



# 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

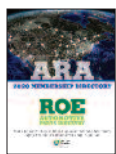


#### **d Automotive Recycling Magazine**

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!



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