

# ADVERTISE WITH



**TIADA**  
TEXAS INDEPENDENT AUTOMOBILE  
DEALERS ASSOCIATION

GENERATE THE ATTENTION YOUR COMPANY DESERVES WHEN YOU ADVERTISE IN ONE OF THE EXCLUSIVE PLACEMENTS ON THE TIADA WEBSITE.

## A LEADERBOARD

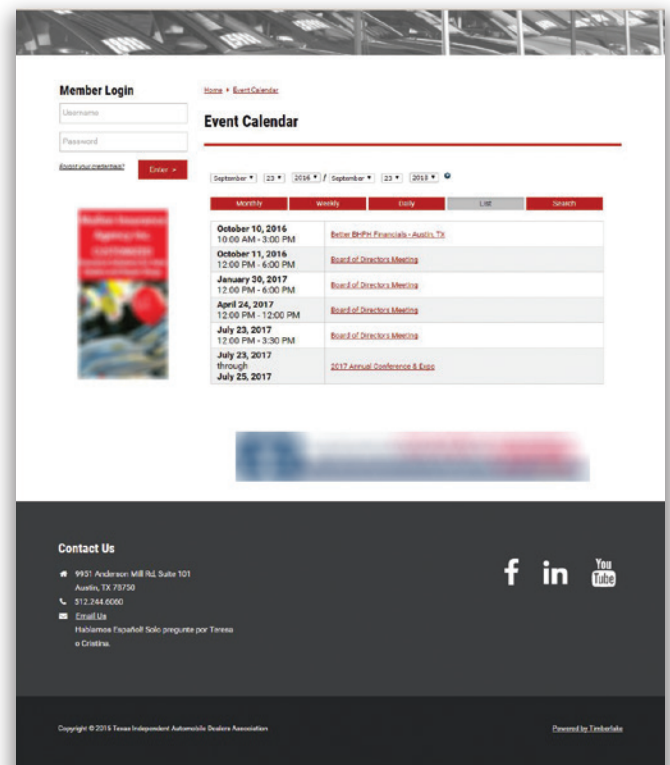
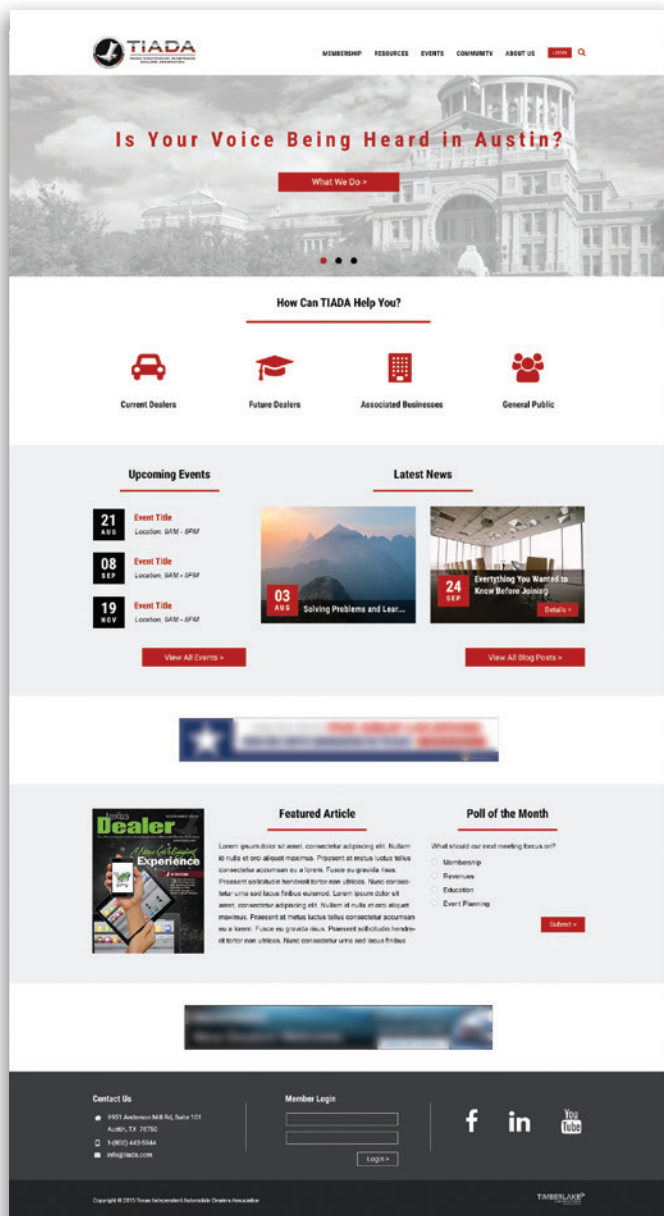
Your horizontal banner will appear in the middle of the home page and above the footer of every page on [www.txiada.org](http://www.txiada.org). Availability is limited to only 10 companies per year.

Space **625 x 90p** **\$4,250**

## B HALF SKYSCRAPER

Your vertical banner will appear on the left side of the page and is Run-of-Site on [www.txiada.org](http://www.txiada.org). Availability is limited to only 10 companies per year.

Space **160 x 300p** **\$3,500**



TO FIND OUT MORE ABOUT THESE OPPORTUNITIES, CONTACT PATTY HUBER AT

**512.244.6060**  
[patty.huber@txiada.org](mailto:patty.huber@txiada.org)



**TIADA WEBSITE AND TIADA *Weekly Update* ONLINE NEWSLETTER  
ONLINE ADVERTISING INSERTION ORDER FORM**

**ADVERTISER** \_\_\_\_\_

Contact \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Phone \_\_\_\_\_ Mobile \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_ Website \_\_\_\_\_

**Ad Agency** \_\_\_\_\_

Contact \_\_\_\_\_ Email \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Phone \_\_\_\_\_ Mobile \_\_\_\_\_ Fax \_\_\_\_\_

**TIADA WEB BANNERS**

check size(s)

- LEADERBOARD (625p X 90p)
- HALF SKYSCRAPER (160p x 300p)

Contract Dates

*(Prices are based on an annual contract)*

\_\_\_\_\_ First Insertion Date      \_\_\_\_\_ Last Insertion Date

**RATE**

\$ \_\_\_\_\_ x \_\_\_\_\_ = \$ \_\_\_\_\_

Production/Discount \$ \_\_\_\_\_

**NET TOTAL** \$ \_\_\_\_\_

**Method of Payment**

- Check (enclosed) payable to TIADA
- Invoice for annual contract  
Prepay/Check No. \_\_\_\_\_
- Charge my credit card for annual contract

**Credit Card**

- MasterCard       VISA       American Express

Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Name as it appears on card \_\_\_\_\_

Security ID (3-digit # on back of card or 4-digit # on front of AmEx Card) \_\_\_\_\_

Billing address for card (required to process) \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

**TIADA WEEKLY UPDATE e-newsletter**

check size(s)

- A LOWER LEADERBOARD
- B TRADITION BANNER TOP
- C SKYSCRAPER
- D SKYSCRAPER LOWER
- E TRADITION BANNER LOWER
- F PRODUCT SHOWCASE
- G CALL OUT TEXT
- H SPONSORED CONTENT
- I VIDEO CONTENT

Contract Dates *(Prices are based on participation in 13 emails to Texas independent automobile dealers in one 90-day cycle)*

\_\_\_\_\_ First Insertion Date      \_\_\_\_\_ Last Insertion Date

**RATE**

\$ \_\_\_\_\_ x \_\_\_\_\_ = \$ \_\_\_\_\_  
Frequency

Production/Discount \$ \_\_\_\_\_

**NET TOTAL** \$ \_\_\_\_\_



## Payment Terms and Policies:

- A. TIADA reserves the right to reject or cancel any advertisement, and assumes no liability for any costs of costs of damages for any reason it fails to publish an advertisement. Advertisers and their agencies assume total responsibility for representations and claims made in their advertisement.
- B. Advertiser represents and warrants to TIADA that Advertiser has full and lawful authority to use all images and text included in the advertising submitted to TIADA, including but not limited to all trademarks and trade names, service marks, brands and logos and any copyrighted materials. Advertiser hereby agrees to release, indemnify and hold harmless TIADA against all losses, damages and costs (including attorneys' fees and other costs of litigation) which TIADA may incur as a result of claims and demands of any kind whatsoever, by any persons, arising directly or indirectly from or in any way related to, any advertisements provided by Advertiser and published by TIADA on behalf of Advertiser.
- C. No changes in contracts reserving space will be accepted after the first contracted insertion date.
- D. All contracts are subject to terms, provisions and specifications of the ad rates and specs sheet.
- E. No endorsements can be allowed on any ad or the use of the TIADA logo without the prior written consent of TIADA.
- F. All artwork must be produced in InDesign CC2014 or lower (with graphics files and fonts packages, including .pdf and .idmi file, stuffed/zippped and delivered via email or a file sharing site such as Dropbox or Hightail. PDF files at 300 dpi will also be accepted. Graphics must be .TIF, .EPS or .JPG (not .GIF), and resolution must be 300 dpi. Color ads must be in CMYK, not RGB. Publisher, Powerpoint and Word files will not be accepted. There will be an additional charge for any ad not sent digitally.
- G. If the charges for the ad space go unpaid for 60 days, the ad spot will be frozen.
- H. There will be an additional charge for changes requested of the TIADA Editor.
- I. **NO AGENCY DISCOUNTS.**
- J. Any Advertiser who cancels a 12-month contract will be responsible for paying the discounted amount for the remaining months of advertising.
- K. There will be a charge for building any ad that does not comply with the specifications described on the rate card. The TIADA Editor will determine the price to be billed at his/her discretion.
- L. Your ad will be printed digitally, and may have slight color variations from the original.

Advertiser acknowledges receipt of a copy of the *Texas Dealer Ad Rates & Specs* sheet and agrees to all terms and conditions therein. Advertisers not on contract will be charged the one-time rate. Ad materials submitted by advertiser become the property of *Texas Dealer* and will not be returned. Requested positions are not guaranteed. **On contracted insertions, previous copy will be repeated if change is not received before art deadline listed on publishing schedule.**

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Advertiser Signature

Date

**Make checks payable to Texas Independent Automobile Dealers Association**

Send contracts, insertion orders, ad materials, etc. to:

**TIADA**

Attn: Patty Huber  
9951 Anderson Mill Rd., Suite 101  
Austin, TX 78750  
patty.huber@txiada.org

**TIADA Advertising:** 512.244.6060 or 512.310.9795 Fax: 512.519.7888  
**TIADA Headquarters:** 800.442.5944 Fax: 512.244.6218