



MAGAZINE ADVERTISING AGREEMENT

THIS AGREEMENT is between the Pennsylvania Independent Automobile Dealers Association t/a PIADA-MDIADA-DEIADA (hereinafter, "publisher") at 1501 North Front Street, Harrisburg, Pennsylvania 17102, AND

at _____,
_____, (hereinafter, "advertiser").

GENERAL SPECIFICATIONS

The magazine: The Mid Atlantic Dealer News is published monthly in Harrisburg by the Pennsylvania Independent Automobile Dealers Association t/a PIADA-MDIADA-DEIADA. PIADA is the official voice of independent licensed vehicle dealers throughout the Commonwealth of Pennsylvania.

Circulation: Expanded Distribution of this renamed magazine (formerly PA Dealer News) now includes dealers in the five neighboring states of Pennsylvania, New Jersey, New York, Maryland, Delaware: (1) VIA Email to all dealer members and to all non-members that provide us with their email addresses: (2) Paper copies are mailed to PIADA members in PA and to members of NJIADA, NYIADA, MDIADA - DEIADA: (3) Paper copies for members and non-members in all five states may be obtained for free at participating auctions on auction sale day. MIDATLANTIC Dealer News sends free copies for distribution to dealers at an anticipated approximately: 19 wholesale vehicle auctions in Pennsylvania, 11 in New York, 2 in New Jersey, 2 in Maryland.

Mechanics: 8 1/2" by 11". All copy is typeset and printed to black on white, front and back covers in full color. Each issue is typically 32-40 pages, containing news-related items and advertising.

Copy: Finalized copy (camera ready) must be received at our office (Shannon@piada.org) by the 1st of the prior month in which space is required. We reserve the right to delete objectionable material and to refuse any advertisers.

CONTRACT REGULATIONS

Authorized inserts: The publisher is authorized to insert advertising in specified issues at established rates according to the terms and conditions agreed upon at page 4 of this Agreement.

Contrary provisions void: No conditions printed or otherwise appearing on the Advertiser's insertion order, Publisher's billing, or copy instructions, which conflict with this Agreement or the publisher's policies, will be binding on the publisher or its subcontractors.

Additional contract items: If more insertions (whether number or size) are added, other than specified in this Agreement, a new insertion order is required to be sent into dealer news prior to advertising and charges will be adjusted accordingly.

New Advertisers: Advertisers beginning business with publisher must return contract by the 1st of the month prior to publication being printed. The advertiser agrees to remit payment upon receipt of advertisement invoice; receipt of magazine will be proof of advertisement. Publisher reserves the right to hold advertiser and /or the advertiser's agent(s) jointly liable for monies that are due and payable to publisher.

When copy not received by due date: If a change of copy and/or artwork covered by an insertion order is not received by the 1st of the prior month for the advertisement, the Advertiser's most recent advertisement in the Pennsylvania Dealer News will be repeated unless a standard replacement is on file. Regular advertisers should have on file a standard replacement advertisement which may be placed in lieu of monthly copy when difficulty in producing copy arises. Please keep the standard replacement advertisement current.

Errors and omissions: The publisher does not assume liability for errors notwithstanding all normal precautions. The publisher's liability for any error will not exceed the publisher's charges for the advertisement in question. The publisher assumes no liability for any reason it becomes necessary to omit in advertisement. The publisher is not liable for delays in delivery and/or non-delivery in any manner.

Expenses for prep. Work: The advertiser agrees to pay all expenses for additional advertisement preparation and revisions that maybe done or requested by the advertiser from our printer, such as typesetting, negatives, revision, repairing, etc., charges for these things are at the discretion of the printer. The Pennsylvania Dealer News assumes no responsibility for billing, or payment of such fees.

Content liability: All advertising is subject to the publisher's approval, with the publisher having the right to reject any advertising not in keeping with the publisher's standards. Advertisers and advertising agencies assume liability for all content of advertisement print, and assume liability and hold harmless the publisher, for any and all claims arising there from.

Ad production: If Advertiser desires to place an advertisement but does not have access to artwork or an agency, contact the editor of the Pennsylvania Dealer News via e-mail: Shannon@piada.org or phone: 717-238-9002 ext. 18.

Printing Specifications:

- Files may be submitted on CD or emailed if file size is 8MG or under.
- File Platform: high resolution, 300 dpi, PDF, EPS, TIF, or JPG
- All colors should be CMYK: no RGB files.
- Printing method: sheet-fed offset.
- Binding method: saddle stitched.
- Trim size: 8.5 x 11.
- Bleed size 8.75 x 11.25 (.125 minimum on all sides.)

Ad Dimension Specifications:

Type of page	Width	Depth
Full-page	7.5 inches	10 inches
Full-page with Bleed	8.75 inches	11.25 inches
1/2 Page Horizontal	7.5 inches	4.875 inches
1/2 Page Vertical	3.625 inches	10 inches
1/4 Page Vertical	3.625 inches	4.875 inches

ADVERTISING RATE SCHEDULE FOR 2021

Premium Page per month Rates (*premium pages must be full page and four-color*):

Location [Check with editor for availability.]	One Time (1x)	Three Months (3x)	Quarterly (4x)	Bi-monthly (6x)	Monthly (12x)
Outside Back Cover (N/A)	\$1900	\$1740	\$1580	\$1440	\$1310
Inside Front Cover (N/A)	\$1655	\$1525	\$1390	\$1280	\$1065
Opposite Inside Front Cover (page 3) <i>Available!</i>	\$1655	\$1525	\$1390	\$1280	\$1065
Inside Back Cover (N/A)	\$1655	\$1525	\$1390	\$1280	\$1065
Opposite Inside Back Cover <i>Available!</i>	\$1655	\$1525	\$1390	\$1280	\$1065
Centerfold (2 Full Pages) <i>Available!</i>	\$2675	\$2490	\$2250	\$2010	\$1785

Regular Page per month Color Rates:

Location	One Time (1x)	Three Months (3x)	Quarterly (4x)	Bi-monthly (6x)	Monthly (12x)
Two Full Pages spread (not available in B & W)	\$1980	\$1765	\$1605	\$1475	\$1335
One Full Page	\$1070	\$1015	\$940	\$800	\$710
1/2 Page	\$775	\$710	\$640	\$585	\$530
1/4 Page	\$590	\$530	\$475	\$445	\$370

Regular Page per month Black and White Rates:

Location	One Time (1x)	Three Months (3x)	Quarterly (4x)	Bi-monthly (6x)	Monthly (12x)
Full Page	\$940	\$850	\$775	\$735	\$640
1/2 Page	\$620	\$560	\$510	\$455	\$415
1/4 Page	\$455	\$405	\$350	\$320	\$295

Monthly Auction Directory Listing Rate: \$600 per year, or complimentary to Auctions that paid to advertise in an amount equal to or exceeding \$600 in the Magazine during 2020, or that commit and pay at least \$600 for advertising in the Magazine to appear by December 31, 2021 for the calendar year 2021, or that become exhibitors or sponsors of MARIADA 2021.

SPECIAL RATES (Extra Charges)

- Special requests such as card inserts or cover wraps: check with editor for prices.
- Other preferred positions: Pennsylvania Dealer News will not guarantee preferred positions for ads that are not four colors, or for which preferences have already been made with other advertisers.

ADVERTISING SPECIFICATIONS:

Advertiser: _____

Contact Person: _____

Address: _____

Phone: _____ Fax: _____ E-mail: _____

Type of Ad: (check one) Premium Regular Auction Directory Listing

Size of Ad: (check one) Two-page Full Page 1/2 page 1/4 page Auction Directory Listing

Frequency: (check one) One Time (1x) Three Times (3x) Quarterly (4x) Bi-Monthly (6x) Monthly (12x)

Ad. Color: (check one) Color Black & White (Regular pages Full 1-page, 1/2-page and 1/4-page only)

Special Instructions: _____

Term: The advertiser agrees to place and begin advertising in the Pennsylvania Dealer News starting in the (month/year) _____/20__ issue, for a total of (check one) 1x 3x 4x 6x 12x.

Monthly Cost: The cost per insertion will be \$ _____, not including design, preparation and revisions costs.

Annual Fee: Advertiser agrees to pay an annual total of \$ _____ for the number of insertions indicated above, in consideration of applicable discounted rates based on number of indicated insertions per year. An additional discount of 10% will be granted to Annual Fees paid in full by February 15th.

Add-on Costs: Advertiser agrees to pay any design, preparation and revisions costs associated with the Advertiser's copy.

Intending to be legally bound to the foregoing terms and conditions, the parties hereby affix their signatures:

Advertiser's Signature: _____ PIADA Representative Signature: _____

Print Name: _____ Print Name: Shannon Becker

Title: _____ Title: Membership Director

Date: _____ Date: _____

Mail To: Mid Atlantic Dealer News
Attn: Shannon Becker
1501 North Front Street
Harrisburg, PA 17102

E-mail: shannon@piada.org

Phone: (717) 238-9002 ext. 18

Fax: (717) 238-3870 (Call to confirm receipt)