

2024

MEDIA KIT



The Official Publication of the
California New Car Dealers Association

Your Brand, Promoted.

Make sure your company is top of mind.
The California New Car Dealer Quarterly
magazine is the perfect place to be seen by all
the decision makers in the industry. Advertise in
this publication and watch your revenue grow.

Advertise in this publication and get your brand in the hands of CNCDA members, AKA your target market.

CUTTING-EDGE EDITORIAL CONTENT

California New Car Dealer Quarterly offers clear, comprehensive, sophisticated and up-to-date information about strategies, methods, and techniques that readers can apply immediately in their professional lives. With content written by the industry's most authoritative executives and leaders, this publication covers a broad range of subjects, including the following:

- Federal regulatory compliance
- Marketing and branding
- Professional development
- Consumer resources
- Dealership profitability
- CNCDA news and events
- ROI methodologies
- Leadership
- Industry standards, practices and updates
- HR concerns
- F&I training
- Legislative updates
- The latest trends in automotive technology
- Opportunities, awards and programs in the industry

VALUE ADDED SERVICES TO HELP KEEP YOU IN THE FOREFRONT

- A magazine website that includes your logo linked back to your website
- A built-out digital version of each issue that includes options for social sharing, a downloadable PDF and a flipping book for those who prefer swiping
- An additional email distribution of the publication, so CNCDA members and magazine readers will enjoy the benefits of both print and digital experiences
- Options to purchase digital advertising space on the magazine website (see pricing on the next page)



California New Car Dealer Quarterly is the official publication of the California New Car Dealers Association.

2024 Publication and Advertising Schedule

Issue	Editorial Artwork Due	Mail Date
Issue 1	February 28, 2024	March 22, 2024
Issue 2	May 28, 2024	June 21, 2024
Issue 3	August 28, 2024	September 24, 2024
Issue 4	November 28, 2024	December 23, 2024



TO VIEW THE MAGAZINE ONLINE SCAN THE QR CODE



california-new-car-dealer.thenewslinkgroup.org

Are you ready for growth? Go crazy. Be seen.
Contact us today to advertise in this publication.



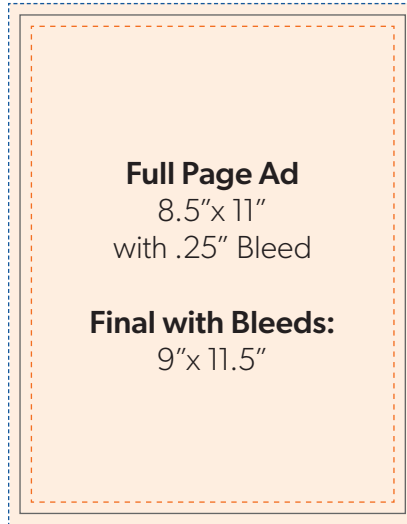
801.676.9722 | 855.747.4003
sales@thenewslinkgroup.org

Print Ad Specifications and Pricing

2024 Advertising Rates

Size	Per Term (5 issues)
Full Page	\$4,230
Half Page	\$3,175
Quarter Page	\$2,380
Page 3, 5, or Premium	\$4,594
Inside Front/Back Covers	\$4,412
Outside Back Cover	\$4,594
Print + Digital Premium Pkg.	\$4,594

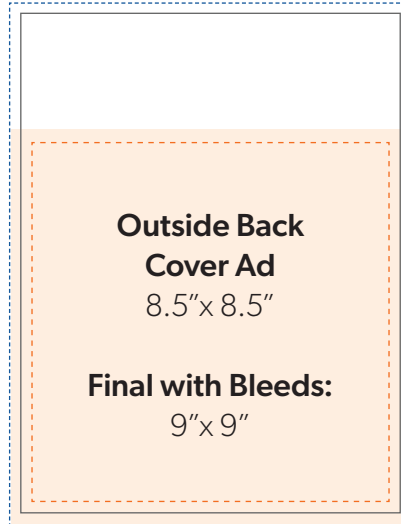
Centerfold space available; call for rates.



Full Page Specifications:

- Artwork Trim Size: 8.5" x 11"
- Bleed: .25"
- Text Safe Area: .25" from all edges (All text must be within this area to avoid being trimmed off.)

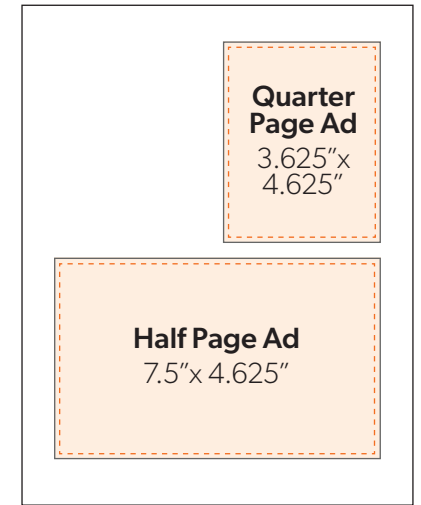
Final Size with bleeds: 9" x 11.5"



Outside Back Cover Specifications:

- Artwork Trim Size: 8.5" x 8.5"
- Bleed: .25"
- Text Safe Area: .25" from all edges (All text must be within this area to avoid being trimmed off.)

Final Size with bleeds: 9" x 9"



Quarter Page Specifications:

- Artwork Size: 3.625" x 4.625"
- Text Safety Area: .125" from edges

Half Page Specifications:

- Artwork Size: 7.5" x 4.625"
- Text Safety Area: .125" from edges

- All ads MUST be submitted in a press-ready format (300dpi PDF or 300dpi .jpg format).
- If a full page ad or outside back cover is sent in without a 0.25" bleed, the ad will be resized to fit the page with a .25" white border around it.

(All measurements are width x height.)

Digital Ad Specifications and Pricing

2024 Digital Advertising Rates

Size	Per Issue
Issue Homepage Skyscraper	\$475
Top Leaderboard (exclusive to entire publication)	\$800
Article Leaderboard (exclusive to one article)	\$375

EVERY AD SHOULD CONTAIN FOUR MAIN COMPONENTS:

1. Your logo or company name
2. A value proposition
3. An image or visual representation of your service
4. A clear call to action with contact information

Acceptable Digital Ad File Formats:

.jpeg, .jpg, .png, .gif

File Size:

50KB or smaller

Skyscraper:

300px X 500px

Skyscraper (mobile):

600px X 120px

Leaderboard:

970px X 90px

Leaderboard (mobile):

600px X 120px

125 characters of text or less.

Images that consist of more than 20% text may experience reduced delivery.

- **LEADERBOARD (DESKTOP & TABLET)**
900px x 120px

- **SKYSCRAPER (MOBILE)**
- **LEADERBOARD (MOBILE)**
600px x 120px



- **SKYSCRAPER (DESKTOP & TABLET)**
300px x 500px

Purchase an ad in the California New Car Dealer Magazine.

Company Information

Name/Title		Company	
Phone	Email		
Address			
City	State	Zip Code	
Website			
Contact Name		Email	

Card Billing Information

Name/Title		Company	
Phone	Email		
Address			
City	State	Zip Code	
Website			
Contact Name		Email	

Print Ad Size	# of Insertions	Ad Placement	Total Cost
Full Page			
Half Page			
Quarter Page			
Page 3, 5, or Premium			
Inside Front/Back Covers			
Outside Back Cover			
Print + Digital Premium Pkg.			

Digital Ad Size	# of Issues	Run Dates	Total Cost
Skyscraper			
Top Leaderboard (all articles)			
Article Leaderboard (one article)			

- Ad Design:** We will provide an ad in CMYK and 300dpi, jpg or PDF format with bleed if needed.
 We will pay you to design our ad for \$250.

PAYMENT METHOD: <input type="checkbox"/> Please invoice me <input type="checkbox"/> Credit Card	CC Number	Signature	
	Exp. Date	CVV Code	Date

- Account balance is due in full before publication. Ads not paid in full before publishing are not guaranteed to run. A monthly finance charge of 1.5%, which is 18% per annum, will be charged on the unpaid balance of past due accounts. Customer agrees to pay reasonable attorney's fees and other costs of collection after default and referral to an attorney.
- All materials will be reviewed for acceptability. The publisher and the sponsor reserve the right to refuse any advertisement.
- Position of advertisements is at the discretion of the publisher unless the advertiser has specifically contracted and paid for a premium position.
- Advertisers assume all liability for all content (including text representation and illustration) of the advertisement printed and agree to indemnify, protect and hold harmless the publisher and the sponsor from any claim or action based on the content of an advertisement published.
- Orders cannot be canceled. If there is a problem with an ad, such as excessively late distribution, or quality concerns that are the publisher's fault, the publisher reserves the right, at its discretion, to either refund or make good any paid ad that does not run due to publisher error.



Purchaser: _____ **Date:** _____ **newsLINK Group:** _____ **Date:** _____