



## Rate Card:

	MEMBER RATES				NON-MEMBER RATES			
<b>Full Color</b>	<b>1x</b>	<b>3x</b>	<b>4x</b>	<b>12x</b>	<b>1x</b>	<b>3x</b>	<b>4x</b>	<b>12x</b>
Full Page	\$850	\$825	\$800	\$775	\$950	\$925	\$900	\$875
2/3 Page	\$700	\$675	\$650	\$625	\$800	\$775	\$750	\$725
1/2 Page	\$650	\$625	\$600	\$575	\$750	\$725	\$700	\$675
1/3 Page	\$550	\$525	\$500	\$475	\$650	\$625	\$600	\$575
1/6 Page	\$400	\$375	\$350	\$325	\$500	\$475	\$450	\$425
<b>Inside Cover</b>	<b>1x</b>	<b>3x</b>	<b>4x</b>	<b>12x</b>	<b>1x</b>	<b>3x</b>	<b>4x</b>	<b>12x</b>
Color Only/Full Page	\$950	\$925	\$900	\$875	\$1,050	\$1,025	\$1,000	\$975
<b>Centerfold</b>	<b>1x</b>	<b>3x</b>	<b>4x</b>	<b>12x</b>	<b>1x</b>	<b>3x</b>	<b>4x</b>	<b>12x</b>
Color Only/2 Pages	\$2,000	\$1,975	\$1,950	\$1,925	\$2,100	\$2,175	\$2,150	\$2,125

**Prepaid Discount: Receive 10% discount for paying in advance.**

## General Rate Policies and Terms:

- New advertisers must prepay their first advertisement to establish credit. Subsequent ads may be billed, subject to credit approval.
- All overdue accounts are subject to late charges and/or immediate cancellation of contract. Past-due invoices in excess of 90 days are subject to contract termination by FIADA, pending payment.
- Maximum contract length is two years.
- Specific placements are available; contact publisher for more information.
- Cancellations, changes or additions to ads must be made prior to the ad materials deadline, otherwise they will be made in the following month's issue.
- FIADA reserves the right to refuse advertising.
- Ad design available, contact publisher for pricing.



**CONTACT FIADA NOW AT (800) 237-0448 TO SECURE YOUR SPOT IN INDEPENDENT DEALER**

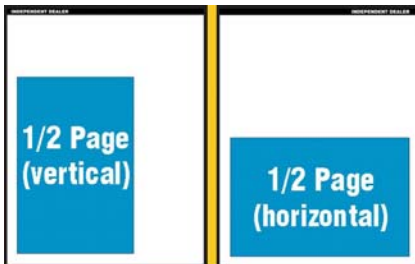
## Ad Sizes



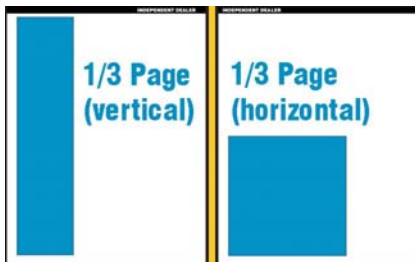
Full Page w/bleed 8.75" x 11.25" Full Page 8" x 10.5"



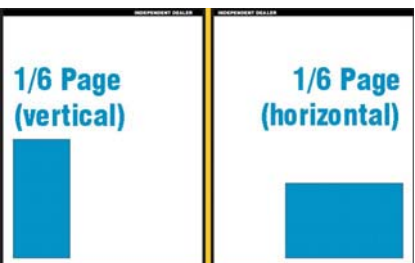
2/3 Page 4.94" x 10"



1/2 Page (vertical) 4.94" x 7.5"  
1/2 Page (horizontal) 7.5" x 5"



1/3 Page (vertical) 2.39" x 10"  
1/3 Page (horizontal) 5" x 4.94"



1/6 Page (vertical) 2.39" x 5"  
1/6 Page (horizontal) 3.15" x 4.94"

## Ad Preparation Requirements:

### Trim and Bleeds:

- Trim size is 8 1/2" x 11"
- No additional costs for bleeds (allow 1/8" bleed trim at all bleed edges).

### Electronic Files:

- Hi-resolution PDFs (preferred)
- Photoshop
- Illustrator
- EPS files
- In Design
- Pagemaker

For PDFs, please embed all fonts before saving. For other file formats, please attach all linked images and fonts. If you have any questions regarding these file formats, please contact FIADA at 800-237-0448.

### Images and Color:

- Image resolution must be at least 300 DPI.
- For color ads, please convert all images and fonts to CMYK.
- For black and white ads, please convert all images and fonts to grayscale.

### Film specs:

- 133 Line Screen Preferred
- Negative right reading, emulsion side down

## 2010 Deadlines:

Issue Date	Ad Reservations:	Ad Materials Due:
January 2010	December 21, 2009	January 4, 2010
February 2010	January 4, 2010	January 11, 2010
March 2010	February 1, 2010	February 8, 2010
April 2010	March 8, 2010	March 15, 2010
May 2010	April 5, 2010	April 12, 2010
June 2010	May 3, 2010	May 10, 2010
July 2010	June 7, 2010	June 14, 2010
August 2010	July 5, 2010	July 12, 2010
September 2010	August 2, 2010	August 9, 2010
October 2010	September 6, 2010	September 13, 2010
November 2010	October 4, 2010	October 11, 2010
December 2010	November 1, 2010	November 8, 2010

# 2010 Independent Dealer Advertising Agreement

### Contact Information:

Company \_\_\_\_\_  
 Contact \_\_\_\_\_  
 Address \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_  
 Email \_\_\_\_\_

### Billing Information: (if different)

Company \_\_\_\_\_  
 Contact \_\_\_\_\_  
 Address \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_  
 Email \_\_\_\_\_

If the advertiser fails to meet the frequency requirement in any year, the publisher may cancel the agreement without notice or may renew the agreement at its discretion.

In the event that this contact is not fulfilled, all ads run will be refigured at the appropriate rate on the current rate card and if there is any difference, the difference will be billed to the above account as a short rate. If ad material does not arrive by the published deadline schedule, the advertiser is still responsible for that space in which a house ad will run in its place. All advertisers must send payment when due. Failure to do so will result in a) the space may be sold to another advertiser or b) the publisher may cancel the contract. The agreement shall not be assigned or amended without the prior written consent of all undersigned parties.

The business listed above agrees to run the following size/frequency (please circle and initial):

Member     Non-Member

Full Page, Full Color    1 issue    3 issues    4 issues    12 issues    \_\_\_\_\_  
 2/3 Page, Full Color    1 issue    3 issues    4 issues    12 issues    \_\_\_\_\_  
 1/2 Page, Full Color    1 issue    3 issues    4 issues    12 issues    \_\_\_\_\_  
 1/3 Page, Full Color    1 issue    3 issues    4 issues    12 issues    \_\_\_\_\_  
 1/6 Page, Full Color    1 issue    3 issues    4 issues    12 issues    \_\_\_\_\_

Beginning Issue (Please circle. If less than 12 issues, please list which issues the ad is to run) :

Jan 2010    Feb 2010    Mar 2010    Apr 2010    May 2010    June 2010    July 2010  
 Aug 2010    Sept 2010    Oct 2010    Nov 2010    Dec 2010

Special Instructions: \_\_\_\_\_

Company Name: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

### 2010 Rate Card

#### Member Rates

Full Color	1x	3x	4x	12x
Full Page	\$850	\$825	\$800	\$775
2/3 Page	\$700	\$675	\$650	\$625
1/2 Page	\$650	\$625	\$600	\$575
1/3 Page	\$550	\$525	\$500	\$475
1/6 Page	\$400	\$375	\$350	\$325
Inside Cover (1page)	\$950	\$925	\$900	\$875
Center Fold (2 pages)	\$2,000	\$1,975	\$1,950	\$1,925

#### Non-Member Rates

Full Color	1x	3x	4x	12x
Full Page	\$950	\$925	\$900	\$875
2/3 Page	\$800	\$775	\$750	\$725
1/2 Page	\$750	\$725	\$700	\$675
1/3 Page	\$650	\$625	\$600	\$575
1/6 Page	\$500	\$475	\$450	\$425
Inside Cover (1page)	\$1,050	\$1,025	\$1,000	\$975
Center Fold (2 pages)	\$2,100	\$2,075	\$2,050	\$2,025

**Discount: Receive 10% discount for paying entire contract in advance.**