



# TARGET YOUR MARKETING

## KEY ADVERTISING OPPORTUNITIES

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

### **VIADA**

4700 Thoroughgood Square  
Virginia Beach, VA 23455  
757-464-3460 | 800-394-1960  
VIADA.org



# 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](http://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 Educational Classes
- Opportunity to contribute content to the VIADA magazine to share your 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:

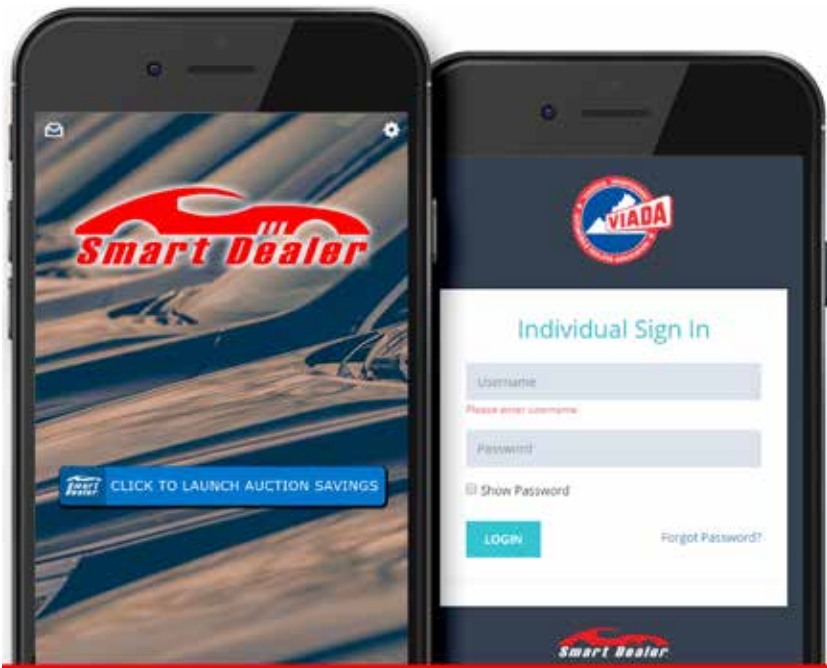
- Reach a target audience of over 800 independent dealers
- One-on-one opportunities with decision makers and business owners
- Be the dealer's "go-to" source for information
- Customized marketing packages to serve your business needs
- Best return on investment – Become an Associate Member

## ■ Auction App

We have moved from physical Auction Cards to the Smart Dealer Auction Savings Digital Platform. VIADA members will have access to 17 auction locations and \$2,200 in savings! This change will assist in faster check-outs and better reporting. Participating auctions include:

Abingdon  
 ADESA East TN  
 ADESA Knoxville  
 ADESA Wash. D.C.  
 America's  
 BSC Bel Air  
 Bryan Buchanan  
 Capital City  
 Dealers of E. TN

Greensboro  
 Greenville  
 Manheim Fredericksburg  
 Manheim Harrisonburg  
 Manheim NC  
 Mountain State  
 Radford  
 Richmond



# ■ 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: Jan 18 | Spring Issue: Apr 18 | Summer Issue: Jul 18 | Fall Issue: Oct 18

Contact [alvin@viada.org](mailto:alvin@viada.org) for questions.

SIZE	<u>BLACK/WHITE</u>		<u>COLOR</u>	
	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	\$700	\$2,500	\$1,100	\$4,000
Half Page	\$600	\$2,100	\$920	\$3,300
Third Page	\$500	\$1,700	\$760	\$2,700
Quarter Page	\$400	\$1,400	\$550	\$2,100
Business Card	\$150	\$500	\$300	\$1,150

## 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. *Editor reserves the right to reject any advertising not in keeping with VIADA's mission.*



Deadline: Artwork and payment must be received by December 18.

Contact [alvin@viada.org](mailto:alvin@viada.org) for questions.

### DIRECTORY ADVERTISING RATES:

SIZE	BLACK/WHITE	COLOR
Inside Front/Back Cover	n/a	\$1,600
Full Page	\$775	\$1,200
Half Page	\$600	\$1,000
Quarter Page	\$450	\$650
Business Card	\$200	\$300

### 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" x 4"
Business Card	3.5" x 2"

# ■ 2021 Convention Sponsorships

## Convention Exhibitors | Annual Convention Lansdowne Resort & Spa, Leesburg, VA October 8-10, 2021

*There will be a Dealer Operator Class preceding Convention. We will have 30-40 new dealers attending the Expo on Friday after their class. Vendor Expo set up is Friday at 12 noon.*

**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, Friday & 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-foot draped table and two chairs

### Pricing:

6' x 3' Table: \$1,700

8' x 3' Table: \$2,000

Additional Representatives: \$225 each

## ■ VIADA Events



### Educational Classes

Dealer courses to help you with all aspects of your business:

- Title Classes
- Dealer Operator
- Auction Buying/Selling (both online and in lane)
- BPHH – Buy Here, Pay Here
- F & I – Finance and Insurance
- Recertifications – in person and online
- Accounting for Dealerships



### 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.



### 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.



### Annual Golf Tournament

**BOOTH: \$375**

Table Top with 2 Chairs

# 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 operate 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
\$400	\$700	\$1,000

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

4 Months	8 Months	12 Months
\$300	\$500	\$750

### 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	\$1,000	\$1,400



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

## Vendor Highlight Email

**Vendor Highlight Email** | A series of three emails highlighting 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 [alvin@viada.org](mailto:alvin@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 once. 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 December 18.

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

PACKAGE	18.5%	18.5%	18.5%	15%	10%	5%
	Platinum	Gold	Silver	Bronze	Brass	Copper
Price	\$15,994	\$12,836	\$9,210	\$6,545	\$3,300	\$1,330
<i>a la carte</i>	\$19,625	\$15,750	\$11,300	\$7,700	\$3,700	\$1,400
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
Educational Classes	2 attendees Table top	2 attendees Table top	2 attendees Table top	2 attendees Table top	2 attendees Table top	
Educational Classes Program Ad	Full page color	Full page color	1/2 page color			
Convention & Expo Program Ad	Full page color	Full page color	1/2 page color	1/2 page color		
Convention & Expo Sponsor	\$7,000	\$3,500	\$2,500			
Convention & Expo Exhibitor	2 attendees Floor Display	2 attendees Floor Display	2 attendees Table top	2 attendees Table top		
Golf Tournament	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 (\$15,994)     Gold (\$12,836)     Silver (\$9,210)
- Bronze (\$6,545)     Brass (\$3,300)     Copper (\$1,330)

**AUCTION APP** .....\$ \_\_\_\_\_

**WEB BANNER** .....\$ \_\_\_\_\_

- VIADA.org     VADealerRecertification.com
  - Option A\*     Option B     Option C
  - 4 Months     8 Months     12 Months
- \*Option A is included in Platinum, Gold, and Silver.

**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

**CONVENTION & EXPO EXHIBITOR** .....\$ \_\_\_\_\_

**CONVENTION & EXPO PROGRAM AD** .....\$ \_\_\_\_\_

**EDUCATION CLASSES** .....\$ \_\_\_\_\_

**EDUCATION CLASSES PROGRAM AD** .....\$ \_\_\_\_\_

**GOLF TOURNAMENT** .....\$ \_\_\_\_\_

**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 \_\_\_\_\_

# 2021 CONVENTION & EXPO



**OCTOBER 8-10, 2021**  
**LANSDOWNE RESORT & SPA**  
**LEESBURG, VA**

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