

Membership Directory

ARA 2021 Buyer's Guide

78th Annual **ARA Convention** & Exposition **Program Guide**

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 earlyadaptors, 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!



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



Recycling 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







www.autorecyclingbuyersguide.com

PRINT

CONNECT
WITH QUALITY
PRODUCTS
& SERVICES

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.





2 BUNDLES

Date:			
Are You An: O ARA Member	O Non-Member	INTERESTED IN MEMBERSHIP? Y / N	Take advantage of
INFORMATION:			this NEW OPPORTUNITY,
Company:		Contact Name:	to keep your brand
Mailing Address:			top of mind to
		Postal Code:	key influencers,
		 	decision-makers
			and purchasers
			in buying decisions!
PREMIERE BUNDLE O (SAVE 60%) ARA MEMBERS - \$2,150 O (SAVE 30%) NON MEMBERS - \$3,864 PRINT Full-page ad/logo listing in t	(PRINT – COVER ADVERTISE (PRINT – COVER ADVERTISI	R + \$250)	
issue of <i>Automotive Recycling</i> maga		featured on Homepage "Premiere Automo-	PAYMENT METHOD:
tive Recycling Industry Suppliers." LA supplied text on your company, prod	RGE Logo links to dedica ucts or services; Your Pri	ated webpage with the following: 600 word nt Buyer's Guide AD, when clicked, is shown s, etc. (limit 4 total); Your complete contact	O Send Company an Invoice ATTENTION TO:
You have unlimited opportunity to tion your company as an expert in your	our field!	omotions for the SUPPLIER BLOG to posi-	
FREE BONUS - 600 word text is to a SPREAD of coverage for your com		the PRINT ARA 2021 Buyer's Guide making	O Check Enclosed
			Payable in U.S. Dollars to the Automotive Recyclers Association
GOLD LEVEL BUNDLE GO (SAVE 50%) ARA MEMBERS - \$1,595			O To Pay by Credit Card Contact John Caponiti at
PRINT Half-page ad/logo listing in the	ne ARA 2021 Buyer's Gu	<i>ide</i> that poly-bag mails with the May-June	john@a-r-a.org or
issue of Automotive Recycling maga. DIGITAL ~ JULY 2020-JULY 2021 SN	MALL Company Logo is		(571) 208-0428
Logo links to dedicated webpage with	n the following: 300 word	ated UNDER the Print Flip Book. SMALL I supplied text on your company; Your Print e; Artwork of 1 Photo and/or 1 Logo; Your	
position your company as an expert i	n your field! eatured as a half page ak	or promotions for the SUPPLIER BLOG to pove your <i>ARA 2021 Buyer's Guide</i> PRINT	
ALL BUYER'S GUIDE ADVERTISERS: ARA re-	quires FULL PAYMENT a	t the ONSET OF CONTRACT. CONTACT ARA TO ARR	ANGE ALTERNATE TERMS OF PAYMENT
Acceptance of this insertion order by the Automotive Recycling Associatic signature of an authorized representative of each of the parties. ARA rese upon breach of contract, negligence, strict liability in tort or any other leganot be assigned by either party without the written approval of both partia. Any modification, supplement or waiver with regard to this contract must lection of amounts owed by customer hereunder, customer hereby conserforth in this contract, by certified or first class mail, or by personal service.	on ("ARA") constitutes a contract. Payment ter vres the right to accept or reject any submissi il theory and any ARA liability under a contrac es. ARA will retain the sole original copy of this be in writing and signed by a duly authorized its to the jurisdiction of any court in the Coma provide a reasonable time for appearance is a	ms are upon receipt of invoice. Interest of 1.5% per month will be charged on overdue according for any reason in its sole discretion. ARA shall not be liable under any circumstances for tormed hereunder shall be limited to the amount paid to ARA by the customer over the contract in its records, and produce a copy for the customer upon request of customer. The representative of the party against whom enforcement is sought. Waiver of any default shomewelf hof Virginia and further agrees that any process or notice of motion may be serval lowed. If any provision of this contract is or becomes unenforceable because of present or prior to issue closing date. Advertisers failing to meet contracted frequency program will	nunts. This contract is not binding until it has been accepted in writing by the or any incidental, special or consequential damages or economic loss, based orior twelve (12) month period before the particular event. The contract may is agreement shall be covered by the laws of the Commonwealth of Virginia. all not constitute a waiver of any subsequent default. In any legal suit for col- ed outside the Commonwealth of Virginia to the customer at the address set future laws of any governmental body or entity, then the remaining parts of
AUTHORIZED SIGNATURE:			_
Print Name:	Titl Agreed Ra	e:	_

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

PRINT

Automotive Recycling Magazine

ARA 2021 Membership Directory

> ARA 2021 Buyer's Guide

78th Annual ARA Convention & Exposition Program Guide











FIND US ONLINE:

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



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







Automotive PRINT CCUCION Automotive Recyclers Association PRINT Automotive Recyclers Association

PREMIUM POSITIONS

INCIDE EDONT COVED	¢1.4E0.00
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			
	¢1 200 00	¢1125.00	¢1,000,00
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	\$1325.00	\$1200.00
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 an advertising commitment.

SHARE YOUR EXPERTISE WITH ARA MEMBERS

PRINT

Automotive

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):

- 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

- 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!



Recycling 2021 CONTRACT

Date:		O ARE YOU	A NEW ADVERTISER?	For ARA Office Use Only
Are You An: O ARA M	ember O Non-Mem	ber		Received: By: Total Amt. Per Issue:
ARE YOU INTERESTED IN M	EMBERSHIP? Y / N			Total Affit, Per Issue.
INFORMATION:				
Company:		Con	ntact Name:	
Mailing Address:				
City:		State/Provin	nce:Pos	stal Code:
				Fax:
E Flair.				
Size: (check one)	O Full Page O 2	2/3 Page	O 1/2 Page	O 1/4 Page O 1/6 Page
Covers: (check one)	O Inside Front O I	nside Back	O Outside Back Plea	se Inquire for Availability
Frequency: (check one)	O 1 ISSUE O 3	3 ISSUES	O 6 ISSUES	
Color: (check one)	O 4-Color O E	Black-n-White	 e	
	O "EXPERT" COLUMN (600) words) O "S	SPONSORED" FEATURE (1.20	00 words)
CONTENT: (check one)				
Content: (check one)		NSORED" CONTE	ENT MUST BE PAID IN ADVA	NCE AT TIME OF MATERIALS DUE DATE.
			ENT MUST BE PAID IN ADVA	NCE AT TIME OF MATERIALS DUE DATE.
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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
January/February 2021
March/April 2021
May/June 2021
July/August 2021
September/October 2021
November/December 2021
January/February 2022

AD COMMITMENT DUE
November 20, 2020
January 22, 2021
March 26, 2021
June 4, 2021
July 24, 2021
September 24, 2021
November 25, 2021

MATERIALS DUE: December 9, 2020 January 29, 2021 April 2, 2021 June 10, 2021 July 31, 2021 October 1, 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
Live area is:	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: $7-3/4 \times 10-3/8$

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 Siz	ze 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	4.7	5 X	4.75

Space: Black & White Rates: Ad Size in Inches:

Full Page* 11 (add 1/8 bleed on all sides**) \$795 8.5 x Half Page 4.75 \$595 7.5 x Third Page \$495 7.5 3 x 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

Dat	Pate: O ARE YOU A NEW ADVERTISER?				Receiv	For ARA Office Use Only Received: By:		
	You An: O ARA I					Amt. Per Issue:		
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	Size: (check one)	O Full Page	O 1/2 Page	O 1/3 Page	O 1/4 P	Page		
	Covers: (check one)	O Inside Front	O Inside Back	O Outside Back Pl	ease Check v	with Caryn Smith or Jay Mason for Availability		
	Divider Tab: (check one)	O Front	O Back	There are 3 Divider Tabs. Pl	ease Check v	vith Caryn Smith or Jay Mason for Availability		
	Color: (check one)	O 4-Color	O Black-n-White					
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Date	e:	Agreed R	Rate Per Issue:					

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

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.

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 receir all in kine wont the fill a eva Special and get he be talac mintfree te to sibility:

Lt.Use 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.)

2021 AUTO RECYCLING

MAKE IT EASY FOR Auto Recyclers to Find You!

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

Are You An: O ARA Member O Non-Member ARE YOU INTERESTED IN MEMBERSHIP? Y / N INFORMATION: Company:	Date:	O ARE YOU A NEW ADVERTISE	R?	For ARA Office Use Only		
Contact Name:		1ember		Received: By: Total Amt. Per Issue:		
Company:	ARE YOU INTERESTED IN MEMBERSHIP? Y / N					
Mailing Address: City:	INFORMATION:					
Country:	Company:	Contact Name:				
Premium Ad Special \$1,200: (check one) Premium Ad Special \$1,200: (check one)	Mailing Address:					
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Automotive Recyclers Association • 9113 Church Street, Manassas, VA 20110-5456 USA (571) 208-0428 • www.a-r-a.org



Email completed contract to Caryn Smith at ARAEditor@Comcast.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 a SEND ME INFORMATION TO		21		For ARA Office Use OnlyBy:
			Total Amt	Per Issue:
Date:	O are you a ne	EW ADVERTISER?		
ARE YOU AN: O ARA Member C	Non-Member ARE YOU IN	TERESTED IN MEMBER	RSHIP? Y /	N
INFORMATION:				
Company:	Con	tact Name:		
Mailing Address:				
City:	State/Provin	ice:Po	ostal Code	9:
Country:	Phone:		Fax:	
E-Mail:	Web si	ite:		
Premium Covers: (check one)	O Inside Front \$850 () Inside Back \$850	O Ou	ıtside Back \$900
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AD SPECIFICATIONS Final Book Trim Size: Bleed Ads: Live area & Non-Bleed Ads:	5.5"W x 8.5"H 5.75"W x 8.75"H 5"W x 8"H "		300 Res NOTE: Q	IS: Materials should be submitted in the following: olution DPI in JPEG, TIFF or PDF with Crop Marks. uality cannot be guaranteed on ad materials ed in lower resolutions than 300 DPI.
New Advertisers: ARA requires FULL PAYN DATE. Your payment in the amount ofreceived, your ad will not run. Future a	is due by	If payme		PAYMENT METHOD:
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AUTHORIZED SIGNATURE:				
Print Name:				
Date:	ract to Jay Mason at jay@driv			

BY SEPTEMBER 14, 2021

DIGITAL

A-R-A.org
AutoRecyclingBuyersGuide.com
ARAUniversity.org
AutoRecyclingNow.com

(Coming Jan. 1)

ARA 360° Monthly eNewsletter

Custom e-Blasts to ARA Membership







www.autorecyclingbuyersguide.com

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

- d Clickable LOGO at TOP of Buyer's Guide that links to a home page exclusively about your company.
- d Your company webpage with 600 words is an exclusive opportunity to share news, products, and more.
- d 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.
- d 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

- d Clickable LINK at the mid-section of Buyer's Guide home page that links to your company web page.
- d Your company webpage links to a full page or half page graphic advertisement.
- d 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

d 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.)

FOR SPECIAL BUNDLE DEALS, SEE PAGE 5!

GO FARTHER GRAB ATTENTION

BANNER AD BRINGS EXTENDED SITE EXPOSURE

d 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

d 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

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





Date:

www.autorecyclingbuyersguide.com

Ar	e You An:() ARA Membe	r O Non-N	1ember I	NTERESTE	IN MEMBERS	HIP? Y / N	By taking advantage of this
INF	ORMATION:							NEW OPPORTUNITY,
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	Website Bar	nner Ads Mus	t advertise in	consecutiv	e months (3 month mini	mum)	
	Choose size	of ad and months	below. URL FO	R YOUR AD	LINK HERE			PAYMENT METHOD:
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		O FEBRUARY	O MARCH O SEPT	O APRIL O OCT	O MAY O NOV in JPEG or PDF		mail to	O Check Enclosed Payable in U.S. Dollars to the Automotive Recyclers Association
ccepta his con ole disc	ANGE ALTERNATE nce of this insertion order by the tract is not binding until it has be tretion. ARA shall not be liable tory and any ARA liability uncertains.	been accepted in writing by the sign e under any circumstances for any der a contract formed hereunder sh	T on ("ARA") constitutes a contiguature of an authorized reprincidental, special or consequall be limited to the amount	tract. Payment terms an oresentative of each of t quential damages or eco paid to ARA by the cus	e upon receipt of invoice he parties. ARA reserve nomic loss, based upor storner over the prior tv	e. Interest of 1.5% per month to accept or reject to breach of contract, negliger velve (12) month period befo	NTACT ARA TO will be charged on overdue account any submission for any reason in ince, strict liability in tort or any oth ore the particular event. The contract customer upon request of customer way on request of customer way.	its er en

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.

AUTHORIZED SIGNATURE:

Print Name: _

Date:

Agreed Rate

Title:

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.

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

ARA WEBSITES Deliver DIGITAL

4 Platforms - 24/7 Exposure - Unlimited Value

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!

ARAUniversity.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: O A-R-A.org O ARAUniversity.org O AutoRecyclingBuyersGuide.com O AutoRecyclingNow.com Please submit one contract per website to customize each ad placement.

For ARA Office Use Only

Are You An:		Received:	By:	Website:
O ARA Member O	Non-Member TED IN MEMBERSHIP? Y / N	Total Amt. Per	lssue:	Leaderboard:
ii No, ARE 100 INTERES	TES IN FIELDERS III I I / N			COST OF AD
				x # of Months
INFORMATION:				\$
Company:		Contact N	ame:	Rectangle:
Mailing Address:				COST OF AD x # of Months
City:	State/Province:		Postal Code:	\$
Country:Phone:			Fax:	Logo Slide:
E-Mail:				COST OF AD x # of Months
E-Maii:		vveb site:		\$
CHOOSE YOUR AD S	SIZE & DISPLAY MONTHS (3-N	MONTH MINIMUM)	Check all that apply:	TOTAL COST OF
	\$450/Mo O Rectangle (300x250px) \$		Rectangle (300x250px) \$250/Mo	
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O SEPTEMBER	O OCTOBER O N	IOVEMBER	O DECEMBER	O Send Compa
	lide \$375/3 Consecutive Months			ATTENTION TO:
	3) CONSECUTIVE MONTHS URL LI			
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O MAY		ULY	O AUGUST	O Check Enc
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				Automotive Recyc
* Some Web Pages are Exemp	ot from Advertising			O To Pay by C
New Advertisers: ARA requir	res FULL PAYMENT of the first p	lacement of your ac	d by the MATERIALS DUE DATE .	Contact John Ca
	ount of is due l		If payment is not received,	john@a-r-a.org
your ad will not run. Futu	ure ad placements will be billed	upon publication.		(571) 208-0428
Acceptance of this insertion order by the	Automotive Recycling Association ("ARA") constitute	es a contract Payment terms are	upon receipt of invoice Interest of 15% per month	(3/1) 200-0420
will be charged on overdue accounts. This	s contract is not binding until it has been accepted in w submission for any reason in its sole discretion. ARA	writing by the signature of an aut	thorized representative of each of the parties. ARA	
quential damages or economic loss, base	d upon breach of contract, negligence, strict liability in I to ARA by the customer over the prior twelve (12) mo	n tort or any other legal theory a	and any ARA liability under a contract formed here-	
party without the written approval of bot	th parties. ARA will retain the sole original copy of this by the laws of the Commonwealth of Virginia. Any m	is contract in its records, and pro	duce a copy for the customer upon request of cus-	FORMATS: NA II.
and signed by a duly authorized represen	ntative of the party against whom enforcement is sou	ight. Waiver of any default shall	not constitute a waiver of any subsequent default.	FORMATS: Materia submitted in 72 F
agrees that any process or notice of moti	s owed by customer hereunder, customer hereby con- ion may be served outside the Commonwealth of Vir	irginia to the customer at the ad	dress set forth in this contract, by certified or first	in JPEG or PDF.
laws of any governmental body or entity,	then the remaining parts of this contract shall not be e	effected. Any Cancellations of/or	r change in this contract must be submitted in writ-	animated files acc
ing 30 days prior to issue closing date. A	dvertisers failing to meet contracted frequency progr	ram will be subject to shortrate.		your advertising a
ALITHODIZED CICKLATI	LIDE:			prior to the first o
	UKE			you desire to sta
class mail, or by personal service, provide laws of any governmental body or entity,	e a reasonable time for appearance is allowed. If any p then the remaining parts of this contract shall not be e dvertisers failing to meet contracted frequency progr	orovision of this contract is or bee effected. Any Cancellations of/or ram will be subject to shortrate.	comes unenforceable because of present or future r change in this contract must be submitted in writ-	animated file

TOTALS: AD RUN

ETHOD:

any an Invoice

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llars to the lers Association

edit Card

poniti at

Is should be esolution DPI No flash or cepted. Email artwork 14 days f the month rt advertising.

Agreed Rate Per Issue:

Email completed contract to Jay Mason at jay@drivenbydesign.net

DIRECT TO MEMBERS



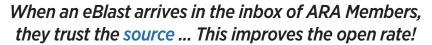
Choose One of THREE ways to Reach ARA Members Via EMAIL!

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!*



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.



d 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



d Weekly Member e-Update eNews



MEMBER e-UPDATES

DIGITAL

Choose one or both: O Monthly ARA 360° eNewsletter o Weekly ARA Recycler Update

Date: Are You An: O ARA Member O Non-Member IF NO, ARE YOU INTERESTED IN MEMBERSHIP? Y / N	ı ⊢or	ARA Office Use Only	
		By:	o Custom eBlast
IF NO, ARE TOO INTERESTED IN MEMBERSHIP? Y / N		er Issue:	You must contact Caryn Smith or Jay Mason
INFORMATION:			at (239) 225-6137 or ARAEditor@comcast.net
Company:	Contact N	ame:	c blast, as opportunities
Mailing Address:			are limited!
City:State/Province	:	Postal Code:	_
Country:Phone:		Fax:	_
E-Mail:	Web site:		_
Monthly ARA360° (check one) O 1 ISSUE \$200 O 3 IS	SSUES \$300 O 61	SSLIES \$450	300 PIXELS X
	1ARCH	o APRIL	250 PIXELS
o MAY o JUNE o J	ULY	o AUGUST	250 FIXELS
o SEPTEMBER o OCTOBER o N	IOVEMBER	o DECEMBER	PAYMENT METHOD:
NEW Weekly Update (4 week min.) (check one) O 1 MO \$30 In choosing the Weekly Update, ARA sends 2 emails per week. Therefore, y	_		O Send Company an Invoice
o JANUARY o FEBRUARY o M	1ARCH	o APRIL	ATTENTION TO:
o MAY o JUNE o J	ULY	o AUGUST	
o SEPTEMBER o OCTOBER o N	IOVEMBER	o DECEMBER	
BEST DEAL: BOTH EMAILS (check one) O 1 MO \$420 (O 3 MO \$951 O 6	MO \$1,607	O Check Enclosed
o JANUARY o FEBRUARY o M	1ARCH	o APRIL	Payable in U.S. Dollars to the Automotive Recyclers Association
o MAY o JUNE o J	ULY	o AUGUST	The state of the s
o SEPTEMBER o OCTOBER o N	IOVEMBER	o DECEMBER	O To Pay by Credit Card
AD SPECIFICATIONS: 300 X 250 PIXELS FORMATS: Material 72 Resolution DPI in JPEG or PDF. NOTE: Quality cannot be guaranteed.			Contact John Caponiti at john@a-r-a.org or
lew Advertisers: ARA requires FULL PAYMENT of the first place	ement of your ad by t	he MATERIALS DUE DATE.	(571) 208-0428
our payment in the amount of is due by _			
our ad will not run. Future ad placements will be billed upo			

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