

2020 ARA BUYER'S GUIDE

Dear ARA Associate Members,

We want to let you know we appreciate your support of the ARA and of automotive recyclers across the globe. As valuable ARA Members, we also want to support you as best as we can.

We realize many of you may miss opportunities to get in front of your clients and potential clients in the automotive recycling industry during this current crisis.

We considered how we can help you stay top of mind to automotive recyclers who might currently be looking at streamlining and changing their operations. Many of them are making changes, and they will likely continue to make changes.

It is a great time to make sure they know about you and how your company's products & services can help

- save money
- improve efficiency
- generate new cashflow
- and more.
- save time
- stay safety compliant
- help them sort through current circumstances

To help educate automotive recyclers on this valuable information, we are making significant improvements to the ARA Annual Buyer's Guide. We hope this helps you!

~Caryn & Jay
Your ARA Advertising Team



ARA'S
2020
BUYER'S
GUIDE
IS THE
GO-TO
INDUSTRY
RESOURCE
FOR TOP
DECISION-
MAKERS
OF AUTO
RECYCLING
FACILITIES!

Your Trade Show All Year Long

1 ARA Annual Buyer's Guide EXPANDED opportunities create a TRADE SHOW ALL YEAR LONG.

NOW, in addition to an ADVERTISEMENT, you can get an EDITORIAL PLACEMENT in the same size as your ad.

- Full page ad placements can also reserve a full-page of EDITORIAL, including one Logo and one Photo, for a small upgrade fee.
- Half-page ad placements can also reserve a half-page of EDITORIAL, including one Logo, for a small upgrade fee.

The editorial copy is written by you. You can submit any type of copy as long as it meets ARA standards of professionalism.

2 We are taking this show ONLINE!

The **ARA Annual Buyer's Guide** Advertisers who place Editorial will now be included in a prominent **ONLINE SECTION on the ARA Website**, arranged by company, and easily accessible from the Home Page.

This will not only boost your SEO, but it will be a one-stop shop experience for ARA Members, both online and in print.

Video Opportunities are coming next!

PRINT

ONLINE
(free with offer)

Advertising & Editorial Rate Summary

BEST BUY!

\$950 Full Page Ad + \$500 Full Page Editorial Content (your content will be beside your ad as a spread)

[Editorial Word Count: 670 (including Company Information)]

\$425 Half Page Ad + \$300 Half Page Editorial Content (your content will be under your ad on one a page)

[Editorial Word Count: 350 (including Company Information)]

ARA will assist you with the creation of your editorial copy if needed for additional \$100.00.



2020 ARA BUYER'S GUIDE



The **ARA 2020 BUYER'S GUIDE** is the ultimate resource for the busy automotive recycling facility owner or manager.

This ASSOCIATE MEMBER & VENDOR GUIDE is poly-bagged and mailed with the May-June 2020 issue for maximum exposure and is available to attendees at state-level trade shows and events.

Your company's products, services and contact information will be listed (for FREE) among automotive recycling vendors who can help auto recyclers do their jobs better, easier, and more efficiently!

1 ARA Associate Member's FREE LISTING* in the 2020 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, 2019**.

**Free listings are available to both ARA Members & Advertisers.*

2 Stand Out in the Annual ARA 2020 Buyer's Guide!

Don't settle for just a listing! Take your marketing to the next level, and improve your visibility in the 2020 Buyer's Guide - **upgrade to our Premium & Best Buy Ads.**

**ARA'S
2020
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IS THE
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FOR TOP
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MAKERS
OF AUTO
RECYCLING
FACILITIES!**

Premium Cover Ad Placement *Special Deal*

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!)

All this (below) is included in the ad rate of **\$1,200***

Full Page Ad Special!

You'll receive:

- A color shaded box under your listing as a highlight
- Your color company logo **free** with your listing
- Expanded detailed listing free (up to 30 words total)

All this is included in the ad rate of **\$950***

**BEST
BUY!**

Additional Ad Sizes:

Half Page Color Ad: Only \$425.00*
with company logo only with the listing.

Quarter Page Color Ad: Only \$300.00*.

3 Add an EDITORIAL placement to your Advertising!

\$500 Full Page Editorial Content (670 words - Your ad & content are 2-page spread)

\$300 Half Page Editorial Content (350 words- Your ad & content are 1 page)

Deadline: April 17, 2020

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

PLACE AN AD
&
Make It Easy for
Auto Recyclers
to Find You!

2020 ARA BUYER'S GUIDE

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) Inside Front Inside Back Outside Back [Check for Availability](#)
- Full Page Ad Special \$950***: (check one) Full Page with color box highlight, 30 word listing and company logo.
- Full Page Editorial Content \$500***: (check one) Editorial content will be beside your ad as 2-page spread. (Word Count: 670)
- Half Page Ad Special \$425***: (check one) 1/2 Page
- Half Page Editorial Addition \$300***: (check one) Editorial content will be above you ad. (Word Count: 350)
- Quarter Page Ad Special \$300***: (check one) 1/4 Page >(*Add \$100 to all rates if a Non-Member)

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: _____

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*

Visa MasterCard AmEx

PRINT CREDIT CARD INFORMATION
 - or - PROVIDE A PHONE NUMBER TO
 CALL TO GET THE CARD INFORMATION
 PH.NO. _____

Cardholder Name _____

Account # _____

Security Code _____ Expiration Date _____

CARDHOLDER SIGNATURE



Why We Can Help Your Efficiency in 1-2-3 Easy Steps

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

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- Company
- Address
- Phone
- Email /Website