

A Dealer's Journal

*The Complete Automotive And Powersports
Publication*



2018 Media Kit

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Introduction

In 2018, A Dealer's Journal continues to be dedicated to serving the automotive industry as well as the Powersports Industry by bringing it's readers a complete resource guide each and every month.

A Dealer's Journal enjoys it continous growth, while keeping readers informed on top issues. Today, the magazine has grown to more than 100,000 readers in digital and print, with more than 45,000 of those readers being franchise and independent used-car dealers.

The demographic breakdown of our readership is: franchise new-car dealers and general managers; used car dealers; Internet managers; used-car managers; fleet, lease and rental executives; automotive and powersport transport managers; captive finance companies; independent finance companies; banks; credit unions; auto auctions; powersport auctions; remarketing executives; and used-car industry and Powersports industry executives across the United States, Canada, and Puerto Rico.

A Dealer's Journal has expanded into high-growth areas such as on-line, e-newsletters and e-mail marketing, Fax Campaigns, and much more.

The People Behind A Dealer's Journal

**Publisher:
Michelle Hunt**

**Assistant Publisher:
Thomas Hunt**

**Advertising
Specialists:**

Editor:

Patricia Gehring

**Tiffany Brown
Josiah Stutzman
Brittanie Stutzman
Cynthia Roy**

**Staff Writers:
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Leah Mendoza**

**Circulation Manager:
Sue Barnes**

**Accounting:
Linda Clemons**

**Web Manager:
Darryl Boyette**

**Graphic Designers:
Lynn Martin**

**Social Media:
Brittanie Stutzman**

**Online/ Ad Traffic
Leah Mendoza**

A Dealer's Journal Helps You Hit Your Target Audience



We are the only nationwide
Automotive & Powersports
Magazine that gives you
FOUR forms of advertising
for ONE low price!



Print
Online
Direct Email Marketing
& Social Media!



Call our professional
sales staff at 863-801-8241
or email them at

sales@adealersjournal.biz

***All Changes Must Be Made By
The 20th Of The Month Prior***

www.adealersjournal.biz

A Dealer's Journal Print Pricing

Double Full Page Spread

	Full Color
Double Full Page: 15" w by 10" h	\$2,499 per month

Regular Ad Sizes

	Full Color
Full Page: 7.5" w by 10" h	\$1,499 per month
3/4 Page: 7.5" w by 7.5" h	\$1,299 per month
1/2 Page Vertical: 3.75" w by 10" h	\$1099 per month
1/2 Page Horizontal: 7.5" w by 5" h	\$1099 per month
1/4 Page: 3.75" w by 5" h	\$899 per month

Note: For Multiple Insertions Please Call For Qualifying Discount

Business Card Ad Placement	\$399 per month
Classified Ad Placement	\$299 per month
Guide Listings	\$24.99 per month

A Dealer's Journal Web & E-Newsletter Pricing

PREMIUM BANNER - \$399 per month

• Specs: 192px by 138 px

STANDARD BANNER - \$299 per month

• Specs: 167px by 72 px

BASIC BANNER - \$199 (Free with print ad of \$150 or more.) • Specs: 167px by 50 px

SKYSCRAPER BANNER - \$499 per month

• Specs: 167px by 600 px

Two Full Page Spread

Ad Size
15" wide by 10" tall

Full Page

Ad Size
7.5" wide
by 10" tall

3/4 Page

Ad Size
7.5" wide
by 7.5" tall

1/2 Page Horizontal

Ad Size
7.5" wide
by 5" tall

1/2 Page Vertical

Ad
Size
3.75"
wide
by
10"
tall

1/4 Page

Ad Size
3.75" wide
by 5" tall



Email all artwork to
mdones@adealersjournal.biz

- Resolution is 300 dots per inch.
- We prefer high resolution PDF files, but we also accept JPEG and TIFF.
 - Artwork Must Be Submitted By The 20th Of The Month Prior To
 - The Ad Run

A Dealer's Journal Web Site & E-Newsletter

More than 10,000 monthly unique visitors read news and ad content from adealersjournal.biz. Our web site also features the monthly publication in e-book format, along with a free blog site to post your own press releases.



A Dealer's Journal Weekly E-Newsletter is sent out every Wednesday to over 130,000 automotive & powersports industry professionals via e-mail and linked back to our web site.

www.adealersjournal.biz

The cost to sponsor an e-mail blast within the e-newsletter is \$399.

Open percentage: 26.25%
Read percentage: 18.69%
Click percentages: 11.59%

A Dealer's Journal Extras!

Custom Fax Campaigns

A Dealer's Journal can create a custom advertising Fax Campaign to our database of 100,000 + recipients. We will only send one custom fax campaign per week and we offer to work with you on your design.

The cost for this service is \$599 per campaign.

Custom E-Mail Campaigns

A Dealer's Journal can create a custom e-mail campaigns and distribute them to our e-mail database of 130,000 + recipients. We will only send one custom e-mail per week and are able to work with the Client on design and layout of the campaign. Custom e-mails are a wonderful alternative to direct mail marketing as they are delivered within a timely, result delivering manner. The cost for this service is \$799 per e-mail.



Contact Information



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The Complete Dealers Information Guide



Thank You For Visiting A Dealer's Journal