UP TO SPEED

Official Publication of the Louisiana Automobile Dealers Association

2027 Media Kit

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.

LADA™ LOUISIANA AUTOMOBILE DEALERS ASSOCIATION

Production Schedule

Issue	Editorial | Artwork Dates*	Mail Date
1	Tuesday, February 2, 2027	February 26, 2027
2	Tuesday, May 18, 2027	June 11, 2027
3	Thursday, August 5, 2027	August 31, 2027
4	Tuesday, October 19, 2027	November 12, 2027

* The Editorial | Artwork 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, all publications are published as close to these dates as possible.
* Can advertise with association prior approval.

Scan this QR code to see the latest digital version of this magazine.

up-to-speed.thenewslinkgroup.org

Total Distribution: 1,544

Full Page
8.5" x 11"
8.75" x 11.25" with bleeds

Outside Back Cover
8.5" x 8.5"
8.75" x 8.75" with bleeds

Half Page
7.5" x 4.625"

Qtr. Page
3.625" x 4.625"

Bleeds Not Needed on Half Page and Quarter Page Artwork

Magazine Art 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"
★ **Final Size with Bleeds*:** 8.75"x 8.75"

Half Page
Final Size: 7.5" x 4.625"

Quarter Page
Final Size: 3.625" x 4.625"

All ads MUST be submitted in a press-ready format (300 dpi PDF [recommended] or 300 dpi JPG format). Do NOT include any spot colors on your artwork.

***If a full page or outside back cover ad is sent in without the 0.125" (1/8th inch) bleed, the artwork will be resized to fit on the page within the "Text Safe Area" (0.25" from all edges).**

Digital Ad Specifications

ALL digital ads must have a mobile size version. All artwork files must be submitted in .jpg, .png, or .gif format.

- **Top and Article Leaderboards:** 1180 x 100 pixels
- **Issue Skyscraper:** 300 x 500 pixels
- **Article Skyscraper:** 300 x 300 pixels
- **Email Sponsor and Mobile Size:** 800 x 130 pixels

Print Ad Rates

Issue	Yearly Rate
Full Page	$4,000
Half Page	$3,000
Quarter Page	$2,250
Inside Front Cover **OR** Inside Back Cover	$4,250
Outside Back Cover **OR** Page 3	$4,500
Double Truck *(Editorial + Full Page Ad)*	$4,750

Digital Ad Rates

Size	Yearly Rate
TOP Leaderboard *(All Pages)*	$4,500
Issue Skyscraper *(Issue Page Only)*	$4,250
Article Skyscraper *(All Article posts)*	$4,000
Article Leaderboard *(Single Article Post)*	$3,000
****NEW OPPORTUNITY**** Email Sponsor	$4,750

No Art? No Designer? NO PROBLEM!

Our award-winning design team will create your ad.

Print Only Ad: $400 per ad design.

Print & Digital: $450 per ad design.

Digital Only Ad: $250 per ad design.

Your design includes up to two rounds of edits. $75/hr. charge for any edits after that.

Making changes to an ad that we previously designed:
$50 to update basic information. Anything beyond that will require additional charges.

mbr CONNECT

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