

EDUCATION SPONSORSHIPS WITH



GET FACE-TO-FACE WITH TIADA MEMBERS

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
- A display area outside the seminar for your promo items and literature
- Inclusion in the display ad inside Texas Dealer magazine
- 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 sent to each attendee
- Your name and/or logo on the cover of the classroom materials
- List of attendees

\$1000 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

WEBINAR SPONSORSHIPS WITH



BRAND YOUR COMPANY - SPONSOR A TIADA WEBINAR

With growing time and budget constraints, the convenient training options available through TIADA webinars makes it more important and desirable than ever to brand your company in front of the dealers.

We offer various seminars throughout the year meant to keep dealers up to date on the latest compliance issues, regulatory changes and best practices. Be associated with the top dealer education in the state by sponsoring a TIADA Webinar.

Why should you sponsor?:

- The opportunity to provide a 30 second recording about your company or a 50 word company description read by the presenter at the beginning and end of the webinar
- Your logo included in Texas Dealer magazine display advertising
- Your logo on registration pages
- Your company's sponsorship listed on our member eblasts and blastfaxes
- Your company logo and link on the main webpage for the event
- Your company logo and link on the email confirmation sent to each attendee
- Your company logo on the first and last webinar slides
- List of attendees after the webinar
- Logo included on follow up communications with attendees

\$250 each sponsorship - 1 sponsor allowed per webinar.

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TIADA EDUCATION SPONSORSHIPS SPONSORSHIP 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 _____

EDUCATION SPONSORSHIPS

Seminar Name(s): _____

RATE

\$ _____ x $\frac{\quad}{\text{Frequency}}$ = \$ _____

Production \$ _____

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
Account Number _____ CVV Code _____ Expiration Date _____

Name on card _____ Authorized Signature _____

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 _____



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.**

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