

Up^{to}Speed

The Official Publication of the
Louisiana Automobile Dealers Association

2024 MEDIA KIT



**Advertise in *Up to Speed*
and get your brand in the
hands of LADA members.**

The *Up to Speed* 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.



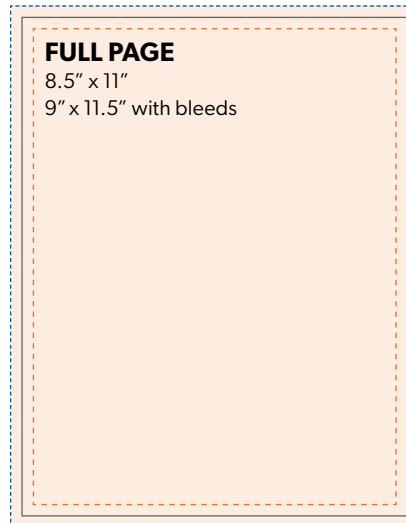
Up to Speed magazine is the official publication of the Louisiana Automobile Dealers Association.

DIGITAL VERSION OF THE MAGAZINE COMING SOON!

PRINT AD SPECIFICATIONS AND PRICING

2024 Advertising Rates

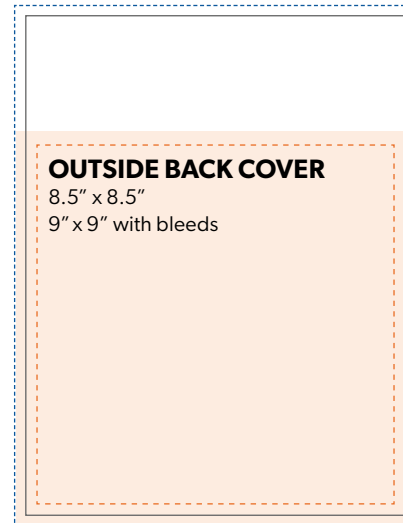
Size	Per Term (4 issues)
Full Page	\$2,880
Premium Full Page	\$3,550
Half Page	\$2,240
Quarter Page	\$1,680
Inside Front/Back Covers	\$4,000
Outside Back Cover + Issue Skyscraper	\$5,600
Page 3 + Article Skyscraper	\$5,600
Print + Digital Premium Pkg. (Four Print Ads + 1 Editorial + 1 Digital Article Leaderboard)	\$3,550
<i>Centerfold space available; call for rates.</i>	



Full Page Specifications

- Page Cut Size: 8.5" x 11"
 - Bleed: .25"
 - - - Text Safe Area: .25" from all edges
- All text must be within this area to avoid being trimmed off.

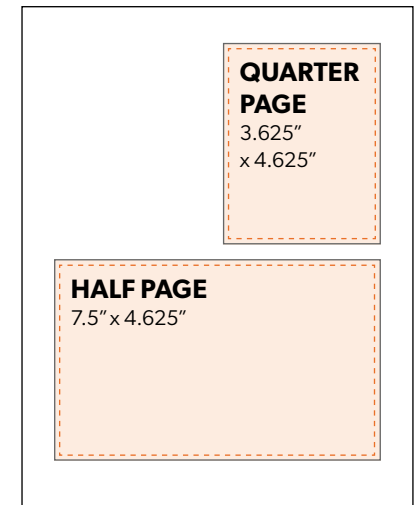
Final size with bleeds: 9" x 11.5"



Outside Back Cover Specifications

- Print Area Size: 8.5" x 8.5"
 - Bleed: .25"
 - - - Text Safe Area: .25" from all edges
- All text must be within this area to avoid being trimmed off.

Final size with bleeds: 9" x 9"



Quarter Page Specifications

- Print Size: 3.625" x 4.625"
- - - Text Safety Area: .125" from edges

Half Page Specifications

- Print Size: 7.5" x 4.625"
- - - Text Safety Area: .125" from edges

(All measurements are width x height.)

All ads MUST be submitted in a press-ready format (300dpi PDF or 300dpi .jpg format).

If a full page ad or outside back cover ad is sent in without a 0.25" bleed, the ad will be resized to fit the page with a .25" white border around it.

DIGITAL AD SPECIFICATIONS AND PRICING

2024 Digital Advertising Rates

Size	Per Issue
Top Leaderboard	\$925
Article Leaderboard	\$450
Issue Skyscraper	\$650
Article Skyscraper	\$650

LEADERBOARD (Desktop & Tablet)
1180px x 90px

SKYSCRAPER (Mobile)
LEADERBOARD (Mobile) 600px x 120px

ISSUE SKYSCRAPER
(Desktop & Tablet)
300px x 500px

ARTICLE SKYSCRAPER
(Desktop & Tablet)
300px x 300px

Acceptable Digital Ad

File Formats:

.jpeg, .jpg, .png, .gif

File Size:

50KB or smaller

125 characters of text or less.

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

NO ARTWORK? NO PROBLEM!

WE CAN DESIGN YOUR AD FOR YOU. (\$250)

2024 Production and Advertising Schedule

Issue	Editorial Advertising Due	Mail Date
Issue 1	Jan 19, 2024	Feb 14, 2024
Issue 2	Apr 12, 2024	May 8, 2024
Issue 3	Jul 19, 2024	Aug 14, 2024
Issue 4	Oct 18, 2024	Nov 13, 2024

* The Editorial | Artwork 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.



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

CONTACT US TODAY TO ADVERTISE IN UP TO SPEED.

801.676.9722 | 855.747.4003
sales@thenewslinkgroup.org

 **THE newSLINK group**

Purchase an ad in the *Up to Speed 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			
Half Page			
Quarter Page			
Premium Placement			
Inside Front Cover			
Outside Back Cover or Page 3			
Print + Digital Premium Pkg.			

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

Ad Design (\$250)

Check here if you would like us to design your ad.

Notes:

PAYMENT METHOD:

Please invoice me

Credit Card

CC Number

Exp. Date

CVV Code

Signature

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.

Purchaser: _____

Date: _____

NewsLINK Group: _____

Date: _____