TIADA

TEXAS INDEPENDENT AUTOMOBILE DEALERS ASSOCIATION

2026 MEDIA KIT



YOUR CONNECTION

TO THE BEST DEALERS IN TEXAS

www.txiada.org

MEDIA KIT

TIADA
TEXAS INDEPENDENT AUTOMOBILE DEALERS ASSOCIATION

ACHIEVE MORE WITH TIADA ADVERTISING

Deliver your message to the best and top decision-makers in the independent automobile industry when you advertise with TIADA!

We can direct your advertising to the dealers selling the most cars in Texas. In fact, TIADA members sell over 50% of all cars sold by independent dealers in Texas. We're here to customize a comprehensive advertising plan that will help you meet your marketing goals. With print, digital and in-person event sponsorship opportunities throughout the year, you'll discover a successful blend of media to meet your needs.

ADVERTISING OPPORTUNITIES

Whether your goal is to create brand awareness or increase sales, TIADA offers a wide range of visibility opportunities to achieve success. We can help you reach new customers with our digital, print and face-to-face solutions.

PRINT

TEXAS DEALER — **How can YOUR company do more business in the Lone Star State? Easy — advertise in *Texas Dealer* magazine, the ONLY publication that specifically targets Texas independent dealers...and many of the most successful dealers, at that.**

@ DIGITAL

INDUSTRY EMAIL UPDATE — **Reach the inboxes of every TIADA member in our bi-weekly newsletter which averages a 40% open rate!**

TXIADA.org BANNER ADS — The official TIADA website where our unique visitors really ARE unique, making them your exact target market. Your company brand will be top-of-mind through constant exposure.

TIADA CHAPTER NEWSLETTERS — **Connect at a local level by advertising in the TIADA Chapter Newsletters.**

IN-PERSON EVENTS

TIADA Conference and Expo and Education Sessions are the perfect setting to meet new sales leads face-to-face.

CONFERENCE & EXPO SPONSORSHIPS — **TIADA Conference is considered by many of the most respected voices in the industry to be the premier dealer conference in the country. An expo with over 100 relevant and motivated vendors, the best industry education opportunities and connections with the top operators in the state, the TIADA Conference is the ideal time to make your mark on the independent auto industry. Find out for yourself July 27 - 29, 2025 in Grapevine, TX.**

EDUCATION SPONSORSHIPS — **position your company next to the top dealer education program in the state. A maximum of three sponsors are allowed per seminar and we tend to sell out in advance, so please contact us for any openings.**



Texas Dealer

The official publication of the **Texas Independent Automobile Dealers Association**
www.txiada.org

Reasons to advertise in *Texas Dealer*:

- ***Texas Dealer*** is the **official monthly publication** of the Texas Independent Automobile Dealers Association.
- ***Texas Dealer*** is **targeted exclusively** towards the Texas Independent Auto Industry.
- ***Texas Dealer*** is distributed to **over 1,200** auto industry leaders each month. Approximately 350 additional copies are distributed at TIADA events, auctions and other industry events. Plus, your ad will also appear in the digital edition on txiada.org.
- ***Texas Dealer*** readers sell **over 50%** of all cars sold by independent dealers in Texas, and the TIADA members base is constantly growing.

Rates (4/Color Included)

SIZE	1x	3x	6x	12x
Back Cover	-	-	-	$1,215
Inside Covers	-	-	-	$1,075
Full Page	$1,230	$1,120	$1,045	$1,000
2/3 Page	$1,185	$1,050	$945	$755
1/2 Page	$885	$830	$710	$620
1/3 Page	$795	$740	$630	$545
1/4 Page	$700	$660	$555	$520

Special Positions

Space rate plus 15% (does not include covers)

Inserts

- Inserts are supplied by the advertiser and are charged at regular full page rates plus binding charges. Call advertising representative for details.

Issue Deadlines

- Insertion deadline is the first of the month preceding the issue date, i.e. the March issue insertion deadline is February 1st.
- Art deadline is the fifth of the month preceding the issue date, i.e. the March issue art deadline is February 5th.



TIADA Advertising

Contact **Patty Huber**
patty.huber@txiada.org
512.310.9795 – direct
512.244.6060 – office

TIADA Headquarters

TEXAS INDEPENDENT AUTOMOBILE DEALERS ASSOCIATION
9951 Anderson Mill Rd.,
Suite 101
Austin, TX 78750
512.244.6060 phone
512.244.6218 fax

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Texas Dealer

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MECHANICAL REQUIREMENTS

PRINT SPECIFICATIONS

TRIM SIZE 8.5″ X 11″ (full page)

BLEED SIZE (full pages only)
Include .125″ (1/8″) bleed per side.
Total dimensions, including bleed: 8.75″ x 11.25″

LIVE AREA 7.5″ X 10″ (Full page)

AD DIMENSIONS

A **BACK COVER**
7.5″ x 9″

B **INSIDE COVERS**
(w/margin) 7.5″ x 10″
(w/bleed) 8.75″ x 11.25″

C **FULL PAGE**
(w/margin) 7.5″ x 10″
(w/bleed) 8.75″ x 11.25″

D **2/3 VERTICAL**
(2 columns wide)
4.625″ x 10″

E **1/2 ISLAND**
4.625″ x 7

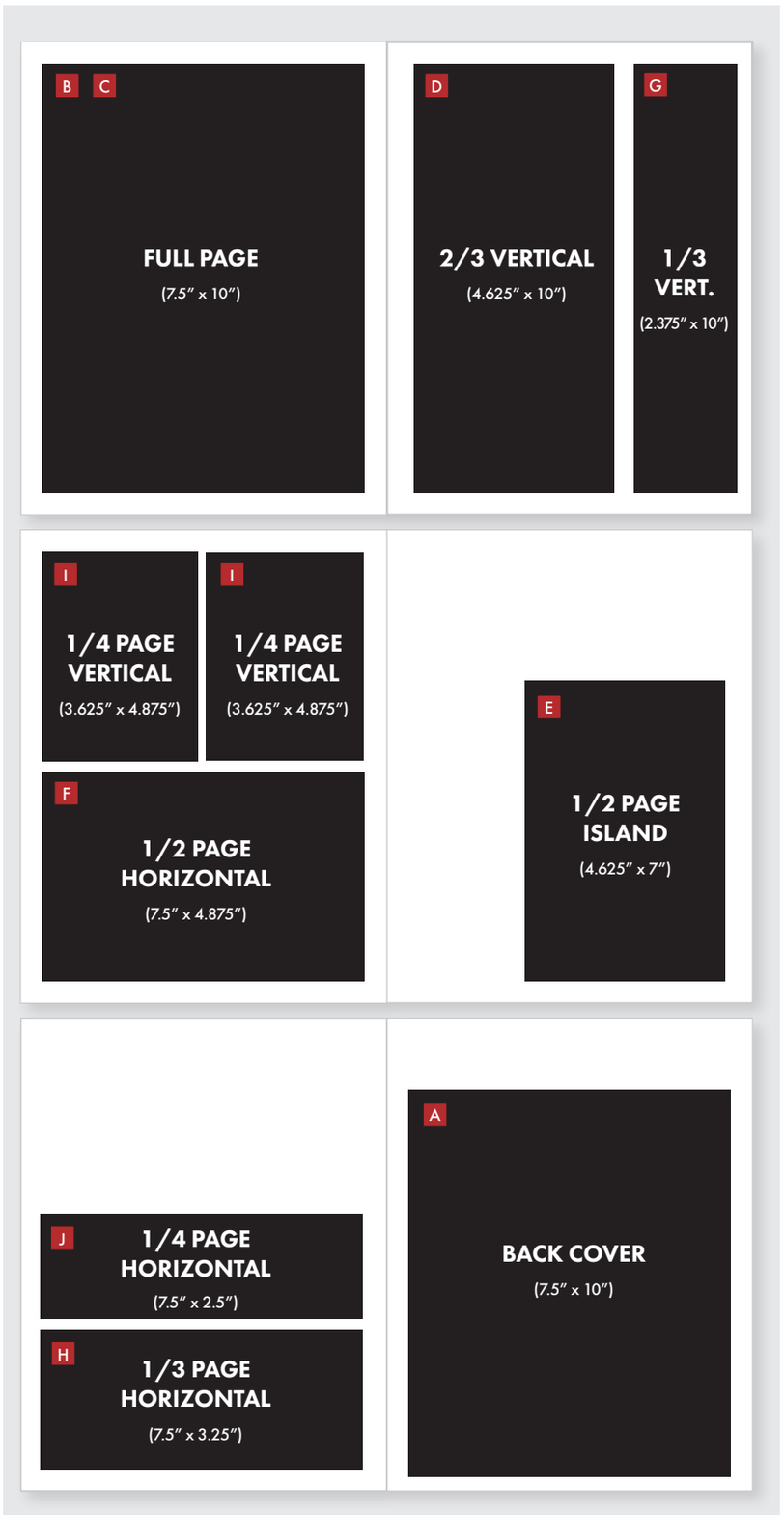
F **1/2 HORIZONTAL**
7.5″ x 4.875″

G **1/3 VERTICAL**
(1 column wide)
2.375″ x 10″

H **1/3 HORIZONTAL**
7.5″x 3.25″

I **1/4 VERTICAL**
3.625″x 4.875″

J **1/4 HORIZONTAL**
7.5″x 2.5″



MATERIAL REQUIREMENTS

PRODUCTION SERVICES

Texas Dealer does not offer production services; however, we will be happy to refer you to a qualified graphics house.

DIGITAL FILE REQUIREMENTS

For best results, files should be provided as:

- Print-ready high resolution PDFs, fonts embedded
- TIF (300 dpi resolution for photos/600 dpi for line art)
- Vector EPS (with fonts saved in outline form)

Or created in:

- Packaged InDesign files with images and fonts (please include .pdf and .idml file).

Publisher, Powerpoint and Word files will not be accepted.

For Advertising Reservations Contact

PATTY HUBER
patty.huber@txiada.org
512.310.9795 – direct
512.244.6060 – office

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OFF THE LOT

TIADA's Official Newsletter for Texas Independent Automobile Dealers

OFF THE LOT NEWSLETTER

Reach the inbox of every TIADA member when you advertise in the ***OFF THE LOT E-NEWSLETTER*** (twice monthly). Your ad will be featured between informative blogs, legislative updates, educational articles, and association news.

A TOP LEADERBOARD — $1,300 monthly

Lead the TIADA Industry Newsletter with this premier position. Your company receives prime exposure and traffic.

640p x 90p

B TRADITIONAL BANNER — $1,100 monthly

640p x 90p

C PRODUCT SHOWCASE — $1,100 monthly

We'll help you showcase your latest product with this highlighted placement. Include a photo, 50-word description and a link to your site.

200p x 200p (logo/image)

D SPONSORED CONTENT — $1,200 monthly

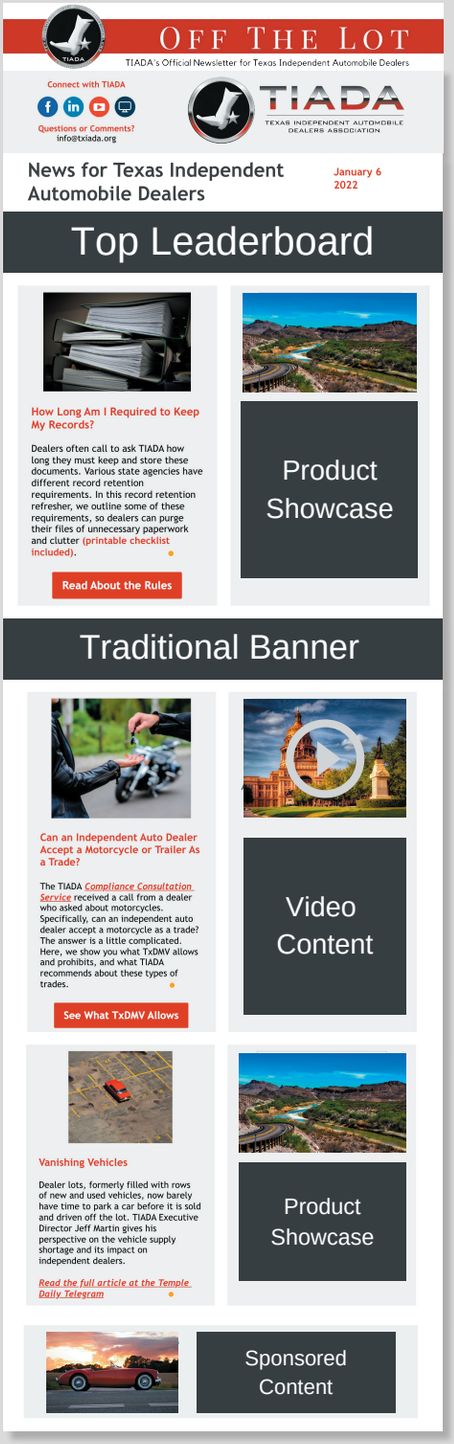
In addition to your logo, provide us with up to 5 links to your articles, blogs, interviews, and press releases — all under your brand.

200p x 200p max (logo/image)

E VIDEO CONTENT — $1,200 monthly

Add your YouTube or Vimeo content with your description (50–75 words) to tell your story to the TIADA audience.

320p x 180p max thumbnail size



The Sample above is representative of approximate ad placement.

FORMATS & DEADLINES:

File Format: GIF, JPG (we are unable to accept Flash files)

File Size: 40k maximum

Materials Due: 7 business days prior to start date

PAYMENT POLICY: Full payment for your digital placement is required at the start date of your schedule.

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TIADA WEBSITE ADVERTISING

GENERATE THE ATTENTION YOUR COMPANY DESERVES IN ONE OF THE EXCLUSIVE POSITIONS ON THE TIADA WEBSITE.

We offer advertising on the TIADA website to help keep your company top-of-mind through constant exposure. Your brand will be noticed every time visitors go to the TIADA site. Your ad will be prominently displayed on the homepage and other landing pages on the site.

AVAILABLE AD SIZES AND PRICING

Leaderboard banner.... 625 x 90 pixels — **1 year** $4,300

Your horizontal banner will appear in the middle of the home page and above the footer of every page on ***www.txiada.org***.

Availability is limited to only 10 companies per position per year.

Half Skyscraper ..... 160 x 300 pixels — **1 year** $3,500

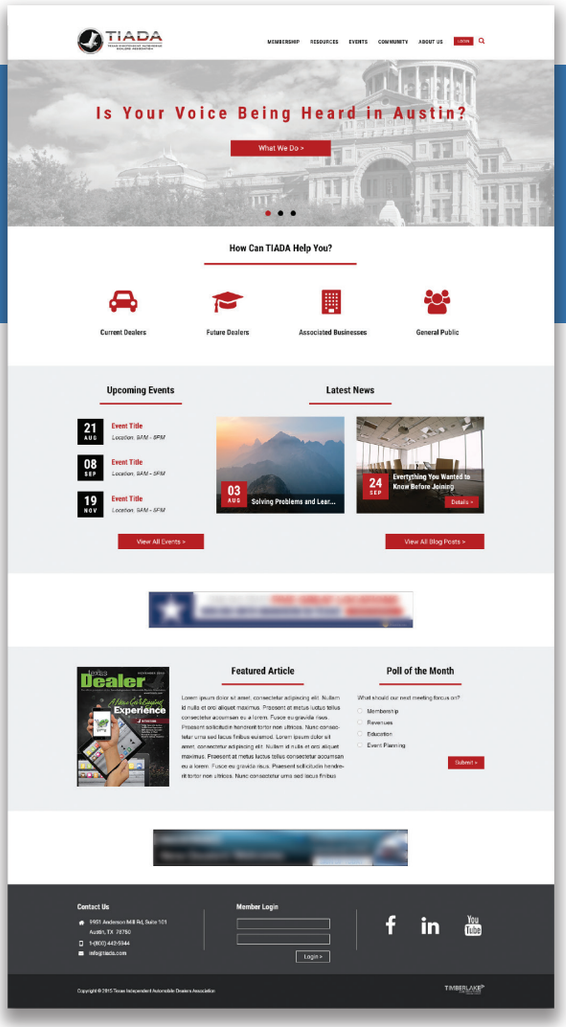
Your vertical banner will appear on the left side of the page and is Run-of-Site on ***www.txiada.org***.

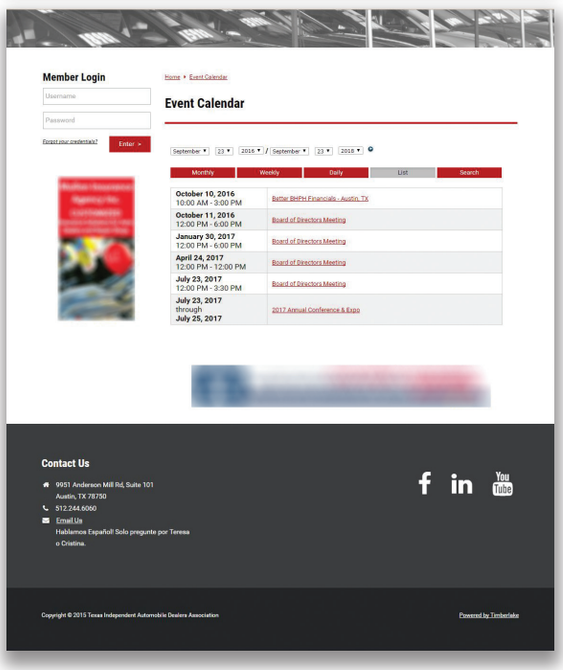
Availability is limited to only 10 companies per position per year.

File Formats: JPEG, GIF or PNG
Animated and Flash File GIFs accepted.

File Size: 200KB max

Deadline: Artwork delivered 5 business days before the month of placement





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TIADA EDUCATION SEMINAR SPONSORSHIPS

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GET FACE-TO-FACE WITH TEXAS DEALERS

No one knows the industry like TIADA. Our professional development program, the TIADA Dealer Academy, offers various seminars throughout the year to keep attendees up to date on the latest compliance issues, regulatory changes, and best practices.

Get next to the top dealer education program in the state by sponsoring a **TIADA Dealer Academy Seminar.** Your sponsorship includes:

- The opportunity to address attendees for 2-3 minutes after the am/pm break or lunch break (live or video)
- A display area outside the seminar for your promo items and literature
- Inclusion in the display ad inside the Texas Dealer magazine and in the Industry Email Update
- Seminar Scholarship – opportunity to invite a non-member dealer *(who has not attended a TIADA seminar in the last 2 years)* to attend at no cost *(Dealer must be approved by TIADA prior to invitation)*
- Inclusion in the non-member promotional mailer
- Your company's sponsorship listed on our member eblasts and blastfaxes
- Your name and company link on the main webpage for the event
- Your name and company link on the email confirmation and reminder sent to each attendee
- Your name and/or logo on the cover of the classroom materials
- List of attendees

$1,500 each sponsorship — Maximum of 3 sponsors allowed per seminar.

To learn more about these limited opportunities, contact Patty Huber at
512.244.6060 | *patty.huber@txiada.org*

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CHAPTER NEWSLETTER

Advertising Rate Card

Looking for a way to connect to dealers on a different level...

TIADA CHAPTER NEWSLETTERS are emailed to every dealer and feature news about chapter members, relevant local information and dates for upcoming events.

SO HOW CAN YOUR COMPANY REACH THESE DEALERS? Advertise in one or all the Chapter Newsletters. The newsletters give your company the ability to connect with diverse audiences in local markets across the state of Texas. Wherever your target audience is, we'll suit your advertising needs and budget.

WHY ADVERTISE IN TIADA CHAPTER NEWSLETTERS?

- Emailed to the various chapters and to tax offices in that county
- A targeted audience
- Contains specific chapter information ensuring high readership levels
- Limited advertising space in each issue ensures maximum impact
- Easy to read and print PDF format
- First step for organizations wanting to work more closely with the Texas local chapters

	1x	4x	12x
HOUSTON	$230	$175	$105
FORT WORTH	$230	$175	–
SAN ANTONIO	$230	$175	–
CORPUS CHRISTI	$175	$115	–

DEADLINES

Ad contracts and materials are due the 5th of the month prior to the publication date i.e. February 5th for the March newsletter. If the 5th falls on a weekend, the deadline is the previous Friday.

TECHNICAL AD SPECIFICATION FOR SUBMISSION

- SIZE: 2-1/4"" wide x 1-1/2"" tall
- BLEED: None

ACCEPTABLE FILE TYPES, RESOLUTION, AND COLOR SPECIFICATIONS

- High Resolution 300dpi CMYK PDFs (with all fonts embedded or all fonts outlined)
- or Adobe InDesign CC files (packaged with all support files (images and fonts) included
- or 300dpi CMYK EPS, PSD or TIFF files.
- We can also create a standard ad for you at no charge. Call for more details.



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