



ADVERTISING, SPONSORSHIP AND KEY MARKETING OPPORTUNITIES

UPDATED OCTOBER 17, 2018

**Access Independent Automobile Dealers and
Associates all Around the Commonwealth!**

Virginia Independent Automobile Dealers Association
4700 Thoroughgood Square, Virginia Beach, Virginia 23455
(757) 464-3460 • (800) 394-1960

VIADA.org • VADealerRecertification.com • facebook.com/infoviada



Be a VIADA Associate Member

As an Associate Member, you will immediately be recognized as a service and product provider who supports Independent Dealers throughout the Commonwealth of Virginia.

Benefits of Associate Membership include:

- A listing on our website: viada.org (Business Directory)
- Placement in our January Membership & Services Directory that is distributed to members, legislators and subscribers.
- Networking opportunities with our dealers at quarterly District Meetings
- Priority booth selection at our Annual Convention & Expo and Dealer Day events
- Opportunity to contribute content to the VIADA magazine to share our area of expertise
- Countless opportunities to market your services to independent automobile dealers in Virginia through sponsorships and advertising media

Reasons Why You Should Advertise with VIADA:

- Reach a target audience of over 800 Independent Dealers
- One-on-one opportunities with decision makers/business owners
- Be the Dealer's 'go-to' source for information
- Customized marketing packages to serve your business needs
- Best Return on Investment – Become an Associate Member

■ Auction Card

Place your logo on our Auction Card and be in dealers' wallets when they go to auctions! New and renewing VIADA dealers receive an annual Auction Card. Each square entitles members to a one-time discount up to \$100* per punch on Buy/Sell/Provider Fees at participating auctions.

Four spaces are available for advertising at \$800 each (see sample below). Deadline: Payment and artwork must be received by November 1. Term: Annually, December 1 - November 30.

**Manheim Harrisonburg & Fredericksburg offer \$200 towards auction products and services per punch.*



Front: Advertiser side



Back: Auction side

Print Advertising

The Virginia Independent News Magazine

Our dealers need your products and services. Help them find you by advertising with us throughout the year. *The Virginia Independent News* is the official publication of the association. The magazine is targeted to automobile remarketing dealer professionals who are leaders in their industry. It provides current industry information to help their businesses grow and is published four times a year. This publication reaches over 800 dealer members, associate members, and subscribers. *Editor reserves the right to reject any advertising not in keeping with VIADA's mission.*



Deadlines | Artwork must be received by:

Winter Issue: Nov 17 | Spring Issue: Feb 2 | Summer Issue: May 4 | Fall Issue: Aug 3

Contact debbie@viada or leigh@viada.org for questions.

SIZE	BLACK/WHITE		COLOR	
	1X	4X	1X	4X
Inside Front/Back Cover	n/a	n/a	\$1,500	\$5,400
3/4 Back Cover	n/a	n/a	\$1,400	\$5,000
Full Page	\$670	\$2,400	\$1,090	\$3,900
Half Page	\$570	\$2,000	\$920	\$3,300
Third Page	\$460	\$1,600	\$760	\$2,700
Quarter Page	\$400	\$1,400	\$550	\$2,100
Business Card	\$130	\$460	\$280	\$1,100

Membership & Services Directory

Advertise here and become one of the first they contact! Published annually, this VIADA publication is distributed to over 800 members, associates and legislators. This is the first resource they choose for industry-related information and products. Deadline: must be received by: Monday, October 31, 2018. *Editor reserves the right to reject any advertising not in keeping with VIADA's mission.*

Deadline: Artwork and payment must be received by October 31.

Contact debbie@viada or leigh@viada.org for questions.



DIRECTORY ADVERTISING RATES:

SIZE	BLACK/WHITE	COLOR
Inside Front/Back Cover	n/a	\$1,500
Full Page	\$725	\$1,100
Half Page	\$550	\$950
Quarter Page	\$400	\$600
Business Card	\$150	\$280

SPECS FOR BOTH PUBLICATIONS:

Line Screen/Density:	150 line, 300% max density
Magazine Trim:	8.5" x 11"
Ad Dimensions	
Full Page	
Bleed	8.75" x 11.25"
Live	7.5" x 10"
1/2 Page Horizontal	7.5" x 5"
1/3 Page Vertical	2.375" x 10"
1/3 Page Square	5" x 5.5"
1/4 Page	5.5" x 4"
Business Card	3.5" x 2"

■ VIADA Events



Dealer Day

More classes. More choices; 3 tracks (12 seminars). Dealer Day occurs once a year in the spring for Dealer's all around Virginia to participate in a full day of education, earn Certified Master Dealer (CMD) credits and stay up-to-date with ever-changing regulations. It's also an opportunity for Dealers to network with vendors who can help them be more successful in their dealership.



Convention & Expo

Our annual Convention & Expo has a day full of education (CMD credits) geared specifically to what dealers need to know, entertainment, charity auction, awards banquet and more that is built around our exhibitors.



Dealer-Operator Course

The Dealer-Operator certification begins with a required two-day course of study each month at various locations in Virginia with the curriculum and instruction provided by VIADA. The course takes the attendee from establishing the dealership under local zoning and Dealer Board requirements, through the sales process with its multitude of forms, laws and regulations, to a sampling of opening and operating expenses, and ending with a discussion on ethics. A list of our associate members is provided as a resource for new dealers.



Title & Registration Workshop

The Titling and Registration Workshop allows the educators to answer questions from Dealers about Powers of Attorney and Reassignments, "Title Held", nonnegotiable titles, and handling out-of-state titles. Information learned can speed up the titling process at a dealership.

■ 2019 Convention Sponsorships

Convention Exhibitors | Annual Convention & Expo Hilton Virginia Beach Oceanfront October 4-6, 2019

Our 2019 event begins on Friday evening with educational sessions and expo on Saturday.

EXHIBITOR & SPONSORSHIP | Convention exhibitors and sponsors are recognized with extensive marketing exposure before, during, and after the Convention. Exposure includes web display, magazines, annual directory, district meetings and emails. Take advantage of this event and expand your customer base with Independent Dealers in the Commonwealth.

EXHIBITOR PACKAGE:

- Friday Dinner, Saturday Expo
- Company listing in Convention program
- 25% discount on advertising in Convention program
- 25% discount on advertising in September Convention issue of *The Virginia Independent News* magazine

TABLE TOP SET-UP INCLUDES:

One 6' draped table and two chairs

Pricing:

Table Top Only, \$975

Display Exhibit, \$1250

Additional representatives, \$250 ea.

■ Digital Advertising

Website Banners

Our websites have proven to be valuable resources for used car dealers and anyone looking to get into the business as they provide access to the procedures and forms necessary to do business in Virginia. Each month thousands of dealers utilize viada.org and VADealerRecertification.com to sign up for state-mandated compliance courses.



OPTION A: Home Page & Interior Sidebars | Banners: 285px wide x 178px high

4 Months	8 Months	12 Months
\$350	\$600	\$900

OPTION B: Interior Sidebars Only | Banners: 285px wide x 178px high

4 Months	8 Months	12 Months
\$250	\$400	\$645

OPTION C: Page Sponsorship | Allows a single advertiser the exclusive opportunity to be the advertiser of a specific content page.

Banners: 750px wide x 132px high

4 Months	8 Months	12 Months
\$500	\$900	\$1,400



Materials: Only .jpg, .gif or .png files are accepted at no less than 72dpi.

Monthly E-Newsletter | Vendor Highlight Email

Monthly E-Newsletter Sponsorship | Each of our monthly eNewsletters offers a single product or service the opportunity to be highlighted exclusively to over 800 opt-in subscribers comprised of dealer principals, dealer management, salespeople and service providers.

The unique opportunity provides an ideal vehicle to: Announce a special event, highlight a new product/service, offer a coupon or discount and more!

The cost is \$250 and availability is limited. Contact leigh@viada.org with questions.

Banner: 600px wide x 450px high

Vendor Highlight Email | A one-time introduction email that highlights your company's products and services to VIADA members. Placement requires vendor to offer some sort of discount or promotion to VIADA members.

The cost is \$500 and availability is limited, so please let us know if you are interested. Contact leigh@viada.org with questions.

Marketing Packages

VIADA has created marketing packages that offer sponsorship and advertising opportunities at discounted rates. This allows you to cut one check and send us your artwork and material all at one time. We manage all the deadlines and keep you in front of our members for the entire year, all at a cost savings to you!

Packages may be customized to your specific needs or special requests. Contact VIADA for more information. Package payment and contract due no later than October 1.

You may add Auction Card Sponsorship, Web Banners and Email Sponsorships (additional fees apply).

PACKAGE	15%	10%	10%	10%	10%	5%
	Platinum	Gold	Silver	Bronze	Brass	Copper
Price	\$14,450	\$10,440	\$8,348	\$5,378	\$3,285	\$1,311
<i>a la carte</i>	\$17,000	\$11,600	\$9,275	\$5,975	\$3,650	\$1,380
Listing on website in Business Directory	X	X	X	X	X	X
Listing in January Membership & Services Directory	X	X	X	X	X	X
Listed in Associate Member Listing given out at Dealer-Operator Classes	X	X	X	X	X	X
Membership & Services Directory Advertisement*	Full page color*	Full page color	1/2 page color	1/2 page color	1/4 page color	Bus. Card color
<i>The Virginia Independent News Ad*</i> [Winter, Spring, Summer & Fall]	Full page color*	Full page color	1/2 page color	1/3 page color	1/4 page color	Bus. Card color
2019 Spring Dealer Day Exhibitor	2 attendees Table top	2 attendees Table top	2 attendees Table top	2 attendees Table top	2 attendees Table top	
2019 Dealer Day Program Ad	Full page color	Full page color	1/2 page color			
2019 Convention & Expo Program Ad	Full page color	Full page color	1/2 page color	1/2 page color		
2019 Convention & Expo Sponsor	\$7,000	\$3,500	\$2,500			
2019 Convention & Expo Exhibitor	2 attendees Floor Display	2 attendees Floor Display	2 attendees Table top	2 attendees Table top		

*First come chooses inside front or back cover; inside price reduced for others

AGREEMENT NOTE: Pricing guaranteed for term of contract. | TERMINATION: Either party may terminate this agreement with cause (failure to perform) with a written notice 60 days prior to termination. Each party agrees to give the other party a reasonable opportunity to resolve any issues related to non-performance prior to exercising the option to terminate the contract. | *Exhibitor floor display, if available, may be reserved in place of a table top. Price difference will be added to package.



Marketing Commitment Form

CONTACT INFORMATION

Contact Name

Company Address

City

State

Zip

Phone

Email

MARKETING PACKAGE (SELECT ONE)\$ _____

- Platinum (\$14,450) Gold (\$10,440) Silver (\$8,348)
- Bronze (\$5,378) Brass (\$3,285) Copper (\$1,311)

AUCTION CARD\$ _____

WEB BANNER\$ _____

- VIADA.org VADealerRecertification.com
- Option A Option B Option C
- 4 Months 8 Months 12 Months

E-NEWSLETTER SPONSORSHIP\$ _____

Preferred month: _____

VENDOR HIGHLIGHT EMAIL\$ _____

Preferred month: _____

MAGAZINE\$ _____

- Inside Front or Back Cover Full Page Half Page Third Page Quarter Page Business Card
- Color Black & White
- Winter Spring Summer Fall

MEMBERSHIP & SERVICES DIRECTORY\$ _____

- Inside Front or Back Cover Full Page Half Page Third Page Quarter Page Business Card
- Color Black & White

2019 CONVENTION EXHIBITOR\$ _____

PAYMENT INFORMATION **TOTAL DUE \$** _____

- Check Enclosed (Make payable to VIADA) Mail to: VIADA, 4700 Thoroughgood Sq., Virginia Beach, VA 23455
- Credit Card: VISA MasterCard Discover American Express

Credit Card No.

Expiration

V-Code

Billing Zip Code:

2019 CONVENTION & EXPO

Save
the date!



OCTOBER 4-6, 2019
OCEANFRONT HILTON VIRGINIA BEACH

Virginia Independent Automobile Dealers Association
4700 Thoroughgood Square • Virginia Beach, VA 23455