



WHY ARA?

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.

Call (239) 223-9408 or email
Jay@DrivenbyDesign.net
to
Request Your Custom
Marketing Proposal Today!



• Influence

The Automotive Recyclers Association (ARA) is the MOST INFLUENTIAL organization in the industry.

• Reach

With an expansive reach spanning the U.S., and across the globe, automotive recyclers look to the ARA to learn about the latest advancements, technology, products and services available to them in the marketplace.

• Solutions

Automotive recyclers depend on ARA for solutions to the most pressing problems affecting the industry.

• Access

ARA's communications offer you direct access to the top industry companies. These company leaders are early-adapters, decision-makers, influencers ... and are actively growing their businesses.

• Partnership

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



GET THE MARKET ADVANTAGE



PRINT POWER



- **Automotive Recycling Magazine**
The Auto Recycler's Strategy for Success
Includes Reading ARA's award-Winning Industry Publication.

Insightful articles work to improve the operating efficiency of ROE—Recycled Original Equipment auto parts businesses.



Topics include: Trends, safety & compliance, electric vehicle technology, battery recycling, equipment & machinery, as well as expert columns, best practices, profiles, and more.



- **ARA Annual Membership Directory**
BE SEEN in the WHO'S WHO of the Industry.
Every ARA member receives this powerful resource to help them stay connected to each other and to services providers to the Industry.



- **ARA Annual Buyer's Guide**
Most comprehensive GO-TO Guide of Industry Vendors, Consultants & Suppliers.
This go-to Guide for Industry resources connects you to the auto recyclers looking to improve business operations.



- **ARA Annual Convention & Expo Program**
The guide to ARA's largest gathering of the Auto Recycling Industry.
As an exhibitor, advertising in the ARA Convention Program primes the pump as to become a primary stop for attendees!

(Available exclusively to 2023 exhibitors and sponsors.)

DIGITAL IMPACT

- **A-R-A.org official Website**
ARA's official website aligns your brand with the leading international association, and reaches automotive recyclers seeking critical Information to make important decisions.
- **AutoRecyclingnow.com**
Automotive Recycling Now is the digital website for ARA's leading Industry publication, **Automotive Recycling** magazine. It is the total resource for timely, searchable Industry news and helpful articles that an auto recycler needs to know!
- **AutoRecyclingBuyersGuide.com**
The ONLINE companion to the printed guide, the digital guide highlights the top industry vendors & suppliers who have the products and services available to auto recyclers.
- **ARAUniversity.org Website**
As a ARA Direct Member Benefit for training and educating auto recycling teams, any company that specializes in safety, fluid recovery, estimating and inventory tools, environmental equipment or processes, or operations tools should consider advertising on this site.
- **Custom e-Blasts**
ARA 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!
- **Monthly ARA 360° e-Newsletter**
With impressive open rates averaging 40% per email & appealing click-through rate, ARA's monthly e-News delivers market intelligence to ARA members. It offers a way to keep your company fresh on the minds of people of influence. Ads per email are limited in quantity.

ATTENTION GETTERS

Inquire about these great ways to get attention in ANY OF OUR PRINT OR DIGITAL PRODUCTS:

- **PRINT:** Cover Wrap/Onsert
- **PRINT:** Fly-in/Bind-in Postcard
- **PRINT:** Polybag Inserts

NEW!

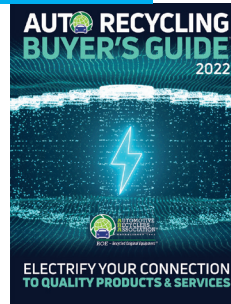
- **DIGITAL:** Add VIDEO to your email or website advertising! Ask us how!

AUTO RECYCLING BUYER'S GUIDE

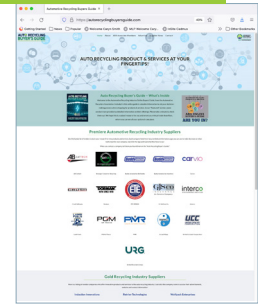
www.AutoRecyclingBuyersGuide.com

Educated buying decisions are made with ARA's
Buyer's Guide resources.

PRINT



DIGITAL



BONUS BUNDLES THAT EXTEND YOUR REACH!

PRINT

DIGITAL

PREMIERE EXPOSURE

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

Print Buyer's Guide that poly-bag mails with the May-June issue of Automotive Recycling magazine. Online Guide is available to public on June 1, for one year.

DIGITAL: Includes – HP Logo, Dedicated Web Page

- Company logo featured on Homepage under heading, "Premiere Automotive Recycling Industry Suppliers."
- Logo links to dedicated webpage with:
 - 600 word supplied text on your company, products or services. Use for SEO keywords!
 - Your Print Buyer's Guide Full Page AD, when clicked, is shown large so it is readable.
 - Artwork – Up to 5 Photos, 1 Logo, and 1 video.
 - Complete company contact information.

Complimentary:

PRINT: Includes – 2 Page Spread + Logo Listing

- Full-page Color Ad.
- 600 word company editorial, opposite page from ad.
- Logo / listing in guide portion.
- BONUS: Unlimited opportunity to post news / promotions on SUPPLIER BLOG.

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 (2ND-TIER) EXPOSURE

(SAVE 50%) ARA MEMBERS – \$1,395
(SAVE 20%) NON MEMBERS – \$2,925

Print Buyer's Guide that poly-bag mails with the May-June issue of Automotive Recycling magazine. Online Guide is available to public on June 1, for one year.

DIGITAL: Includes – HP Logo, Dedicated Web Page

- Smaller-sized company logo featured on Homepage under heading, "Automotive Recycling Industry Supplier Roundup."
- Logo links to dedicated webpage with:
 - 300 word supplied text on your company.
 - Your Print Buyer's Guide Half Page AD, when clicked, is shown large so it is readable.
 - Artwork – 1 Photo and 1 Logo.
 - Complete company contact information.

Complimentary:

PRINT: Includes – 1 Page + Logo Listing

- Half-page Color Ad.
- 300 word company editorial, above ad.
- Logo / listing in guide portion.
- BONUS: 4 posts of news / promotions on SUPPLIER BLOG.

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.

AUTO RECYCLING BUYER'S GUIDE

The ultimate PRINT resource for the busy automotive recycling facility owner or manager.

- Poly-bagged & mailed with the May-June *Automotive Recycling* magazine for maximum exposure.
- Made available to attendees at state-level trade shows and industry events.
- Company listing is at the finger tips of auto recyclers with purchasing power.

1 FREE LISTING* in the Auto Recycling Buyer's Guide.

*ARA Associate Members (and non-ARA member BG display advertisers) receive a **free company listing**. Half page and full page ads **receive free logo with listing**.

NOTE: Listing information is extracted from the ARA Member database. ARA Members should email Kelly Badillo at kelly@ara.org with any company changes before March 31.

2 Stand out in the annual Auto Recycling Buyer's Guide.

Don't settle for just a listing! Improve visibility with Advertising. Here are the choices:

Premium Cover Ad Placement

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

Choose the

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

Benefits of the Full Page Ad Special is also 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 A FULL PAGE/DIGITAL WEBPAGE COMBO !

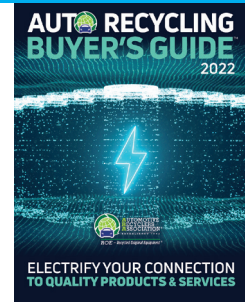
Half Page Color Ad:

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

Quarter Page Color Ad: \$300.00*

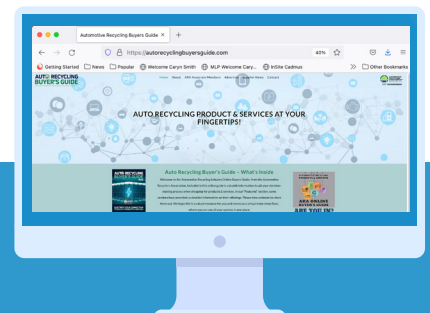
Want More Digital Exposure?
CHECK OUT: AUTORECYCLINGBUYERSGUIDE.COM

PRINT ONLY



Auto Recycling Buyer's Guide
is the go-to resource
for top Decision-
Makers of Auto
Recycling Facilities!

For info on
**ARA's Print/
Online Buyer's
Guide Bundles**
see page 4.



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PRINT

Automotive Recycling

Official Publication of the Automotive Recyclers Association

#1 ARA MEMBER BENEFIT according to ARA's Member Survey!

Automotive Recycling is the Award-Winning Premiere Publication of the Automotive Recyclers Association (ARA).

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

- Multiple "Best Association Magazine" awards for Style & Content
- Original In-Depth Features, Commentary and Forecasts
- Premium Readership
- 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 trends, technology, electric vehicles, battery recycling, management, marketing, employment, sales, leadership, regulatory 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 the **MOST INFLUENTIAL AUTO RECYCLERS IN THE INDUSTRY**. They are best-in-class; participatory in ARA and state associations; focused on 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.

FIND US ONLINE:

www.a-r-a.org

AutoRecyclingNow.com

Facebook.com/AutomotiveRecycling

AutomotiveRecycling

AD DOLLARS ARE WELL-SPENT WITH AUTOMOTIVE RECYCLING

- Twice the recipient of prestigious Niche Awards for "Best Association Magazine"
- Appealing format for the four-color, coated paper publication
- Top-notch editorial of expertly-written content encouraging increased reading time over other industry publications
- Extended shelf life and staff level readership of automotive recycling facilities



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RATE CARD



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
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

Net rates, non-commissionable, and subject to change.

See next page "FEATURED CONTENT" placements!
Write Content and Extend Your Brand.

Cover wraps, tip ins, and polybagged inserts also available!
Contact Jay@DrivenbyDesign.net for prices and availability.

Share Your EXPERTISE IN EXPERT TIPS

PRINT

Automotive
Recycling

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

Available to Current Advertisers (must have an ad contract in place for the year of placement)!

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!



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/\$445) with your full page ad to create a 2-page spread
Or secure our "Sponsored" Feature format (1,200 words/\$775 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.



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Automotive Recycling SPECIFICATIONS

PRINT

PUBLICATION SCHEDULE

ISSUE	COMMITMENT DUE	MATERIALS DUE:
January/February	December 14	December 21
March/April	January 25	February 1
May/June	March 22	March 29
July/August	May 24	May 31
September/October	July 26	August 2
November/December	September 20	September 27

DISPLAY AD SIZE (IN INCHES)

	WIDTH	DEPTH
Full Page No Bleed	7-1/4	9-3/4
Full Page Bleed	8-1/2	11-1/8
(includes 1/8 bleed all around)	7-3/4 (live area)	10-3/8
1/2-Page (horizontal)	7-1/4	4-3/4
1/4-Page (vertical only)	3-1/2	4-3/4

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

Caryn Smith, CEO/CCO (239) 225-6137
araeditor@comcast.net

Jay Mason, Publications Director (239) 223-9408
Jay@drivenbydesign.net

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 Jay@DrivenbyDesign.net.

Final Artwork: All artwork, photos and logos included in the original ad file 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.

EMAIL CONTRACTS & INSERTION ORDERS TO:

Jay Mason at Jay@DrivenbyDesign.net

DELIVERY OF AD MATERIALS:

E-mail to Jay@DRIVENBYDESIGN.NET or via Dropbox to ARAEditor@comcast.net

SEND PAYMENT TO:

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



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MEMBERSHIP DIRECTORY

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



PRINT

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
Quarter Page	\$495	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 x 10.5.

**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 14, 2022

Ad Materials Due: December 21, 2022

E-mail your contract & advertising artwork to Jay@DrivenByDesign.net



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ARA WEBSITES DELIVER **DIGITAL**

4 Platforms – 24/7 Exposure – Unlimited Value – Huge Impact

Align your brand with the ARA mission of empowering professional automotive recyclers to advance, grow and profit. Each website delivers an aspect of ARA's Member Benefit Value – ideal to align your company with to reach your target market.

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

Choose the Websites that meet your marketing goals.

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!

AUTORECYCLINGNOW.COM

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

Online home of ARA's official award-winning magazine, Automotive Recycling. The DAILY GO-TO for auto recyclers looking for industry relevant news, expert commentary and more.

AUTORECYCLINGBUYERSGUIDE.COM

BE LISTED AS A PREMIERE COMPANY!

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

ARAAUniversity.org

1ST CHOICE FOR OPERATIONS SUPPORT!

The training website supporting the member benefit ARAUniversity.org portal 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.



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

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

Rectangle Ad

This ad appears one 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

3. Specify the URL Link!

Then, Sit Back and Enjoy the Click-Throughs!



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DIRECT TO MEMBERS

DIGITAL

ARA CUSTOM E-BLASTS Reach Every ARA Member! **\$595**

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

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



To Participate, Your Company Must be:
ARA Associate Member in Good Standing,
and a current advertiser or a confirmed
ARA Convention & Expo Sponsor or
Exhibitor

Your Email Includes:

Your Company Logo • One Graphic/Picture • Call to Action • Your Contact Info

You must contact Jay Mason at Jay@DrivenbyDesign.net to book your e-blast!

ARA 360° E-NEWSLETTER

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

ARA360
News & Views You Need to Know

1 ISSUE	\$200
3 ISSUES	\$300
6 ISSUES	\$450

ASK FOR SAMPLE EMAILS



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ARA CONVENTION PROGRAM GUIDE

PRINT

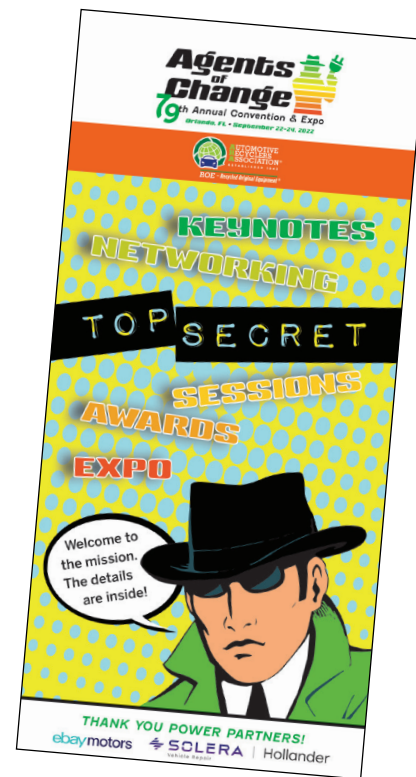
Are you exhibiting at the ARA 80th Annual Convention & Expo?

One way to set yourself apart from the crowd is to place an AD in the handy **ARA Convention Program Guide**, available **ONLY** to exhibitors. This advertising opportunity is a right-hand placement, and is sure to capture the attention of convention attendees!

Available Options:

- o Full Page Right-Hand Placement \$750
- o Inside Front, Inside Back and Back Cover \$900
- o Center Spread \$1,450

Premium Ad Spots go fast, so check with us on availability!



Contact Kim Glasscock at kim@a-r-a.org for information on sponsorship and exhibiting in Kansas City, MO, at the ARA 80th Annual Convention & Expo!



Have you decided on your advertising placements?

**Receive your
Advertising Placement Contract by emailing
Jay Mason at Jay@DrivenbyDesign.net**

FINE PRINT

**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 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.