



A Trade Show in Print!

2023 MEDIA KIT



Phone: 239-223-9408

Email: ToolBoxAds@a-r-a.org

AutoRecyclersToolBox.com

Automotive Recyclers Association™



Dear Advertiser,

We are pleased to present the 2023 Auto Recycler's ToolBox® Magazine media kit. We have included our preliminary editorial calendar for the upcoming year and highlighted events that coincide with each issue, the mail dates and the material deadlines.

Thank you for advertising in the Auto Recycler's ToolBox® Magazine – It is the **ONLY** Industry Magazine mailed **FREE** every edition to the top contact person in all automotive recycling companies (both parts & scrap yards) located in the United States and Canada.

An electronic version of each edition, with turning pages, is also broadcast to an email opt-in list of recyclers around the world! Clickable links take readers immediately to our advertiser's websites to find more information about their products and services (this benefit is **FREE** to advertisers!). You can check out the online version by visiting www.AutoRecyclersToolBox.com.

Please see page 7 for our NEW Digital advertising offerings.

If you haven't done so already, please take a moment right now to secure your spot in our pages by completing the ad order form on the last page of this Media Kit and returning it to me via email.

Once again, thank you for advertising in the ToolBox!

Warm Regards,



Jay Mason

ToolBoxAds@a-r-a.org
239-223-9408

Caryn Smith - Editorial
239.225.6137
Toolbox@a-r-a.org



AutoRecyclersToolBox.com
A Trade Show in Print. The Industry Magazine that Reaches & Teaches

Jay Mason - Advertising
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TOOLBOX MISSION STATEMENT

We deliver the Automotive Recycler Trade Show Experience to those who do not attend industry events and trade shows. We also reinforce the automotive trade show experience for those who do attend them. We accomplish our mission by being current, educational and instructional. Each edition of the Auto Recycler's ToolBox Magazine Includes the following:



- ▶ Educational and instructional “how-to” articles written by top industry professionals, leaders & trade show speakers.
- ▶ Information from providers of industry related products and service you typically see at industry events and trade shows.

The Auto Recycler Trade Show In Print®

Why the Auto Recycler's ToolBox Magazine?

The short answer is: most salvage yard owners don't attend industry events and trade shows and many owners aren't computerized. Many don't receive industry information electronically. The Auto Recycler's ToolBox Magazine® is a way to reach these salvage yard owners. It can give them an industry trade-show-like experience and give them industry related information and information about products and services.

The 80/20 business rule

Let me explain. It's the old 80/20 business rule at work. This applies to auto recycler industry events and trade-show attendance. The 80/20 rule predicts that only 20% of an industry's business owners will attend industry events and trade shows. If you look at the attendance numbers to most events in the auto recycling industry, this percentage number rings true. It means that a whopping 80% or more of the industry misses them! It isn't

that they don't want to attend, they would probably like to if they could.

Most simply cannot attend shows for one good reason or another. Some small business owners just don't have the money to attend. Some are in critical positions in their business and have no one in place to do the work if they were gone even for a few days.

Also, according to a study by the Automotive Recyclers Association (ARA), only 40% of auto recycler companies are computerized! That means that an astonishing 60% are not computerized! So to reach these industry people you must call them on the phone or you must mail something to them. You will not reach them electronically or at industry events or trade shows.

These absent salvage yard owners need and use auto recycler products and services and they do respond to printed advertising that's sent to them.

Why should you advertise in the Auto Recycler's ToolBox Magazine?

1. You get your products and services mailed to the entire auto recycling industry. Every edition is mailed free to all auto recycling companies located in both the USA and Canada.
2. Periodically it's mailed to other countries around the world such as Australia, for instance. This is an easy way for you to “test the marketing waters world-wide”.
3. An electronic version with turning pages is emailed out to a world-wide opt-in email list of Auto Recyclers. This is sent out a week or two prior to the published mail date.
4. Free hot-links are added to the electronic version to advertiser's website, email address, and/or YouTube videos.
5. The ToolBox is distributed free at a number Industry conferences and trade shows. Some shows place one in every attendee's goody bag. The magazine reaches key decision makers.
6. If you are a trade show marketer already this is a way for you to strengthen your trade show appearance. Use it to invite people to stop by and visit you at your exhibit booth. It is also a way to extend your trade show experience beyond the show.

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AUTO RECYCLER'S® TOOLBOX MAGAZINE!

A Recycler Trade Show in Print!

Each Edition Features:

Exciting "HOW-TO" Articles
By industry experts - Many of the articles are written by auto recyclers, top conference speakers and Industry professionals.

Front Cover Teaser Headlines!
Cover design with exciting headlines to capture the reader's attention and drive them inside to read the publication.

It's the BEST Advertising Value!

Proven Results!

"We prefer using the Toolbox for our advertising. We have run ads in over a dozen publications and the Toolbox ads over the last 2 years have generated over 70 percent of all our advertising responses by new customers. Thanks to Mike and his staff for putting together a magazine where customers respond to ads."
- Jay Svendsen, Auto Data Direct

"Advertising with the Auto Recycler's ToolBox has been great for us. The well-defined target market and personalized service from the team at Mike French & Co. make it an easy choice. I look forward to reading the magazine too!"
- Amanda Zmolek, Industry Relations Analyst, Copart

I think The Toolbox is a great publication for Auto Recyclers. It has excellent content about all of the challenges and changes our industry faces. It's very helpful and informative for those looking for answers. It's chock full of great articles and has a wealth of ideas for all.
- Marty Hollingshead, Owner, Northlake Auto Recyclers

"I love receiving the ToolBox Magazine! I read it from cover to cover and get lots of great help and ideas from the articles. Even though we are a small 'hole in the wall' operation, I have ordered products and services from several of the advertisers. Thanks again for sending it to me!"
- Carl Reitnauer, Hardee Recycling, Wauchula, FL



Take a look at what you get!

Mailed FREE to the top contact person at auto recycling companies in the USA and Canada to approximately 12,000 (it varies slightly each edition). The Auto Recycler's ToolBox® is the Auto Recycler Publication with the WIDEST coverage in the world!

Distributed FREE at auto recycling events in the USA and Canada every edition.

FREE Online! All display ads are posted online at the ToolBox website at no extra charge.

FREE Hotlinks! Readers click on your website address and are directed to your web pages and/or YouTube video.

Free Color! All ads are printed in FULL color at no extra charge!

Glossy Paper! Printed on quality glossy paper at no extra charge!

Free Graphic Design! You can send us your ready-to-print ads or we'll design it for you for free.

Secure Your Ad Space Today!

Call 239-223-9408 to reserve space in upcoming editions.

To see online version and media kit visit:
www.AutoRecyclersToolBox.com

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6 Editions Produced in 2023

Feb/Mar 2023

Featuring the URG Training Conference (April 27-29)

Mail Date March 10 – Reserve Ad Space by Jan 6

Material Deadline Jan 13

Focus: ????

Apr/May 2023

Post URG Edition

Mail Date May 12 – Reserve Ad Space by March 10

Material Deadline March 17

Jun/Jul 2021

Summer Edition

Mail Date June 30 – Reserve Ad Space by April 21

Material Deadline April 28

Aug/Sept 2023

80th ARA Annual Convention & Expo Preview

Mail Date Sept 1 – Reserve Ad Space by June 21

Material Deadline June 28

Focus: Featuring articles by ARA Conference speakers and other industry experts.

Oct/Nov 2023

Fall Edition

Mail Date Oct 27 – Reserve Ad Space by Aug. 11

Material Deadline Aug. 18

Dec 2023 - Jan 2024

Post ARA Edition & Holiday Edition

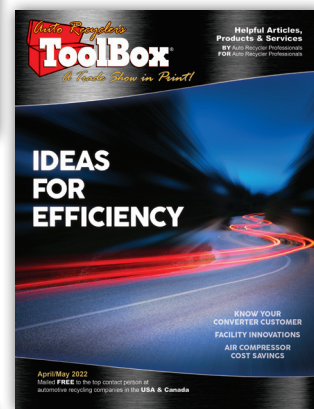
Mail Date Dec 15 – Reserve Ad Space by Oct. 27

Material Deadline Nov. 3

Focus: Holidays/New Year's Greetings

This is your opportunity to send a holiday and/or New Year's greeting to the entire automotive recycling industry.

- When each edition is mailed
- What event the edition focuses on
- Material Deadline



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2023 Auto Recycler's ToolBox Ad Sizes & Prices

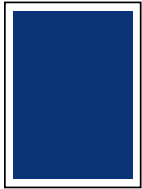
To order Display Ads for your Company

Choose the ad size you need from the section below.

Complete and email the order form that appears on page 9 to Toolboxads@a-r-a.org

If you need ad artwork design assistance, please allow for some extra lead time.

All ads printed full color on glossy paper and mailed to automotive recycling companies in the USA & Canada.



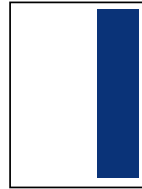
1 Page



2/3 Page



1/2 Page
(Horizontal)



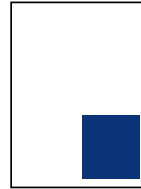
1/2 Page
(Vertical)



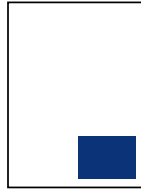
1/3 Page



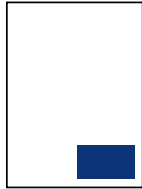
1/4 Page



1/6 Page



1/8 Page



Business
Card

Standard Inside Pages

2023 Material Deadlines & Mail Dates

Issues:	Reserve Space	Material Deadline
Feb/Mar	Jan. 6, 2023	Jan. 13, 2023
Apr/May	March 10, 2023	March 17, 2023
Jun/Jul	April 21, 2023	April 29, 2023
Aug/Sept	June 21, 2023	June 28, 2023
Oct/Nov	Aug. 11, 2023	Aug. 18, 2023
Dec/ Holidays	Oct. 27, 2023	Nov. 3, 2023

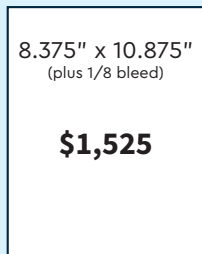
Digital files we accept: High resolution JPG at 300 dpi at ad size. High resolution PDF (for prepress), converted to curves/or lines. Send files using an online free service such as www.yousendit.com, to ToolBoxAds@a-r-a.org. Bleeds should be 1/8" (0.125) on all sides.

Inside Pages - Size & Cost

Ad Size	Width" & Height"	1 Time	3 Times*	6 Times*
1 Page	7.25 x 10	\$1,369	\$1,232	\$1,164
- A full page with bleed is 8.375" x 10.875" plus 1/8 bleed all around				
2/3 Page	7.25 x 6.67	\$988	\$889	\$840
1/2 Page (Horizontal)	7.25 x 5	\$827	\$745	\$703
1/2 Page (Vertical)	3.5 x 10	\$827	\$745	\$703
1/3 Page	7.25 x 3.34	\$688	\$620	\$585
1/4 Page	3.5 x 5	\$570	\$513	\$485
1/6 Page	3.5 x 3	\$500	\$450	\$425
1/8 Page	3.5 x 2.235	\$350	\$315	\$297
Business Card	3.5 x 2	\$290	\$261	\$246

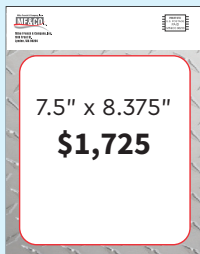
Premium Pages

Inside Front Cover Back Cover



8.375" x 10.875"
(plus 1/8 bleed)

\$1,525



7.5" x 8.375"

\$1,725

Inside Two Page Spread
\$1,875

Inside Back Cover
\$1,425

Center Two Page Spread
\$2,850

Frequency Rate Savings

3 Issues = 10% Off
All 6 Issues = 15% Off

Must be ordered in advance for discount to apply. Ads do not have to be the same for discount to apply.

Discounts are reflected in the rates above and do not apply to premium pages.

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2023 AUTO RECYCLER'S TOOLBOX DIGITAL OFFERINGS

Custom e-Blast to toolbox audience



Our list has over 1,300 subscribers, and continues to grow every month!

Above industry average of open and click through rates.

Only \$995

Toolbox advertisers have the exclusive opportunity to reach the entire Toolbox audience at once with a Custom e-Blast from your company directly to our email list.

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 eBlast Includes:

Your Company Logo • One Graphic/Picture • Up to 250 words • Call to Action • Your Contact Info • Clickable

autorecyclingbuyersguide.com

Print/Digital Combo

Appear on the official Buyers Guide website of the Automotive Recycling Association

Combo Includes:

- Quarter page print ad in the Buyer's Guide that mails with the May-June issue of *Automotive Recycling* magazine
- 100 word editorial next to your print ad
 - Listing in the Buyer's Guide
- Ad, editorial and listing to appear in the NEW Toolbox Partner section of autorecyclingbuyersguide.com for one year (June thru June)

Only \$995



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2023 Auto Recycler's ToolBox Display Ad Order Form



Please complete and email to:
ToolBoxAds@a-r-a.org

Company _____

Billing Address: _____

Order Placed By: _____ Phone: _____ Ext # _____

Email: _____

Please select the issue(s) in which your ad(s) is to appear
Write in selected ad size(s) **(see price sheet)**

Issues & ad sizes

	<input type="checkbox"/> Feb/Mar	<input type="checkbox"/> Apr/May	<input type="checkbox"/> Jun/Jul	<input type="checkbox"/> Aug/Sept	<input type="checkbox"/> Oct/Nov	<input type="checkbox"/> Dec/Holidays
Ad size						
Price						

- ☐ Auto Recycler's Toolbox to design ad free of charge*
- ☐ Customer will provide ad to ToolBoxAds@a-r-a.org
- ☐ To appear in the Recycler to Recycler Section (See page 9. Available ONLY to recyclers.)

Please select the DIGITAL OPTIONS you would like to reserve
(see page 7 for more information)

- ☐ eBlast to Toolbox audience. \$995 per eBlast. Month you'd like your eBlast to run _____
- ☐ **autorecyclingbuyersguide.com** Print/Digital Combo - \$995 per year (June thru June)
Ad and listing to appear in Print Guide and the NEW Toolbox Partner section of the website

Your reservation is not secured until we receive this signed verification. Please sign & email to ToolBoxAds@a-r-a.org

Signed _____ Date _____

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RECYCLER TO RECYCLER SECTION

Business to Business
OPPORTUNITY!

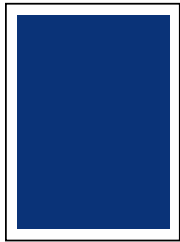
2023 Auto Recycler's ToolBox® Ad Sizes & Prices

All ads printed full color on glossy paper and mailed to automotive recycling companies in the USA & Canada.

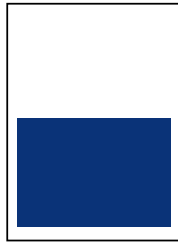
NEW SECTION

Our NEW Recycler to Recycler section is dedicated solely to business to business connections between automotive recyclers. Maximize your exposure to your peers and support the Auto Recycler's Toolbox®!

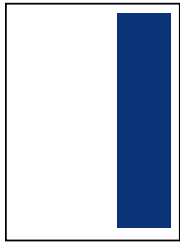
Available **ONLY** to recyclers.



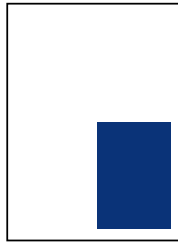
Full Page



Half Page
(Horizontal)



Half Page
(Vertical)



Quarter Page

RECYCLER TO RECYCLER RATES AND SPECS

Ad Size	Width" & Height"	Price
Full Page (No Bleed)	7.25 x 10	\$750
Full Page (1/8 bleed all around)	8.375 x 10.875	\$750
Half Page	7.25 x 5	\$500
Quarter Page	3.5 x 5	\$350

Recycler to Recycler ads purchased at these rates can **ONLY** run in the Recycler to Recycler section.

2023 SPACE & MATERIAL DEADLINES

Issue	Reserve Space	Materials Due
Feb/March	Jan. 6	Jan. 13
April/May	March 10	March 17
June/July	April 21	Apr 28
Aug/Sept	June 21	June 28
Oct/Nov	Aug. 11	Aug. 18
Dec/Holidays	Oct. 27	Nov. 3

Digital files we accept: High resolution JPG at 300 dpi at ad size.

High resolution PDF (for prepress), converted to curves/or lines.

Send files via email to ToolBoxAds@a-r-a.org.

Bleeds should be 1/8" (0.125) on all sides.

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