

Advertising Requirements

CIRCULATION & DEMOGRAPHICS

The WMDA/CAR News has an authorized circulation of 1,000 and is mailed to service stations, auto repair shops, car washes, convenience stores and other related businesses in Washington D.C., Maryland, and Delaware. For added visibility, the magazine is also distributed to other trade associations across the country, and at WMDA gatherings, including area meetings and expo.

ISSUE

The WMDA/CAR News is published 12 times a year (4 printed issues and 8 electronic issues).

AD CLOSING DATES

Deadline for space reservation is the 1st day of the month preceding the month of issue (i.e. April 1 for May issue). Copy deadline is the 10th of the month preceding the month of issue (i.e. April 10 for May issue).

FLYER CLOSING DATES

Flyers can be inserted into the center of printed issues of the WMDA/CAR News on a first-come first-serve basis, as space is limited. 1,000 flyers copied on standard weight 8 1/2 X 11 size copy paper are due on or before the closing dates listed below. Dates are subject to change.

Deadline for Flyer Insertion into Printed Issues is as follows:

February 1 for March

May 1 for June

August 1 for September

November 1 for December

ARTWORK REQUIREMENTS

Electronically prepared ads, properly proportioned to the sizes stated on the following page, are preferred. Ads may be submitted on CD or via email. Print quality Adobe pdf files are preferred, but we can work with 300 dpi tif, eps and jpg files as well. All ads should be created in 4-color (CMYK) — no spot colors will be accepted (any ads containing spot colors will be converted to CMYK prior to publication).

Need an ad?

Ad preparation services are available through WMDA/CAR. Additional design charges will apply. Please call for details.

TERMS & CONDITIONS

All advertising is subject to review by WMDA/CAR staff. No advertisement shall be accepted for the WMDA/CAR News if such advertisement is deemed by WMDA/CAR in its sole discretion to be deceptive, misleading, inappropriate, or in conflict with WMDA/CAR Endorsed Programs. No cancellations will be accepted after the closing date.

Advertiser/agency assumes liability for all contents of ads printed. Advertisers shall indemnify publisher against any damages and related expenses arising from publication of advertisement. Advertiser shall be held liable for monies due to publisher for ads published in the WMDA/CAR News.

Advertiser will be presumed to have read the enclosed information and agree to its conditions without further notice. The contract applies to advertising space only, and does not cover the cost of any advertising design services. The contract binds the advertising company to the stated size and rates. Space commitments may be changed by notifying the WMDA/CAR News before the closing date.

See WMDA/CAR News Advertising Agreement and Ad Rates on the following page.

Advertising Agreement & Rates

Date: _____

Organization: _____

Contact: _____

Billing Address: _____

Phone: _____

Fax: _____

Email: _____

Select the editions and size ad below and sign agreement. Please note the artwork requirements on the preceding page; Remember, you will be required to provide ad copy for each size. You will be billed monthly immediately following release based on your selected schedule below.

Location	Inside Front Cover	Inside Back Cover	Outside Back Cover	Full Page	Half-page Vertical	Half-page Horizontal	Quarter Page	Business Card	Insert (Print Editions)
Size	8½ x 11	8½ x 11	8½ x 11	8½ x 11	3¾ x 10	7¾ x 4¾	3¾ x 4¾	3¾ x 2	8½ x 11
Rate/Edition	\$850	\$850	\$850	\$575	\$375	\$375	\$200	\$125	\$175
January	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
February	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
March*	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
April	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
May	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
June*	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
July	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
August	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
September*	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
October	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
November	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
December*	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
TOTAL:									

*Print editions

Advertiser is responsible for payment of any ad or flyer insert placed in WMDA publications. All terms and conditions listed on the opposite page are essential parts of this Agreement:

Authorized By: _____

Signature: _____