

Mississippi

AUTO DEALER

The Official Publication of the
Mississippi Automobile Dealers Association

2025

MEDIA KIT



**Advertise in the
Mississippi Auto Dealer
and get your brand
in the hands of the
MADA members.**



Mississippi Auto Dealer magazine is the official publication of the Mississippi Automobile Dealers Association

SCAN THE QR CODE TO VIEW THE BUILT OUT DIGITAL VERSION OF THIS MAGAZINE.



mississippi-auto-dealer.thenewslinkgroup.org

The Mississippi Auto Dealer magazine offers clear, comprehensive, up-to-date industry information that readers can apply immediately in their own organizations. Advertising in this magazine allows you to reach out to your target audience and reinforce your brand like never before.

In addition to the print publication there is 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, as well as an email distribution to extend the reach.

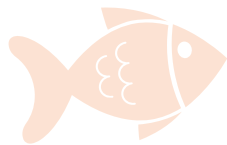
Production and Advertising Schedule*

| Issue | Editorial Artwork Due | Mail Date |
|---------|-------------------------|-------------------|
| Issue 1 | January 24, 2025 | February 19, 2025 |
| Issue 2 | April 25, 2025 | May 21, 2025 |
| Issue 3 | July 25, 2025 | August 20, 2025 |
| Issue 4 | October 24, 2025 | November 19, 2025 |

* The Editorial | Advertising Due date is the projected production start date and the date we need the content for the issue noted.

* Based on the needs of the Association, these dates may be pushed back to accommodate events, legislative concerns or last minute news, which makes the publication current and relevant and increases the value to members and advertisers. However, all publications are published as close to these dates as possible.

* Digital ads are published on the same schedule as the print magazine. In other words, one supports the other, which has proven ROI.



Standard Advertising Rates

| Size | Per Term (4 issues) |
|--|---------------------|
| Full Page | \$2,365 |
| Half Page | \$1,773 |
| Quarter Page | \$1,406 |
| Premium Full Page | \$3,224 |
| Inside Front or Inside Back Cover | \$2,979 |
| Outside Back Cover | \$3,224 |
| Custom space available; inquire for details. | |

Digital Advertising Rates

| Size | Per Issue |
|---|-----------|
| Top Leaderboard – (Issue Homepage + All Articles) | \$925 |
| Article Leaderboard – (One Article Only) | \$450 |
| Issue Skyscraper – (Issue Homepage Only) | \$650 |
| Article Skyscraper – (All Articles) | \$650 |

***For Custom Advertising Packages and VIP Rates see the custom section on the next page**

NO ARTWORK? NO DESIGNER? NO PROBLEM!

WE CAN DESIGN YOUR AD FOR YOU.

Price: \$350 per ad

Initial Layout Design: Includes two initial options to select from.

Design and Editorial Edits: Includes up to three rounds of edits.



ENSURE YOUR BRAND IS TOP OF MIND. SECURE YOUR SPACE NOW!

**Are you ready for growth?
Go crazy. Be seen.**

**CONTACT US TODAY
TO ADVERTISE.**

**801.676.9722 | 855.747.4003
sales@thenewslinkgroup.org**



CUSTOM ADVERTISER PACKAGES

We are anxious to help you maximize your marketing strategies and dollars.

It takes multiple “touches” to get the attention of potential customers. Advertisers looking for the fullest possible reach have found that combining print and fully trackable digital ads ensures the best opportunity to be seen by your target audience.

Be seen and build brand recognition. Let us put a custom package together for you that meets your strategic marketing goals and hits your budget targets as well!

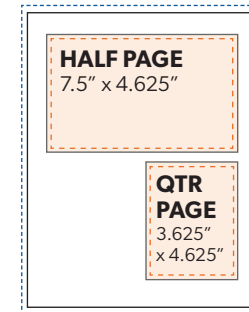
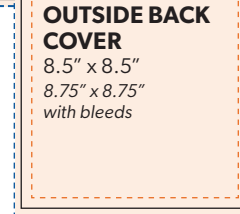
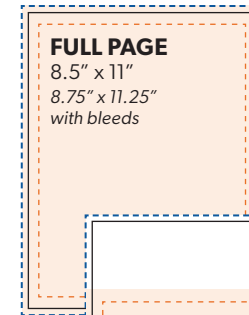
Preset VIP Custom Packages

| | |
|------------------------------------|-------------------------|
| Premium Print + Digital Ad Package | Package Rates Available |
|------------------------------------|-------------------------|

| | |
|---|--|
| Guest Editorial + Ad Package <i>(Print and/or Digital)</i> | Only Available In Select Publications |
|---|--|

For CustomCenterfold space available; inquire for details.

PRINT AD SPECIFICATIONS



FULL PAGE SPECIFICATIONS

- **Page Cut Size:** 8.5" x 11"
- **Bleed:** 0.125"
- **Text Safe Area:** 0.25" from all edges
All text must be within this area to avoid being trimmed off.
- Final size with bleeds:** 8.75" x 11.25"

OUTSIDE BACK COVER SPECIFICATIONS

- **Print Area Size:** 8.5" x 8.5"
- **Bleed:** 0.125"
- **Text Safe Area:** 0.25" from all edges
All text must be within this area to avoid being trimmed off.
- Final size with bleeds:** 8.75" x 8.75"

HALF PAGE SPECIFICATIONS

- **Print Size:** 7.5" x 4.625"
- **Text Safe Area:** 0.125" from edges

QUARTER PAGE SPECIFICATIONS

- **Print Size:** 3.625" x 4.625"
- **Text Safe Area:** 0.125" from edges

(Measurements are width x height.)

All ads MUST be submitted in a press-ready format (300 dpi .pdf [recommended] or 300 dpi .jpg format).

PLEASE NOTE:

If a full page ad or outside back cover ad is sent in without a 0.125" bleed, the ad will be resized to fit the page with a 0.25" white border around it.

DIGITAL AD SPECIFICATIONS

TOP/ARTICLE LEADERBOARD (Desktop)

1180px x 90px

ALL DIGITAL ADS (Mobile)

600px x 120px

ARTICLE SKYSCRAPER (Desktop)

300px x 300px

ISSUE SKYSCRAPER (Desktop)

300px x 500px

Acceptable Digital Ad File Formats

.jpg, .jpeg, .png, .gif

File Size

50KB or smaller

Ad Text - 125 Characters or Less

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

Purchase an ad in the *Mississippi Auto 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 | |

PAYMENT METHOD: Credit Card Please invoice me

| | |
|-----------|----------|
| CC Number | |
| Exp. Date | CVV Code |
| Signature | Date |

Purchaser: _____ **Date:** _____

NewsLINK Group: _____ **Date:** _____

| Print Ad Size | # of Insertions | Ad Placement | Total Cost |
|---|-----------------|--------------|------------|
| Full Page | | | |
| Half Page | | | |
| Quarter Page | | | |
| Premium Full Page | | | |
| Inside Front/Back Cover | | | |
| Outside Back Cover | | | |
| Premium Print + Digital Ad Pkg. | | | |
| Editorial + Ad Package <i>(Print and/or Digital)</i> | | | |

| Digital Ad Size | # of Insertions | Run Dates | Total Cost |
|---|-----------------|-----------|------------|
| Top Leaderboard <i>(all articles)</i> | | | |
| Article Leaderboard <i>(one article only)</i> | | | |
| Issue Skyscraper <i>(issue page only)</i> | | | |
| Article Skyscraper <i>(all articles)</i> | | | |

Ad Design (\$350)

Check here if you would like us to design your ad.
(Two options will be provided. Details and specifications on previous page.)

Notes:

- 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.