

# 2023 MEDIA KIT



**NEW JERSEY**  
auto retailer

The Official Publication of the New Jersey  
Coalition of Automotive Retailers, Inc

## Your Brand, Promoted.

Make sure your company is top of mind. The New Jersey Auto Retailer 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:

The New Jersey Auto Retailer magazine offers clear, comprehensive, sophisticated and up-to-date information that readers can apply immediately in their own organizations. Contributed to by the association's Board of Directors, as well as the automotive service industry's most authoritative practitioners and consultants, this magazine delivers a wealth of insight and covers a broad range of subjects, including the following:

- Federal regulatory compliance
- Marketing and branding
- Professional development
- Consumer resources
- Dealership profitability
- NJ CAR news and events
- ROI methodologies
- Leadership
- Industry standards, practices and updates
- HR concerns
- F&I training
- Legislative updates
- 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 NJ CAR 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 new Jersey Auto Retailer magazine is the official publication of The New Jersey Coalition of Automotive Retailers

2023 Publication and Advertising Schedule		
Issue	Editorial   Artwork Due	Mail Date
1	Apr 28, 2023	May 24, 2023
2	June 28, 2023	July 21, 2023
3	Aug 31, 2023	Sept 26, 2023
4	Nov 3, 2023	Nov 29, 2023



VIEW ONLINE AT:



# Print Ad Specifications and Pricing

2023 Print Advertising Rates	
Size	Per Term (4 issues)
Full Page	\$4,628
1/2 Page	\$3,261
1/4 Page	\$2,540
Page 3, 5, or Premium	\$5,186
Inside Front/Back Covers	\$5,186
Outside Back Cover	\$5,468
Print + Digital Premium Pkg.	\$5,468
Centerfold space available; call for rates.	

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

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

All ads must be submitted in press-ready format, 300 dpi PDF or jpg.

If a Full Page ad or Outside Back Cover ad is sent in without a .25 bleed, the ad will be resized to fit the page with a white border around it.

(all sizes = width x height)

**Full Page Ad**  
8.5" x 11"  
with a .25" bleed and type safety on all sides

**Outside Back Cover Page Ad**  
8.5" x 8.5"  
with a .25" bleed and type safety on sides and bottom

— Type Safety    — Ad Space  
— Bleed            — Page

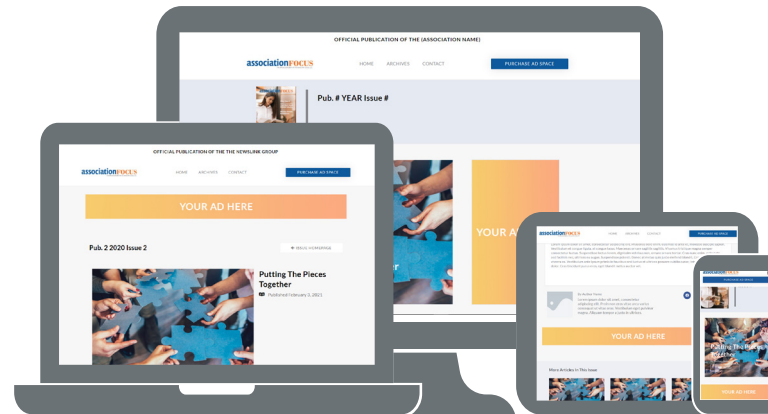
# Digital Ad Specifications and Pricing

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

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  
Leaderboard:  
970px X 90px  
Leaderboard (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.

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



**Are you ready for growth? Go crazy. Be seen.**  
Contact us today to advertise in this publication.

# Purchase an ad in the New Jersey Auto Retailer 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		

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.

<b>Payment Method:</b> <input type="checkbox"/> Please invoice me <input type="checkbox"/> Credit Card	CC Number		Signature	
	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: \_\_\_\_\_

