



The official publication of the
Louisiana Automobile Dealers Association

MEDIA KIT ²⁰²⁶



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





This publication 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.

SCAN THE QR CODE TO SEE THE LATEST DIGITAL VERSION OF THIS MAGAZINE.



up-to-speed.thenewslinkgroup.org

Production and Advertising Schedule*

Issue	Editorial Artwork Due	Mail Date
Issue 1	February 6, 2026	March 4, 2026
Issue 2	May 22, 2026	June 17, 2026
Issue 3	August 7, 2026	September 2, 2026
Issue 4	October 23, 2026	November 18, 2026

* The Editorial Due date is the projected production start date and the date we need all content for the issue, including ads.

* 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. One supports the other, which has proven ROI.

* Must be an association member to advertise.

Standard Print Advertising Rates

Size	Per Term (4 issues + Directory)
Full Page	\$3,270
Half Page	\$2,540
Quarter Page	\$1,910
Premium Full Page	\$4,030
Inside Front or Inside Back Cover	\$4,030
Outside Back Cover or Page 3	\$4,540
Ad Artwork Creation	\$350

Custom packages available (see next page)

Digital Advertising Rates

Size	All Issues
Top Leaderboard (issue homepage + all articles)	\$4,800
Article Leaderboard (one article only)	\$2,350
Issue Skyscraper (issue homepage only)	\$3,350
Article Skyscraper (all articles)	\$3,350



BOOST YOUR
BUSINESS!

SECURE YOUR SPACE NOW.

NO ARTWORK? NO DESIGNER? NO PROBLEM!
LET US DESIGN AN AMAZING AD FOR YOU.

Price: \$350 per ad.

Design: Created by one of our talented expert designers.

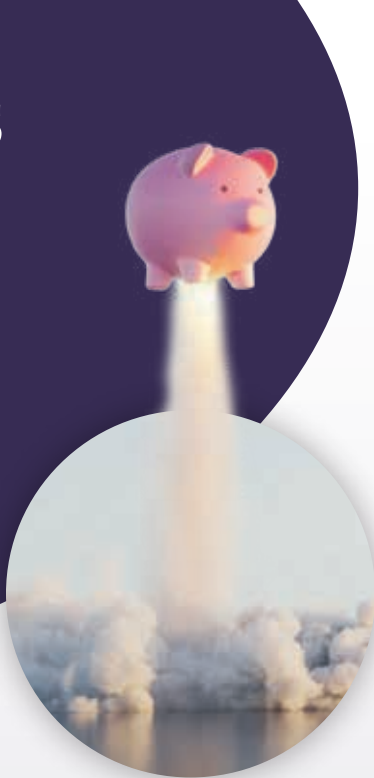
Design and Editorial Edits: Includes up to two rounds of edits.

LAUNCH YOUR SALES BY ADVERTISING IN YOUR INDUSTRY'S TRADE MAGAZINE.

CONTACT US TODAY!

(855) 747-4003

sales@thenewslinkgroup.com



CUSTOM PRINT + DIGITAL PACKAGES

We are anxious to help you maximize your marketing strategies and dollars.

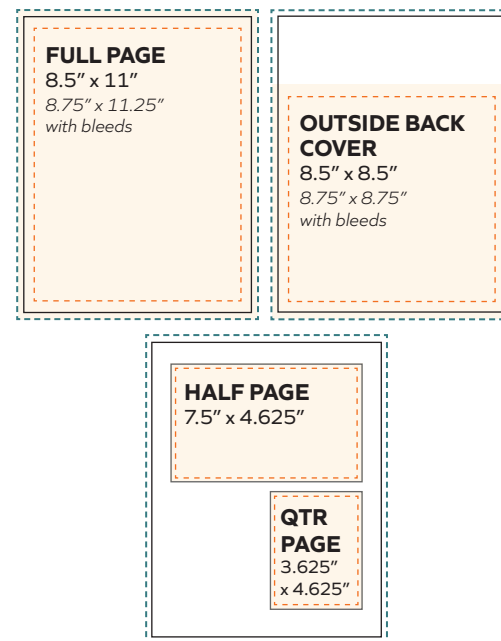
It takes multiple "touches" to get the attention of potential customers. Advertisers looking for the fullest possible reach have found that combining print and fully trackable digital ads ensures the best opportunity to be seen by your target audience.

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!

Custom Packages	
Print + Digital Ad Package	Package Rates Available
Guest Editorial + Ad Package (print and/or digital)	Available In Select Publications

Centerfold space may be available; inquire for more details.

PRINT AD SPECIFICATIONS



FULL PAGE

— **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

— **Page Cut Size:** 8.5" x 8.5"
- - - **Bleed:** 0.125"
- - - **Text Safe Area:** 0.25" from all edges
Final Size with Bleeds: 8.75" x 8.75"

HALF PAGE

— **Print Size:** 7.5" x 4.625"
- - - **Text Safe Area:** 0.125" from all edges

QUARTER PAGE

— **Print Size:** 3.625" x 4.625"
- - - **Text Safe Area:** 0.125" from all edges

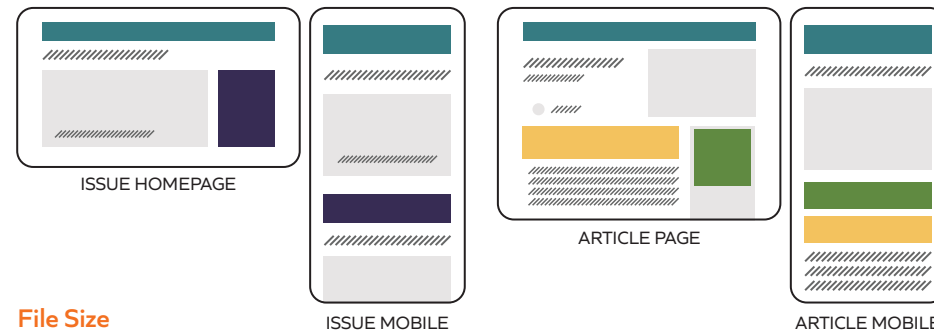
All ads **MUST** be submitted in a press-ready format
(300 dpi .pdf [recommended] or 300 dpi .jpg format).

(All page dimensions are width x height.)

PLEASE NOTE:

If a full page or outside back cover ad is sent in without a 0.125" bleed, the artwork will be resized to fit on the page within the "Text Safe Area" (0.25" from all edges).

DIGITAL AD SPECIFICATIONS



File Size

100KB or smaller

Acceptable Digital Ad File Formats

.jpg, .jpeg, .png, .gif

Ad Text — 125 Characters or Less

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

***Mobile Ad Needed** 650 x 130 pixels

***TOP LEADERBOARD** 1180 x 90 pixels

***ISSUE SKYSCRAPER** 300 x 500 pixels

***ARTICLE SKYSCRAPER** 300 x 300 pixels

ARTICLE LEADERBOARD 650 x 130 pixels

Purchase an ad in the Up To Speed magazine.

*Must be an association member to advertise.



Company Information

Name/Title		Company	
Phone	Email		
Address			
City	State	Zip Code	
Website			

Notes:

THANK YOU FOR PURCHASING ADVERTISING IN THIS PUBLICATION.

We are happy to accept a check as payment. We also accept credit card and ACH payments directly through QuickBooks, via a link on your invoice.



Purchaser: _____ Date: _____

The newsLINK Group: _____ Date: _____

Print Ad Size	# of Insertions	Ad Placement	Total Cost
Full Page			
Half Page			
Quarter Page			
Premium Full Page			
Inside Front or Inside Back Cover			
Outside Back Cover or Page 3			
Print + Digital Ad Package			
Editorial + Ad Package (print and/or digital)			

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

Ad Design (\$350)

☐ Check here if you would like us to design your ad.
(Details and specifications on previous page.)

- 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.