

# 2024 MARKETING PACKAGES

FOR INDUSTRY PARTNERS



Symbol of Quality

**REACH  
INDEPENDENT AUTOMOBILE  
DEALERS AND ASSOCIATES  
AROUND THE  
COMMONWEALTH!**



800-394-1960



VIADA.ORG



1525 HUGUENOT ROAD, #102  
MIDLOTHIAN, VA 23113





# EVERYTHING STARTS WITH MEMBERSHIP

## Associate Members Are Our Industry Partners!

As a VIADA Industry Partner (IP), you will immediately be recognized as a product or service provider who supports independent dealers throughout the Commonwealth of Virginia.

### Benefits of being a VIADA IP Include:

- Placement in our annual Membership & Services Directory that is distributed to members, legislators, and subscribers and available to members online
- Facebook and email blast announcing new IP member
- Opportunities to sponsor and speak at District Dinner Meetings
- Listed in Associate section of the Dealer Operator class manual given to all students
- Networking opportunities with our dealers at quarterly district meetings
- Opportunity to contribute content to the VIADA quarterly magazine to share your area of expertise

**You get all of these benefits and more with your annual membership!**

## ■ PACKAGES SAVE YOU TIME + MONEY!

**Get the most bang for you buck! Below is our one stop shop!**

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:	PLATINUM	GOLD	SILVER
<b>PACKAGE PRICE</b>	\$16,500	\$9,500	\$3,500
<b>A LA CART PRICING</b>	\$20,250	\$13,500	\$4,000
Membership & Services Directory Advertisement	Full page color* (a \$1,800 value)	1/2 page color (a \$1,200 value)	1/4 page color (a \$900 value)
The Virginia Independent Magazine Ad (quarterly)	Full page color* (a \$6,000 value) IFC, IBC & BC available	1/2 page color (a \$4,000 value)	1/4 page color (a \$2,500 value)
Convention Booth	\$2,500	\$2,000	—
Convention & Expo Program Ad*	Full page color (a \$1,200 value)	1/2 page color (a \$1,050 value)	1/4 page color (a \$600 value)
Convention & Expo Sponsorship Credit	\$5,000	\$2,000	—
Golf Hole Sponsor	Tabletop / 2 attendees (a \$500 value)	Tabletop / 2 attendees (a \$500 value)	—
On The Road Dealer Visits with VIADA Member Benefit Rep	5 Days (a \$1,250 value)	3 Days (a \$750 value)	—
Website Logo & Website Link	12 months \$2,000	12 months \$2,000	—

*\*First come chooses inside front or back cover*

*\*\*Platinum & Gold packages receive priority booth selections at annual events*

**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.

# ■ Print Advertising

the

## Annual Membership Services Directory

In addition to being listed as an Industry Partner, you can also advertise your company for an additional fee. Advertise in the directory and become one of the first dealers contact! Published annually, this VIADA publication is distributed to over 1,200 members, associates and legislators. This is the first resource they choose for industry-related information and products.

**Artwork and payment must be received by January 22.**

All ads are in color

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

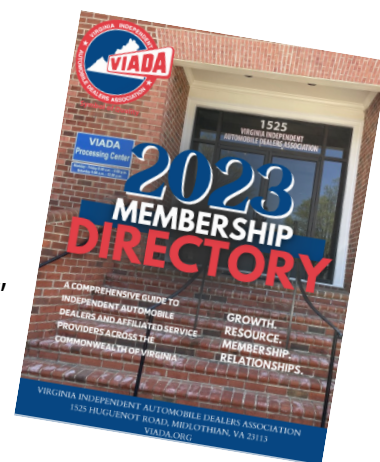
### DIRECTORY ADVERTISING RATES

#### SIZE

Inside Front/Back Cover	\$1,800
Full Page	\$1,400
Half Page	\$1,200
Quarter Page	\$800

### PUBLICATION SPECS

Publications' Trim:	8.5" × 11"
Ad Dimensions	
Full Page	
Bleed	8.75" × 11.25"
Live	7.5" × 10"
1/2 Page Horizontal	7.5" × 5"
1/4 Page	5" × 4"



## 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. It provides current industry information to help their businesses grow and is published four times a year.

**Quarterly artwork must be received by:**

Q1: Feb 22 | Q2: May 22 | Q3: Aug 22 | Q4: Nov 22

All ads are in color.

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

### MAGAZINE ADVERTISING RATES

SIZE	1x	4x	BUNDLE & SAVE \$
Inside Front/Back Cover	\$1,700	\$6,000	\$800 savings with bundle
Half-page Back Cover	\$1,400	\$5,000	\$600 savings with bundle
Full Page	\$1,200	\$4,000	\$800 savings with bundle
Half Page	\$1050	\$3,600	\$600 savings with bundle
Quarter Page	\$600	\$2,100	\$300 savings with bundle



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

# 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 hundreds of dealers utilize viada.org and VADealerRecertification.com to sign up for state-mandated compliance courses, order forms, and find out about upcoming events and more.

### Pricing:

4 Months: \$800

8 Months: \$1400

12 Months: \$2000

Specs: 285px wide x 178px high

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



## Industry Partner Email Blast!

Promote your company with a series of three emails plus **Facebook** and **LinkedIn** posts highlighting your company's products and services to VIADA members. The cost is \$600 and availability is limited.

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

## NIADA Member Savings App

This is a Mobile App that members may download to see savings offered to them by Industry Partners. With your membership, you may list specials on this app at no additional charge. Special will run a minimum of 60 days & offer a savings or discount to VIADA members.

## 2024 Marketing Commitment Form

Company & Contact Name

Local Rep Name

Company Address

Local Rep phone

City

State

Zip

Phone

Company Email

Local Rep Email

**PACKAGE SELECT ONE:** ☐ Platinum ☐ Gold ☐ Silver

**A LA CARTE** (Golf & Convention will be separate)

### 1. WEB BANNER

☐ VIADA.org ☐ VADealerRecertification.com | ☐ 4 Months ☐ 8 Months ☐ 12 Months

**2. EMAIL BLAST (PREFERRED MONTH)** \_\_\_\_\_

**3. MAGAZINE** ☐ Q1 ☐ Q2 ☐ Q3 ☐ Q4 ☐ Full Page ☐ Half Page ☐ Quarter Page

COMMIT NOW &  
PAY LATER

SEND US YOUR  
FORM AND WE  
WILL INVOICE YOU!

Contact [tommie@viada.org](mailto:tommie@viada.org) with any questions.

◆ **MUST BE RECEIVED BY JANUARY 22, 2024**