

A photograph of three people in a car dealership office. A woman with long brown hair, a man with glasses and a beard, and an older woman with short grey hair are sitting around a wooden table. They are all smiling and looking at a tablet held by the older woman. The background shows cars in a showroom.

# 2022 2023 MEDIA KIT

**SAN DIEGO**  
**dealer**

The Official Publication of the New Car Dealers  
Association San Diego County

## Your Brand, Promoted.

Make sure your company is top of mind. The San Diego Dealer Magazine is the perfect place to be seen by all the decision makers in the industry. Advertise in this publication and watch your revenue grow.

# Advertise in this publication and get your brand in the hands of your fellow association members, AKA your target market.

## CUTTING-EDGE EDITORIAL CONTENT:

San Diego Dealer offers clear, comprehensive, sophisticated and up-to-date information about strategies, methods, and techniques that readers can apply immediately in their professional lives. With content written by the industry's most authoritative executives and leaders, San Diego Dealer covers a broad range of subjects, including the following:

- Federal regulatory compliance
- Marketing and branding
- Professional development
- Consumer resources
- Dealership profitability
- NCDCA news and events
- ROI methodologies
- Industry standards, practices and updates
- HR concerns
- F&I training
- Legislative updates
- Leadership
- The latest trends in automotive technology
- Opportunities, awards and programs in the industry

## VALUE ADDED SERVICES TO HELP KEEP YOU IN THE FOREFRONT:

- A magazine website that includes your logo linked back to your website
- 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
- An additional email distribution of the publication, so NCDCA members and magazine readers will enjoy the benefits of both print and digital experiences
- Options to purchase digital advertising space on the magazine website (see pricing on the next page)



The San Diego Dealer magazine is the official publication of the New Car Dealers Association of San Diego

### 2022-2023 Publication and Advertising Schedule

Issue	Editorial   Artwork Due	Mail Date
1	Nov 1, 2022	Nov 22, 2022
2	Feb 2, 2023	Feb 23, 2023
3	May 3, 2023	May 24, 2023
4	Aug 2, 2023	Aug 23, 2023



VIEW ONLINE AT:



[san-diego-dealer.thenewslinkgroup.org](http://san-diego-dealer.thenewslinkgroup.org)

# Print Ad Specifications and Pricing

2022-2023 Print Advertising Rates	
Size	Per Term (4 issues)
Full Page	\$2,287
1/2 Page	\$1,715
1/4 Page	\$1,286
Page 3, 5, or Premium	\$2,725
Inside Front/Back Covers	\$2,725
Outside Back Cover	\$2,813
Print + Digital Premium Pkg	\$2,813
Centerfold space available; call for rates.	

**Full Page Ad**  
8.5" x 11"  
with a 0.125" bleed and type safety on all sides

(width x height)

**1/2 Page Ad**  
7.5" x 4.625"

**1/4 Page Ad**  
3.625" x 4.625"

**Outside Back Cover Page Ad**  
8.5" x 8.5"  
with a 0.125" bleed and type safety on sides and bottom

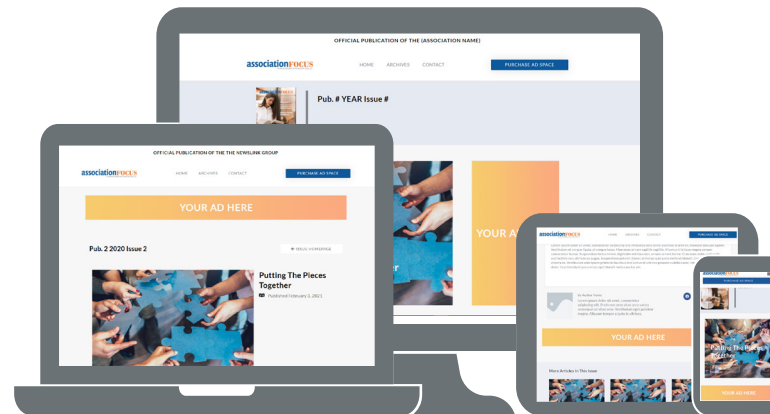
— Type Safety  
— Bleed  
— Ad Space  
— Page

# Digital Ad Specifications and Pricing

EVERY DIGITAL AD SHOULD CONTAIN FOUR MAIN COMPONENTS:

1. Your logo or company name
2. A value proposition
3. An image or visual representation of your service
4. A clear call to action with contact information

2022-2023 Digital Advertising Rates	
Size	Per Issue
Issue Homepage Skyscraper	\$475
Leaderboard Top (exclusive to entire publication)	\$800
Article Leaderboard (exclusive to one article)	\$375



Digital ad formats: .jpeg, .jpg, .png, .gif

File size: 50KB or smaller

Issue Homepage Skyscraper: 300px X 500px

Issue Homepage Skyscraper (mobile): 600px X 120 px

Leaderboards: 970px X 90px

Leaderboards (mobile): 600px X 120px

Resolution: 72-150 ppi

125 characters of text or less. Images that consist of more than 20% text may experience reduced delivery.

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

Contact us today to advertise in this publication.

# Purchase an ad in the San Diego Dealer Magazine.

Name	Company	Title	
Phone	Email		
Address			
City	State	Zip Code	Country
Website			
Production Contact Name		Production Contact Email	

Print Ad Size	# of Insertions	Ad Placement	Total Cost
Full Page			
1/2 Page			
1/4 Page			
Page 3, 5, 7 Premium			
Inside Front/Back Covers			
Outside Back Cover			
Print + Digital Premium Pkg.			

Digital Ad Size	# of Issues	Run Dates	Total Cost
Issue Homepage Skyscraper			
Leaderboard Top (all articles)			
Article Leaderboard (one article)			

**Ad Design:**  We will provide an ad in CMYK and 300 PPI, jpg or PDF format with bleed if needed.  
 We will pay you to design our ad for \$250.

**Payment Method:**

- Please invoice me  
 Credit Card

CC Number	Signature of Purchaser	
Exp. Date	CVV Code	Date

- 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.

**NewsLINK Group:** \_\_\_\_\_

