



The Official Publication of the
The Louisiana Automobile Dealers Association

2025 MEDIA KIT



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



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

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



up-to-speed.thenewslinkgroup.org

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.

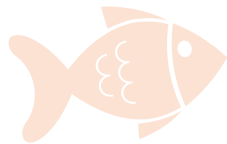
Production and Advertising Schedule*

Issue	Editorial Artwork Due	Mail Date
Issue 1	January 17, 2025	February 12, 2025
Issue 2	May 23, 2025	June 18, 2025
Issue 3	August 8, 2025	September 3, 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	\$3,110
Half Page	\$3,834
Quarter Page	\$2,419
Premium Full Page	\$1,814
Inside Front or Inside Back Cover	\$4,320
Outside Back Cover	\$6,048
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!

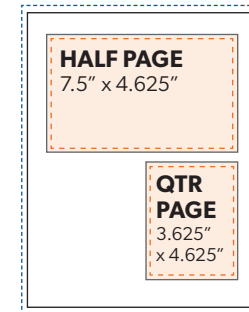
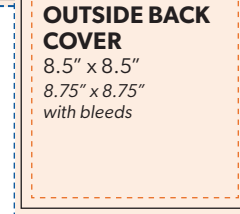
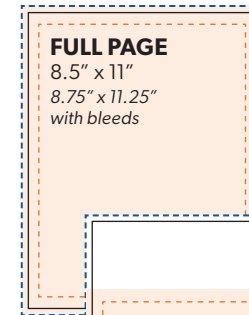
Preset VIP Custom Packages

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

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 <small>(all articles)</small>			
Article Leaderboard <small>(one article only)</small>			
Issue Skyscraper <small>(issue page only)</small>			
Article Skyscraper <small>(all articles)</small>			

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.