



TIADA
TEXAS INDEPENDENT AUTOMOBILE
DEALERS ASSOCIATION

A TOP LEADERBOARD \$4,400

Lead the TIADA Weekly Update with this premier position. Your company receives prime exposure and traffic.
640p x 90p

B TRADITIONAL BANNER TOP \$3,750
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D SKYSCRAPER LOWER \$3,500
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E TRADITIONAL BANNER LOWER \$3,500
475p x 60p

F PRODUCT SHOWCASE \$3,600
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)

G CALL OUT TEXT \$2,500
Capture the attention of buyers with your image and a 25-word description, while still feeling like it's a part of the brief.
150p x 120p (logo/image)

H SPONSORED CONTENT \$4,000
In addition to your logo, provide us with up to 5 links to your articles, blogs, interviews, and press releases – all under your brand.
175p x 175p max (logo/image)

I VIDEO CONTENT \$5,000
Add a video with your 50-word description to tell your story to the TIADA audience.

TIADA WEEKLY UPDATE MEDIA KIT

REACH OVER 1,500 TEXAS INDEPENDENT AUTOMOBILE DEALERS EACH WEEK.

TIADA TEXAS INDEPENDENT AUTOMOBILE DEALERS ASSOCIATION

TIADA UPDATE

640p x 90p

TIADA News

BLOG: 7 Things I Would Change if I Bought Your Dealership Today

Zack Klemf, CEO & Founder of Selly Automotive, will be a featured presenter at the TIADA Annual Conference & Expo, July 23 - 25, 2017. In a [special guest blog post](#), Klemf details the seven changes he would make if he bought a dealership today. Klemf uses this list to help dealers identify weaknesses in their processes.

Don't forget to [register today](#) and reserve your spot at our annual conference!

[READ MORE >](#)

Legislative Roundup: Named Driver Insurance Bill Takes One Step Closer to Becoming Law

On Thursday, the Texas House of Representatives passed House Bill 915 relating to named driver insurance policies 126-11. This bill would allow these policies if the following characteristics are present: (1) it is also an operator's policy; (2) any "named driver exclusion" specifically names each driver that is not covered under the policy; (3) it does not exclude an entire class of people; and (4) the named insured accepts any and all exclusions in writing. TIADA supports this legislation as it moves to be considered by the Texas Senate.

Industry News

Hyundai and Kia Recall 1.2m Cars for Possible Engine Failure

Hyundai and Kia are recalling nearly 1.2 million cars and SUVs because the engines can fail and stall, increasing the risk of a crash. The recall covers the Korean automakers' most popular models including 2013 and 2014 Hyundai Santa Fe Sport SUVs and Sonata midsize cars. Also covered are Kia Optima midsize cars from 2011 through 2014, Kia Sportage SUVs from 2011 through 2013 and Kia Sorento SUVs from 2012 through 2014.

[READ MORE >](#)

Call Out Text Headline

Call out text contains a 25 word description that feels like part of the brief.

The Story of March Wholesale Prices: Cars Down & Trucks Up

During his last quarterly conference call on behalf of Cox Automotive, chief economist Tom Webb on Friday covered a wide range of used-vehicle topics, including an update on the Manheim Used Vehicle Value Index. Webb explained that wholesale used vehicle prices (on a mix-, mileage- and seasonally adjusted basis) declined 0.5 percent in March, relative to February. The dip brought the index reading to 124.1, which represented a 1.3-percent increase from a year ago.

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Product Showcase

Product Showcase Headline
Product showcase text goes here, 50 word description and link to website

200p x 200p

Video Content

Add a video with your 50-word description to tell your story to the TIADA audience.

Sponsored Content

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175p x 175p (maximum)

640p x 90p

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The Sample at left is representative of approximate ad placement. Acceptable file formats are JPEG & GIF.

Prices are for participation in 13 emails to over 1,500 Texas Independent automobile dealers (one 90-day cycle)

CONTACT US

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