

# 2007-2008 WMDA MEMBERSHIP DIRECTORY & BUYERS' GUIDE

## Advertising Requirements & Rates

The Washington, Maryland, Delaware Service Station and Automotive Repair Association (WMDA), will be printing its **21st annual Membership Directory & Buyers' Guide** shortly. The WMDA Membership Directory & Buyers' Guide is a tremendous service to all WMDA members and non-members that own service stations, repair shops, car washes, convenience stores, tire facilities and other related businesses in a tri-state area including Maryland, the District of Columbia and Delaware. The WMDA Membership Directory & Buyers' Guide is considered the "One Book" of information for the service station and automotive industry. It is also the most resourceful and effective advertising tool that works on your behalf all year.

The Membership Directory & Buyers' Guide is sent to over 2,500 WMDA members, non-members and new members monthly as they join the Association. The Membership Directory & Buyers' Guide is also used as the primary source of information on the Service Station and Automotive Repair Consumer Hotline.

### The Membership Directory & Buyers' Guide is setup into two sections – the Membership Directory and the Buyers' Guide:

- **The Membership Directory** lists service station and automotive repair shop owners, as well as suppliers who provide products and/or services to the service station and automotive repair industry. Membership Directory listings include contact names, company names, addresses, phone numbers, fax numbers, websites and e-mail addresses.
- **The Buyers' Guide** is broken down into over 100 category listings from accounting to windshield repair. Category listings allow your company to be listed under the category that best describes your products and/or services. The Buyers' Guide puts you right at the fingertips of the service station and automotive industry. Category Listings include contact names, company names, addresses, phone numbers, fax numbers, websites and e-mail addresses.

Receive a **FREE Category Listing** with any size ad! Contact LaKisha Pindell with any questions at [lpindell@wmda.net](mailto:lpindell@wmda.net), 800-492-0329, ext. 104.

### AD CLOSING DATES:

The deadline for space reservations is Friday, April 13, with all ad copy to follow by Friday, April 27.

### MECHANICAL REQUIREMENTS:

All ads must be submitted in 300 dpi tif, eps or jpg file formats, or as print-quality pdf files, on disk or via email to [lpindell@wmda.net](mailto:lpindell@wmda.net). Print-quality pdf files are the preferred format for submitting ads. All text and ad copy will be printed on white paper in black ink. Full color ads will only be available on the back cover, inside front cover and inside back cover. All ads must fit the required dimensions specified in the WMDA Member Advertising Rates section. Production services to design ads is available.

Free estimates of ad production cost are available upon request.

- Trim Size – 8 1/2" x 11"
- Bleed Size – 8 3/4" x 11 1/4"

### WMDA MEMBER ADVERTISING RATES:

Dimensions	Black & White	Color
Back Cover – 7 1/4" x 8"	\$1,250.00	\$1,700.00
Inside Front Cover – 7 1/4" x 10"	950.00	1,400.00
Inside Back Cover – 7 1/4" x 10"	950.00	1,400.00
Full Page – 7 1/4" x 10"	750.00	
Half Page – (V) 3 1/4" x 9 7/8"	525.00	
Half Page – (H) 7" x 4 7/8"	525.00	
One Third Page – (V) 2 1/4" x 9 7/8"	425.00	
One Third Page – (H) 3" x 7"	425.00	
One Fourth Page – 3 1/4" x 4 3/4"	375.00	
One Sixth Page – 2 1/4" x 4 3/4"	300.00	
Business Card – 3 1/2" x 2"	250.00	
Category Listing Only	130.00	
Each Additional Category Listing	30.00	

*WMDA non-member advertisers must add 20% to member rates.*

### NOTE:

Associate Membership dues must be renewed for 2007 to receive the member rate.

### ADVERTISING RESPONSIBILITY:

All advertisements are accepted and published upon representation that the advertiser and/or agency is authorized to publish the entire contents and subject matter. In consideration of the publisher's acceptance of such advertisement for publication the advertiser and/or agency will indemnify and save the publisher from and against any loss of expense resulting from claims or suits for libel, violation or right of privacy, plagiarism and instructions which conflict with the provisions of these specifications.

### ADVERTISING CONDITIONS:

All advertising is subject to review by WMDA staff. No advertisement shall be accepted for inclusion in the Membership Directory & Buyers' Guide if such advertisement is deemed by WMDA in its sole discretion to be deceptive, misleading, inappropriate, or in conflict with a WMDA Endorsed Program. WMDA shall have no liability for the rejection of any advertisement. WMDA and its officers, directors and employees have no liability in connection with the rejection of any advertisement.

### TO VALIDATE ADVERTISING AGREEMENT:

Sign and return Advertising Agreement to WMDA at the address below or fax to 301-390-3161. Contact LaKisha Pindell at [lpindell@wmda.net](mailto:lpindell@wmda.net) or 301-390-0900, ext. 104, with any questions or if you would like last year's ad copy sent to you.

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## Advertising Agreement

**Contact information will appear in the Buyers' Guide & Associate Member Section.**

**Please type or print clearly. Fax form to 301-390-3161 or mail to WMDA at 1532 Pointer Ridge Place, Suite G, Bowie, MD 20716**

Company: \_\_\_\_\_ Contact: \_\_\_\_\_  
 Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_  
 Reservation Date: \_\_\_\_\_ Signature: \_\_\_\_\_

- I would like to place an ad  
 Ad size: \_\_\_\_\_  Horizontal  Vertical
- Continue last year's ad and/or listing(s) without any changes.
- Continue last year's ad and/or listing(s) with the following changes:  
 \_\_\_\_\_  
 \_\_\_\_\_

One complimentary Category Listing with any size ad (Code): \_\_\_\_\_

- I would like to be listed under additional Category Listing(s). Each additional Category Listing is \$30.00. Additional addresses and/or contact persons are considered separate listings. Please indicate categories by circling code(s) below.
- I will not be submitting an ad. I would like to be listed by category only. The first category listing is \$130.00. Each additional category listing is \$30.00. Additional addresses and/or contact persons are considered separate listings. Please indicate categories by circling code(s) below.

### ADVERTISING/CATEGORY LISTING(S) COSTS:

Ad Cost \$ \_\_\_\_\_  
 Additional Category Listing(s) \$ \_\_\_\_\_  
 Category Listing(s) Only \$ \_\_\_\_\_  
**Total Balance Due \$ \_\_\_\_\_**

### METHOD OF PAYMENT:

Check Enclosed (payable to WMDA)  
 Visa  MasterCard  American Express

Account #: \_\_\_\_\_  
 Expiration Date: \_\_\_\_\_  
 Signature: \_\_\_\_\_

### CATEGORY LISTING CODE INDEX

A-1 Accounting, Tax & Business Management Services	F-2 Fuel Injection Cleaning Systems	S-3 Service Station Maintenance & Repair
A-2 Air Compressors & Accessories	I-1 Insurance-Employment Practice Liability	S-4 Shocks & Struts
A-3 Air Conditioning Service Equipment	I-2 Insurance-Health & Life	S-5 Surface Cleaning
A-4 Alarm Systems	I-3 Insurance-Pollution	T-1 Tank Leak Testing & Monitoring Equipment
A-5 Alignment & Wheel Balancing Equipment	I-4 Insurance-Property Liability	T-2 Tank Removal & Abandonment
A-6 Alignment Shims & Kit	I-5 Insurance-Underground Storage Tanks	T-3 Tire Changers
A-7 Antifreeze – Coolant	I-6 Insurance-Workers' Compensation	T-4 Tire Equipment, Repair & Supplies
A-8 Antifreeze Recycling Equipment	I-7 Investment	T-5 Tire Suppliers
A-9 Antifreeze (Used) Pick Up	J-1 Jobbers/Distributors – Diesel, Gasoline, Heating Oil & Kerosene	T-6 Tools
A-10 ATM Machines	L-1 Legal Service	T-7 Training-Automotive Services
A-11 Automotive Parts, Supplies & Accessories	L-2 Lifts & Racks	T-8 Transmission Service & Equipment
B-1 Batteries	L-3 Lubricants & Motor Fuel	T-9 Transmissions-Remanufactured
B-2 Belts & Hoses	L-4 Lubricants Equipment	V-1 Vacuum & Air Machines
B-3 Body & Frame Equipment	M-1 Major Oil Companies	V-2 Vacuum Services-Oil/Water Separators
B-4 Brake Drums & Disc Lathes	M-2 Management Consulting	W-1 Water Recycling
B-5 Brake Shoes, Pads, Rotors & Calipers	M-4 Mufflers, Pipes, Catalytic Converters & Bendable Tubing	W-2 Waste Oil Heaters
B-6 Business Brokers & Investment Real Estate	O-1 Oil-Used Pick Up & Recycling Service	W-3 Wheels-Auto & Truck
B-7 Business Management Services	O-2 Overhead Doors	
C-1 Car Wash Chemicals	P-1 Pay Phones	
C-2 Car Wash Equipment	P-2 Payroll Management	
C-3 Check Acceptance & Guarantee Service	P-3 Petroleum Handling Equipment Pumps, Tanks & Nozzle	
C-4 Convenience Store Wholesalers	P-4 Phone Cards	
C-5 Cooling Systems	P-5 Pipe Benders	
D-1 Diagnostic Testing Equipment	P-6 Power Washing	
E-1 Electrical & Lighting Services	S-1 Scanning Systems	
E-2 Engines-Remanufactured	S-2 Security & Surveillance Systems	
E-3 Equipment Leasing & Financing		
F-1 Filters - Oil, Air, Fuel		

#### List Additional Categories of Interest Below

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