIL!

Custom eBlast / Monthly ARA360 eNewsletter / Weekly ARA Member Update

ARA Custom e-Blasts Reach Every ARA Member!

You can reach ARA Members with your message through ARA's e-Mail Platform!

ARA offers *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 while spots last!**

When an eBlast arrives in the inbox of ARA Members, they trust the *source* ... This improves 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.

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)

2021 NEW YEAR SPECIAL – \$595 (set up fee waived)

Only 2 custom emails per month will be distributed, and spots are reserved on a first-come basis.

To Participate, Your Company Must be:

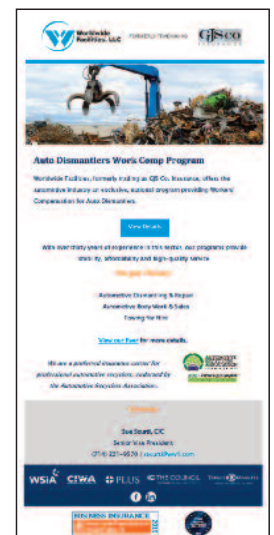
ARA Associate Member in Good Standing, and

An 2020/21 advertiser or 2020/21 ARA Convention & Expo Sponsor or Exhibitor

You must 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.



Monthly ARA 360° e-Newsletter

With an always improving open, averaging 35-40% per email & appealing click-through rate, ARA's monthly and weekly 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!

ASK FOR SAMPLE EMAILS



UPDATE

Weekly Member e-Update eNews



CARYN SMITH, ADVERTISING SALES
(239) 225-6137 ■ ARAEditor@comcast.net

JAY MASON, ADVERTISING SALES & CONTRACTS
(239) 225-6137 ■ jay@drivenbydesign.net

MEMBER e-UPDATES

DIGITAL

Choose one or both: ☐ **Monthly ARA 360° eNewsletter** ☐ **Weekly ARA Recycler Update**

Date: _____

Are You An:

☐ ARA Member ☐ Non-Member

IF NO, ARE YOU INTERESTED IN MEMBERSHIP? Y / N

For ARA Office Use Only

Received: _____ By: _____

Total Amt. Per Issue: _____

☐ **Custom eBlast**

**You must contact
Caryn Smith or Jay Mason
at (239) 225-6137 or
ARAEditor@comcast.net
to book your custom
e-blast, as opportunities
are limited!**

INFORMATION:

Company: _____ Contact Name: _____

Mailing Address: _____

City: _____ State/Province: _____ Postal Code: _____

Country: _____ Phone: _____ Fax: _____

E-Mail: _____ Web site: _____

Monthly ARA360° (check one) ☐ **1 ISSUE \$200** ☐ **3 ISSUES \$300** ☐ **6 ISSUES \$450**

<input type="radio"/> JANUARY	<input type="radio"/> FEBRUARY	<input type="radio"/> MARCH	<input type="radio"/> APRIL
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<input type="radio"/> SEPTEMBER	<input type="radio"/> OCTOBER	<input type="radio"/> NOVEMBER	<input type="radio"/> DECEMBER

NEW Weekly Update (4 week min.) (check one) ☐ **1 MO \$360** ☐ **3 MO \$888** ☐ **6 MO \$1,440**

In choosing the Weekly Update, ARA sends 2 emails per week. Therefore, you get 8, 24, or 48 placements depending on timeframe.

<input type="radio"/> JANUARY	<input type="radio"/> FEBRUARY	<input type="radio"/> MARCH	<input type="radio"/> APRIL
<input type="radio"/> MAY	<input type="radio"/> JUNE	<input type="radio"/> JULY	<input type="radio"/> AUGUST
<input type="radio"/> SEPTEMBER	<input type="radio"/> OCTOBER	<input type="radio"/> NOVEMBER	<input type="radio"/> DECEMBER

BEST DEAL: BOTH EMAILS (check one) ☐ **1 MO \$420** ☐ **3 MO \$951** ☐ **6 MO \$1,607**

<input type="radio"/> JANUARY	<input type="radio"/> FEBRUARY	<input type="radio"/> MARCH	<input type="radio"/> APRIL
<input type="radio"/> MAY	<input type="radio"/> JUNE	<input type="radio"/> JULY	<input type="radio"/> AUGUST
<input type="radio"/> SEPTEMBER	<input type="radio"/> OCTOBER	<input type="radio"/> NOVEMBER	<input type="radio"/> 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.

**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*

☐ To Pay by Credit Card
*Contact John Caponiti at
john@ar-a.org or
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AUTHORIZED SIGNATURE: _____

Print Name: _____ Title: _____

Date: _____ Agreed Rate Per Issue: _____

Email completed contract and artwork to JAY MASON at JAY@DRIVENBYDESIGN.NET



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