



2020 MEDIA KIT

PRINT

Automotive Recycling Magazine

ARA 2020 Membership Directory

ARA 2020 Buyer's Guide

77th Annual ARA Convention & Exposition Program Guide

DIGITAL

A-R-A.org

AutoRecycling BuyersGuide.com

ARAUniversity.org

AutomotiveRecycling Now.com

ARA 360° Monthly eNewsletter

ARA Weekly Member Update eNews

Custom e-Blasts to ARA Membership

ALL ROADS LEAD TO THE



**AUTOMOTIVE
RECYCLERS
ASSOCIATION®**
ESTABLISHED 1943

ROE – Recycled Original Equipment®





Why the Automotive Recyclers Association (ARA) Is your best option to promote your company's products & services:

The ARA is the voice of the professional automotive recycling industry.

Founded in 1943, ARA represents an industry dedicated to the efficient removal and reuse of automotive parts, and the safe disposal of inoperable motor vehicles.

ARA's mission is to advance the automotive recycling industry and promote its beneficial effects on society.

ARA aims to further the automotive recycling industry and ARA member businesses through services and programs to increase public awareness of the industry's role in conserving the future through automotive recycling and to build awareness of the industry's value as a high quality, low cost alternative for the automotive consumer.

The professional automotive recycling industry is a vibrant and thriving part of the automotive supply chain.



In the United States, automotive recycling businesses employ over **140,000 people** at more than 9,000 locations, representing over **\$32 billion in sales annually.**

The primary goal of the automotive recycling industry is to harvest **Recycled Original Equipment™** auto parts for reuse and to recycle the remaining valuable materials that can be used in the manufacture of new basic materials such as steel, aluminum, plastic, copper and brass.

Each day automotive recyclers supply over 5,000 quality Recycled Original Equipment™ motor vehicle replacement parts to consumers around the world.



d Influence

The Automotive Recyclers Association (ARA) is the **most influential organization** in the industry.

d Reach

With an **expansive reach spanning the U.S., and across the globe**, automotive recyclers look to the ARA to learn about the latest advancements, technology, products and services available to them in the marketplace.

d Solutions

Automotive recyclers also **look to ARA for solutions to some of the most pressing problems affecting the industry.** (Sometimes, those issues can easily be overcome with a solution that your company offers the industry!)

d Access

While other avenues may boast great things, **ARA's communications products offer you access straight to the top of the leading industry companies.** These company leaders are early-adaptors, decision-makers, influencers ... and are actively growing their businesses.

d Partnership

When partnering with the ARA through marketing & advertising, your opportunity for greater industry exposure greatly increase!

Take a look inside the Media Kit for multiple ways to reach this target market.

Discount custom packages are available to save you money and increase your impact.

Is information about YOUR products and services easily accessible to ARA Members?

Call (239) 225-6137 or email ARAeditor@comcast.net
Request Your Custom Proposal Today!

Ask us how to get an additional 5% off your 2021 contract!



CARYN SMITH, ADVERTISING SALES
(239) 225-6137 ■ ARAEDITOR@COMCAST.NET

JAY MASON, ADVERTISING SALES & CONTRACTS
(239) 225-6137 ■ JAY@DRIVENBYDESIGN.NET



GET THE MARKET ADVANTAGE

BE EVERYWHERE, ALL THE TIME!

The Automotive Recyclers Association offers a variety of profitable opportunities to advertise and market the important products & services you offer to ARA members. By taking advantage of these, you keep your brand in the forefront of the industry's *top influencers, decision-makers and purchasers!* Check them out!

PREMIER PRINT RESOURCES



d Automotive Recycling Magazine

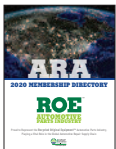


The Auto Recycler's Strategy for Success Includes Reading *Automotive Recycling*. *Is Your Company Part of the Success Story?*

Successful Professional Automotive Recyclers rely on insightful articles included in ARA's Award-Winning Industry Publication to improve the operating efficiency of their Recycled Original Equipment auto parts businesses. Topics range from trends, safety & compliance, equipment & technology and best practices, as well as expert columns, profiles, and more.



d ARA Annual Membership Directory



You want to **BE SEEN** in the **WHO'S WHO** of the **Automotive Recycling Industry**.

This resource is on every ARA member's desk to help them stay connected to each other and to you as a service & product provider to the industry.

d ARA Annual Buyer's Guide



The most comprehensive **GO-TO Guide of Industry Vendors, Consultants & Suppliers**.

If you are not advertising in this go-to guide for industry resources, you just might *not* get the call when auto recyclers are looking for ways to improve their bottom line or business operations. Don't take that chance!

d ARA Annual Convention & Expo Program



The attendee guide to ARA's largest gathering of the Auto Recycling Industry.

Advertising in the ARA Convention Program, which is put into the hands of every attendee, primes the pump as to why your booth is a primary stop on their Expo walk! Make the most of all Expo opportunities to attract attention! (Available exclusively to 2020 exhibitors.)



24/7 EXPOSURE OF YOUR BRAND

NEW! Special Advertising

Inquire about these great ways to get attention in ANY OF THE PRINT PRODUCTS:

- PRINT:** Cover Wrap/Onsert
- PRINT:** Fly-in/Bind-in Postcard
- PRINT:** Polybag Inserts
- PRINT & DIGITAL:** Your Idea Here!

d A-R-A.org Official Website

Advertising on ARA's official website aligns your brand with the leading international association, and reaches automotive recyclers seeking critical information, news, business building ideas, the on-line member directory, and more.

d New in 2020! AutoRecyclingBuyersGuide.com

This ONLINE GUIDE brings the best automotive recycling vendors & suppliers who have the innovative products and services that help auto recyclers in their business! When making buying decisions, this will be a recyclers GO-TO RESOURCE!

d MonthlyARA 360° e-Newsletter

d New in 2020! Weekly Member e-Update eNews

With an always improving open, averaging 30% per email & appealing click-through rate, ARA's monthly and weekly e-News delivers timely info to ARA members and provides a way to keep you fresh in the minds of people of influence. Ads per email are limited in quantity, so you are sure to stand out!

d New in 2020! ARAUniversity.org Website

The newly redesigned ARA University is now an ARA Direct Member Benefit. If your company specializes in safety, fluid recovery, estimating and inventory tools, environmental equipment or processes, or operations tools ... advertise here! ongoing basis!

d New in 2020! AutoRecyclingNow.com (Aug. 1, 2020)

Automotive Recycling Now is the digital platform for ARA's leading industry publication. This site hosts timely, searchable industry news and helpful articles that an auto recycler needs to know!

d New in 2020! Custom e-Blasts

ARA is now offers **only** Associate Members the opportunity to reach the entire ARA Membership at once with a Custom e-Blast from your company to ARA's email list. Ask us this special offer!

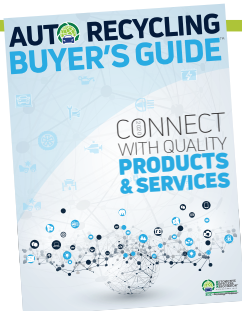


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NEW!

AUTO RECYCLING BUYER'S GUIDE



ONLINE

www.autorecyclingbuyersguide.com

The Automotive Recyclers Association offers a variety of profitable opportunities to market your products & services to influential ARA members. By taking advantage of this **NEW OPPORTUNITY**, you keep your brand in the forefront of the mind of *top influencers, decision-makers and purchasers* in their buying decisions!

So Many Great Opportunities on One Amazing Website

1-FEATURED AUTO RECYCLING INDUSTRY SUPPLIERS

- Clickable LOGO at TOP of Buyers Guide that links to a home page exclusively about your company.
- Your company webpage is an exclusive opportunity to share news, products, and more.
- Add photos, logos, and contact information to your page and you are **FIRST IN LINE** to reach automotive recyclers shopping for new products and services.
- Ability to submit a promotional/commentary post for the **SUPPLIER BLOG** as often as you'd like!

ARA members \$3,000 for a full year July to July (\$250 per month)

Non-ARA members \$4,020 for a full year July to July (\$335 per month)

2-AUTO RECYCLING INDUSTRY SUPPLIER ROUNDUP

- Clickable LINK at the mid-section of Buyers Guide home page that links to your company web page.
- Your company webpage links to a full page or half page graphic advertisement.
- Ability to submit a promotional/commentary post for the **SUPPLIER BLOG** once a month!

ARA members \$2,340 for a full year July to July (\$195 per month)

Non-ARA members \$3,000 for a full year July to July (\$250 per month)

3-INDUSTRY BUYER'S GUIDE BY CATEGORY

- Clickable Link to company website for any ARA Associate Member or exclusive advertiser on the Online/Print ARA Buyer's Guide.
- Total access to submit news & press releases for the **NEWS SECTION**.

ARA members **Free Member Benefit to ARA Associate Members for 2020-2021**

Non-ARA members **The company must be an advertiser in the Print/Online Guide to be included in this listing for 2020-2021 (July to July)**

(Not available to non-ARA members who are not advertisers in the Online/Print Buyer's Guide)

4-BANNER AD BRINGS BONUS SITE EXPOSURE

d MAIN PAGE SITE-WIDE LEADERBOARD

Appears near the top of most pages (will not appear on Company-specific pages). (Will rotate with other ads in the same space).

Only \$450 per month (3 mo. min.)
970px H x 90px V

d SITE-WIDE MEDIUM AD

Appears on most pages either at right or mid-section (will not appear on Company-specific pages). (Will rotate with other ads in the same space).

Only \$350 per month (3 mo. min.)
250px H x 250px V

BE EVERYWHERE, ALL THE TIME!

Call Jay or Caryn at (239) 225-6137 to place a listing or ad, today!

AUTO RECYCLING BUYER'S GUIDE

ONLINE AT

www.autorecyclingbuyersguide.com

Date: _____

Are You An: ARA Member Non-Member INTERESTED IN MEMBERSHIP? Y / N

INFORMATION:

Company: _____ Contact Name: _____

Mailing Address: _____

City: _____ State/Province: _____ Postal Code: _____

Country: _____ Phone: _____ Fax: _____

E-Mail: _____ Web site: _____

By taking advantage of this **NEW OPPORTUNITY**, you keep your brand in the forefront of the mind of **top influencers, decision-makers and purchasers** in their buying decisions!

PREMIUM VISIBILITY FEATURED AUTO RECYCLING INDUSTRY SUPPLIERS

ARA members **\$3,000** for FULL YEAR Non-ARA members **\$4,020** for FULL YEAR

Clickable LOGO at TOP of Buyers Guide that links to a home page exclusively about your company.

Your company webpage is an exclusive opportunity to share news, products, and more.

Add photos, logos, contact info to your page and you are FIRST IN LINE to reach automotive recyclers shopping for new products and services.

Ability to submit a promotional/commentary post for the SUPPLIER BLOG as often as you'd like!

CREAM OF THE CROP AUTO RECYCLING INDUSTRY SUPPLIER ROUNDUP

ARA members **\$2,340** for FULL YEAR Non-ARA members **\$3,000** for FULL YEAR

Clickable LINK at the mid-section of Buyers Guide home page that links to your company web page.

Your company webpage links to a full page or half page graphic advertisement.

Ability to submit a promotional/commentary post for the SUPPLIER BLOG once a month!

Website Banner Ads Must advertise in consecutive months (3 month minimum)

Choose size of ad and months below. URL FOR YOUR AD LINK HERE:

Leaderboard (970x90px), 3 Months **\$1,350** 6 Months **\$2,700** 12 Months **\$5,400**

JANUARY FEBRUARY MARCH APRIL MAY JUNE

JULY AUGUST SEPT OCT NOV DEC

Square (250x250px), 3 Months **\$1,050** 6 Months **\$2,100** 12 Months **\$4,200**

JANUARY FEBRUARY MARCH APRIL MAY JUNE

JULY AUGUST SEPT OCT NOV DEC

Materials should be submitted in the following: 72 Resolution DPI in JPEG or PDF and delivered via email to Caryn@DrivenByDesign.net **NOTE:** Quality cannot be guaranteed on ad materials submitted with distortions.

INDUSTRY BUYER'S GUIDE BY CATEGORY

This is ARA's clickable LINK to your company website for any ARA Associate Member.

Free Member Benefit to all ARA Associate Members and Exclusive Advertisers for 2020-2021 (July to July)

(Not available to non-ARA members who are not advertisers in the Online/Print Buyer's Guide)

PAYMENT METHOD:

Send Company an Invoice
ATTENTION TO:

Check Enclosed
Payable in U.S. Dollars to the
Automotive Recyclers Association

To Pay by Credit Card
Contact John Caponiti at
john@a-r-a.org
(571) 208-0428

ALL BUYER'S GUIDE ADVERTISERS: ARA requires FULL PAYMENT at the ONSET OF CONTRACT. CONTACT ARA TO ARRANGE ALTERNATE TERMS OF PAYMENT

Acceptance of this insertion order by the Automotive Recycling Association ("ARA") constitutes a contract. Payment terms are upon receipt of invoice. Interest of 1.5% per month will be charged on overdue accounts. This contract is not binding until it has been accepted in writing by the signature of an authorized representative of each of the parties. ARA reserves the right to accept or reject any submission for any reason in its sole discretion. ARA shall not be liable under any circumstances for any incidental, special or consequential damages or economic loss, based upon breach of contract, negligence, strict liability in tort or any other legal theory and any ARA liability under a contract formed hereunder shall be limited to the amount paid to ARA by the customer over the prior twelve (12) month period before the particular event. The contract may not be assigned by either party without the written approval of both parties. ARA will retain the sole original copy of this contract in its records, and produce a copy for the customer upon request of customer. This agreement shall be covered by the laws of the Commonwealth of Virginia. Any modification, supplement or waiver with regard to this contract must be in writing and signed by a duly authorized representative of the party against whom enforcement is sought. Waiver of any default shall not constitute a waiver of any subsequent default. In any legal suit for collection of amounts owed by customer hereunder, customer hereby consents to the jurisdiction of any court in the Commonwealth of Virginia and further agrees that any process or notice of motion may be served outside the Commonwealth of Virginia to the customer at the address set forth in this contract, by certified or first class mail, or by personal service, provide a reasonable time for appearance is allowed. If any provision of this contract is or becomes unenforceable because of present or future laws of any governmental body or entity, then the remaining parts of this contract shall not be affected. Any Cancellations of or change in this contract must be submitted in writing 30 days prior to issue closing date. Advertisers failing to meet contracted frequency program will be subject to shortrate.

AUTHORIZED SIGNATURE: _____

Print Name: _____ Title: _____

Date: _____ Agreed Rate _____

Email completed contract to Jay Mason at Jay@DrivenbyDesign.net

FORMATS: Materials should be submitted in 72 Resolution DPI in JPEG or PDF. No flash or animated files accepted. Email your advertising artwork 14 days prior to the first of the month you desire to start advertising.



CARYN SMITH, ADVERTISING SALES
(239) 225-6137 ■ ARAEDITOR@COMCAST.NET

JAY MASON, ADVERTISING SALES & CONTRACTS
(239) 225-6137 ■ JAY@DRIVENBYDESIGN.NET

ROE - Recycled Original Equipment

2020 ARA BUYER'S GUIDE



ARA'S 2020 AUTO RECYCLING BUYER'S GUIDE PRINT EDITION

is the ultimate resource for the busy automotive recycling facility owner or manager.

It is poly-bagged & mailed with the May-June 2020 issue of *Automotive Recycling* magazine for maximum exposure and is available to attendees at state-level trade shows and events.

ARA Members and Buyer's Guide Advertisers receive a free company listing.

1 ARA Associate Member's FREE LISTING* in the 2020 Buyer's Guide.

Check the accuracy of your listing at www.a-r-a.org. ARA Members should email Kelly Badillo at kelly@a-r-a.org with any changes before **Dec. 31st, 2019**.

**Free listings are available to both ARA Members & Advertisers.*

2 Stand Out in the Annual ARA 2020 Buyer's Guide!

Don't settle for just a listing! Take your marketing to the next level, and improve your visibility in the 2020 Buyer's Guide – **upgrade to our Premium & Best Buy Ads.**

Make It
Easy for Auto
Recyclers
to Find You!

Premium Cover Ad Placement

You receive all the benefits of the Full Page Ad Special and get the best placement for greatest visibility:

**Choose the
INSIDE FRONT COVER • INSIDE BACK COVER • BACK COVER**

(These spots go quick ... Act Fast!)

All this (below) is included in the ad rate of **\$1,200***

**2020 AUTO RECYCLING
BUYER'S GUIDE
IS THE GO-TO INDUSTRY
RESOURCE FOR TOP
DECISION-MAKERS
OF AUTO RECYCLING
FACILITIES!**

**BEST
BUY!**

Full Page Ad Special!

You'll receive:

- A color shaded box highlights your listing;
 - Color logo with your listing;
 - Expanded 40-word detail listing.
- All this is included in the ad rate of **\$950***

Your ad also appears in the SUB-SECTION, TOP: "Automotive Recycling Industry Supplier Roundup" section of AutoRecyclersBuyersGuide.com.

Other Ad Sizes:

Half Page Color Ad: Only \$425.00*

Company logo only with listing. Your ad also appears in the SUB-SECTION, BOTTOM: "Automotive Recycling Industry Supplier Roundup" section of AutoRecyclersBuyersGuide.com.

Quarter Page Color Ad: Only \$300.00*

Your company is listed in the "Supplier By Category" section of AutoRecyclersBuyersGuide.com.

Deadline: March 27, 2020

(*Member Rates. Add \$100 for Non-ARA Members rate.)

Premium Print and Online Combined Options

**UPGRADE YOUR PRINT
FULL PAGE OR HALF PAGE AD WITH AN
ACCOMPANYING EDITORIAL
GET THE ONLINE GUIDE AT**

**WWW.AUTORECYCLINGBUYERSGUIDE.COM
FREE!**

\$950 Full Page Ad + \$500 Full Page Editorial Content

(your content will be beside your ad as a SPREAD)
Editorial Word Count: 600 including Company Information
Your logo, ad, editorial & any supplied graphics appear at the TOP of "Featured Automotive Recycling Industry Suppliers" of the online guide.

\$425 Half Page Ad + \$300 Half Page Editorial Content

(your content will be under your ad on ONE PAGE)
Editorial Word Count: 300 including Company Information
Your logo, ad, editorial & any supplied graphics appear in the 2ND TIER "Featured Automotive Recycling Industry Suppliers" of the online guide.

This boosts your SEO, but it will be a one-stop shop experience for all auto recyclers, both online and in print.

2020 ARA BUYER'S GUIDE

Date: _____ ARE YOU A NEW ADVERTISER?

Are You An: ARA Member Non-Member
ARE YOU INTERESTED IN MEMBERSHIP? Y / N

For ARA Office Use Only	
Received: _____	By: _____
Total Amt. Per Issue: _____	

INFORMATION:

Company: _____ Contact Name: _____

Mailing Address: _____

City: _____ State/Province: _____ Postal Code: _____

Country: _____ Phone: _____ Fax: _____

E-Mail: _____ Web site: _____

Premium Ad Special \$1,200: (check one)	<input type="radio"/> Inside Front	<input type="radio"/> Inside Back	<input type="radio"/> Outside Back	Check for Availability
BEST BUY Full Page Ad Special \$950: (check one)	<input type="radio"/> Full Page with color box highlight, 30 word listing and company logo.			
Half Page Ad Special \$425: (check one)	<input type="radio"/> 1/2 Page			
Quarter Page Ad Special \$300: (check one)	<input type="radio"/> 1/4 Page			

(*Add \$100 for Non-ARA Members Rate.)

New Advertisers: ARA requires FULL PAYMENT of the first placement of your ad by the **MATERIALS DUE DATE**. Your payment in the amount of _____ is due by _____. If payment is not received, your ad will not run. Future ad placements will be billed upon publication.

Acceptance of this insertion order by the Automotive Recyclers Association ("ARA") constitutes a contract. Payment terms are upon receipt of invoice. Interest of 1.5% per month will be charged on overdue accounts. This contract is not binding until it has been accepted in writing by the signature of an authorized representative of each of the parties. ARA reserves the right to accept or reject any submission for any reason in its sole discretion. ARA shall not be liable under any circumstances for any incidental, special or consequential damages or economic loss, based upon breach of contract, negligence, strict liability in tort or any other legal theory and any ARA liability under a contract formed hereunder shall be limited to the amount paid to ARA by the customer over the prior twelve (12) month period before the particular event. The contract may not be assigned by either party without the written approval of both parties. ARA will retain the sole original copy of this contract in its records, and produce a copy for the customer upon request of customer. This agreement shall be covered by the laws of the Commonwealth of Virginia. Any modification, supplement or waiver with regard to this contract must be in writing and signed by a duly authorized representative of the party against whom enforcement is sought. Waiver of any default shall not constitute a waiver of any subsequent default. In any legal suit for collection of amounts owed by customer hereunder, customer hereby consents to the jurisdiction of any court in the Commonwealth of Virginia and further agrees that any process or notice of motion may be served outside the Commonwealth of Virginia to the customer at the address set forth in this contract, by certified or first class mail, or by personal service, provide a reasonable time for appearance is allowed. If any provision of this contract is or becomes unenforceable because of present or future laws of any governmental body or entity, then the remaining parts of this contract shall not be effected. Any Cancellations of/or change in this contract must be submitted in writing 30 days prior to issue closing date. Advertisers failing to meet contracted frequency program will be subject to shortrate.

AUTHORIZED SIGNATURE: _____

Print Name: _____ Title: _____

Date: _____ Agreed Rate Per Issue: _____

Email completed contract to Caryn Smith at ARAEditor@Comcast.net.

PAYMENT METHOD:

Send Company an Invoice
ATTENTION TO:

Check Enclosed
*Payable in U.S. Dollars to the
Automotive Recyclers Association*

To Pay by Credit Card
*Contact John Caponiti at
john@a-r-a.org or
(571) 208-0428*



NEW OPPORTUNITY

NEW! *You've Asked for It, We've Listened!*

Custom e-Blasts are Here!

You can NOW reach ARA Members with your message through ARA's e-Mail Platform!

ARA is now offering only Associate Members the opportunity to reach the entire ARA Membership at once with a Custom e-Blast from your company directly to ARA's email list.

Ask about this special offer today while spots last!



We want ARA Members to know when eBlast emails arrive in their inbox ... they benefit. It improves the open rate so it helps you, too!

Your email should include a special offer to ARA Members or important news about your company (beyond a regular press release) that will improve their operations. Your offer can be a limited time offer, special savings or other deals.

Your Email Includes:

Your Company Logo • One Graphic/Picture • Up to 250 words • Call to Action • Your Contact Info

All for the amazing rate of:

~~\$995~~ (plus a one-time \$150 set up fee)

2020 SUMMER SIZZLE SPECIAL – \$595 (set up fee waived)

To Participate, Your Company Must be:

ARA Associate Member in Good Standing, and
An advertiser in *Automotive Recycling* magazine -or- ARA Convention & Expo Sponsor

LIMITED OFFER: ACT FAST!

Only 2 custom emails per month will be distributed, and spots are reserved on a first-come basis. The interested company must pay for the email blast *at time of contract*. Only ONE custom email blast allowed every 3 months per company (subject to change).

**Contact Caryn Smith or Jay Mason at (239) 225-6137 or
ARAEditor@comcast.net to book your e-blast!**

SAMPLE



All email contents are subject to approval by the Automotive Recyclers Association.

Automotive Recycling™

Published by the Automotive Recyclers Association



Automotive Recycling is the Award-Winning Premier Official Publication of the Automotive Recyclers Association (ARA).

It is the quality choice of readers among automotive recycling publications, boasting:

- d Multiple “Best Association Magazine” awards for Style & Content
- d Original In-Depth Features & Commentary
- d Premium Readership
- d Mega-Bonus Distribution

We know the automotive recycling industry inside and out.

We reach trend-setting readers – primarily the entire ARA membership – who have the top purchasing power and influence in the business.

Our Mission Is To:

- **EDUCATE** on topics such as management, marketing, employment strategy, sales, leadership, insurance, regulatory updates and ARA-directed initiatives through columns written by leading Insiders and Experts;
- **INFORM** with relevant feature articles on topics such as emerging trends, forecasts, technology, products & processes, and current events that help owners, managers and employees adapt to the complex business climate;
- **EMPOWER** with industry-specific data and keen insight to help auto recyclers make decisions about their business and bottom line.



FIND US ONLINE:

www.a-r-a.org
AutomotiveRecyclingNow.com
Facebook.com/
AutomotiveRecycling

READERSHIP

Automotive Recycling magazine provides direct access to ARA members, who are best-in-class auto recyclers – both business owners and employees – who are active in ARA and/or on their state level; strive for excellence through participation in industry certification programs; and progressively manage their business.

Our readers aspire to interact with a community of like-minded, successful industry professionals who share information, embrace new technology and progressive ways of doing business.

- They are likely to spend an average of several hours reading it cover to cover.
- They are likely to regularly utilize vendors whom support the ARA.

AD DOLLARS ARE WELL SPENT WITH AUTOMOTIVE RECYCLING

- Recipient of prestigious Nichee Awards for “Best Association Magazine” – 2 years
- 2019 Redesign of format and content for the four-color, coated paper publication
- Dedicated to top-notch editorial of expertly-written content encouraging increased reading time over other industry publications
- Extended shelf life and readership to staff level of automotive recycling facilities



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Automotive Recycling™

Published by the Automotive Recyclers Association



PREMIUM POSITIONS

INSIDE FRONT COVER	\$1,450.00
INSIDE BACK COVER	\$1,350.00
OUTSIDE BACK COVER	\$1,500.00
CENTER SPREAD	\$2,200.00
NEW! FRONT SPREAD (Pages 4-5 / 8-9)	\$2,100.00

Additional requested advertising positions will be charged a 30% premium above the regular rate.

PAGE SIZE	1 ISSUE	3 ISSUES	6 ISSUES
FOR MEMBERS (BEST RATES!)			
4-COLOR ADVERTISEMENTS			
FULL PAGE	\$1,200.00	\$1,125.00	\$1,000.00
HALF PAGE	\$850.00	\$775.00	\$700.00
QUARTER PAGE	\$625.00	\$600.00	\$550.00
ONE SIXTH PAGE	\$400.00	\$360.00	\$325.00
BLACK-N-WHITE ADVERTISEMENTS			
FULL PAGE	\$700.00	\$675.00	\$625.00
HALF PAGE	\$500.00	\$475.00	\$425.00
QUARTER PAGE	\$300.00	-----	-----
ONE SIXTH PAGE	\$200.00	-----	-----
NON-MEMBER RATES			
4-COLOR ADVERTISEMENTS			
FULL PAGE	\$1,400.00	\$1,325.00	\$1,200.00
HALF PAGE	\$1,000.00	\$950.00	\$900.00
QUARTER PAGE	\$800.00	\$775.00	\$725.00
ONE SIXTH PAGE	\$550.00	\$525.00	\$500.00
BLACK-N-WHITE ADVERTISEMENTS			
FULL PAGE	\$800.00	\$750.00	\$700.00
HALF PAGE	\$550.00	\$475.00	\$450.00
QUARTER PAGE	\$350.00	-----	-----
ONE SIXTH PAGE	\$250.00	-----	-----

Net rates, non-commissionable, and subject to change.

ASK ABOUT OUR "FEATURED CONTENT" PLACEMENTS! (See next page)
Write Your Own Content with a 3-issue Half-Page or Full-Page advertising commitment.

SHARE YOUR EXPERTISE WITH ARA MEMBERS

Sharing examples of how your product or service solves a problem or provides ROI to Automotive Recyclers is a great way to position you and your company as **The Experts to Trust!**

FEATURED CONTENT RATES:

600 Word One-Page Article ("Expert" Column): \$445
1,200 Word Two-Page Article ("Sponsored" Feature): \$775

Available to you when you have contracted
 (3) Ad Half-Page or (3) Ad Full-Page advertisements for 2020.
 One image per article allowed.



Select these options for Marketing on the **Automotive Recycling Contract**
 (Next page of this Media Kit).

WHY THIS WORKS

EXTEND YOUR BRAND TO OUR PAGES!

Position yourself and your company as the premier expert in your field!

Featured Content is your company's story about the amazing products and services it offers, told in a unique way. As an expert, it is an opportunity to tell the Automotive Recycling Community how your products and services solve a problem, save money, or provide the business edge!

Your article will be featured in "Expert" Column (600 words)
 or our "Sponsored" Feature format (1,200 words).

Only one "Expert" Column and "Sponsored" Feature per issue will be available!
 Your content must follow these guidelines (as determined by *Automotive Recycling*):

Do

- Write well & properly edit your piece
- Offer a viable solution to a problem
- Share "how-to" information
- Illustrate significant savings
- Show ways to boost the bottom line

Don't:

- Send a press release for publication
- Mention or imply competitors
- Be negative or divisive in tone
- Stray from the topic
- Write a glorified commercial

Submitted articles must meet *Automotive Recycling's* high editorial standards and be approved by the Automotive Recyclers Association.

If you need assistance writing an article, we can write it for you for an additional \$200.

Please inquire to **Caryn Smith at ARAEditor@comcast.net** for the availability of Featured Content.



SIGN YOUR CONTRACT BY DEC. 1, GET A 5% DISCOUNT!

Date: _____

ARE YOU A NEW ADVERTISER?

Are You An: ARA Member Non-Member

ARE YOU INTERESTED IN MEMBERSHIP? Y / N

For ARA Office Use Only	
Received: _____	By: _____
Total Amt. Per Issue: _____	

INFORMATION:

Company: _____ Contact Name: _____

Mailing Address: _____

City: _____ State/Province: _____ Postal Code: _____

Country: _____ Phone: _____ Fax: _____

E-Mail: _____ Web site: _____

Size: (check one)	<input type="radio"/> Full Page	<input type="radio"/> 2/3 Page	<input type="radio"/> 1/2 Page	<input type="radio"/> 1/4 Page	<input type="radio"/> 1/6 Page
Covers: (check one)	<input type="radio"/> Inside Front	<input type="radio"/> Inside Back	<input type="radio"/> Outside Back	Please Inquire for Availability	
Frequency: (check one)	<input type="radio"/> 1 ISSUE	<input type="radio"/> 3 ISSUES	<input type="radio"/> 6 ISSUES		
Color: (check one)	<input type="radio"/> 4-Color	<input type="radio"/> Black-n-White			
Content: (check one)	<input type="radio"/> "EXPERT" COLUMN NEW!		<input type="radio"/> "SPONSORED" FEATURE NEW!		
NOTE: "EXPERT" AND "SPONSORED" CONTENT MUST BE PAID IN ADVANCE AT TIME OF MATERIALS DUE DATE.					
Special Ad Position Request (add'l 20% Premium): write clearly					

CHOOSE THE ISSUES IN WHICH AD PLACEMENTS SHOULD APPEAR:

ALL SIX 2020 ISSUES

January/February

March/April

May/June

July/August

September/October

November/December

New Advertisers: *Automotive Recycling* requires FULL PAYMENT of the first placement of your ad by the **MATERIALS DUE DATE**. Your payment in the amount of _____ is due by _____. If payment is not received, your ad will not run. Future ad placements will be billed upon publication.

Acceptance of this insertion order by the Automotive Recycling Association ("ARA") constitutes a contract. Payment terms are upon receipt of invoice. Interest of 1.5% per month will be charged on overdue accounts. This contract is not binding until it has been accepted in writing by the signature of an authorized representative of each of the parties. ARA reserves the right to accept or reject any submission for any reason in its sole discretion. ARA shall not be liable under any circumstances for any incidental, special or consequential damages or economic loss, based upon breach of contract, negligence, strict liability in tort or any other legal theory and any ARA liability under a contract formed hereunder shall be limited to the amount paid to ARA by the customer over the prior twelve (12) month period before the particular event. The contract may not be assigned by either party without the written approval of both parties. ARA will retain the sole original copy of this contract in its records, and produce a copy for the customer upon request of customer. This agreement shall be covered by the laws of the Commonwealth of Virginia. Any modification, supplement or waiver with regard to this contract must be in writing and signed by a duly authorized representative of the party against whom enforcement is sought. Waiver of any default shall not constitute a waiver of any subsequent default. In any legal suit for collection of amounts owed by customer hereunder, customer hereby consents to the jurisdiction of any court in the Commonwealth of Virginia and further agrees that any process or notice of motion may be served outside the Commonwealth of Virginia to the customer at the address set forth in this contract, by certified or first class mail, or by personal service, provide a reasonable time for appearance is allowed. If any provision of this contract is or becomes unenforceable because of present or future laws of any governmental body or entity, then the remaining parts of this contract shall not be affected. Any Cancellations of/or change in this contract must be submitted in writing 30 days prior to issue closing date. Advertisers failing to meet contracted frequency program will be subject to shortrate.

AUTHORIZED SIGNATURE: _____

Print Name: _____ Title: _____

Date: _____ Agreed Rate Per Issue: _____

Email completed contract to Caryn Smith at ARAEditor@Comcast.net.

Automotive Recyclers Association • 9113 Church Street, Manassas, VA 20110-5456 USA (571) 208-0428 • www.a-r-a.org

PAYMENT METHOD:

Send Company an Invoice

ATTENTION TO: _____

Check Enclosed

Payable in U.S. Dollars to the Automotive Recyclers Association

To Pay by Credit Card

*Contact John Caponiti at
john@a-r-a.org
(571) 208-0428*



Automotive Recycling magazine is the industry's most trusted and only international publication featuring in-depth insightful articles and expert columns with the mission to inform & improve the operating efficiency of the businesses that safely salvage reusable and recyclable automotive parts.

2020 PUBLICATION SCHEDULE

ISSUE	AD COMMITMENT DUE	MATERIALS DUE:
January/February 2020	November 20, 2019	December 9, 2019
March/April 2020	January 22, 2020	January 29, 2020
May/June 2020	March 26, 2020	April 2, 2020
July/August 2020	June 4, 2020	June 10, 2020
September/October 2020	July 24, 2020	July 31, 2020
November/December 2020	September 24, 2020	October 1, 2020
January/February 2021	November 25, 2020	December 1, 2020

DISPLAY AD SIZE (IN INCHES)

	WIDTH	DEPTH
Full Page No Bleed	7-1/4	9-3/4
Full Page Bleed (includes 1/8 bleed all around)	8-1/2	11-1/8
<i>Live area is:</i>	7-3/4	10-3/8
1/2-Page (horizontal)	7-1/4	4-3/4
1/4-Page (vertical only)	3-1/2	4-3/4
1/6-Page (vertical only)	2-1/4	4.5

IMPORTANT

Publication Trim Size: 8-1/4 width x 10-7/8 height
Live Area: 7-3/4 x 10-3/8
Printing Process: 4-color process Sheet Fed on coated stock
Binding: Saddlestitch

Inquire about dimensions for SPREAD ADVERTISEMENTS

Publisher:

Automotive Recyclers Association
 Sandy Blalock
 9113 Church Street
 Manassas, VA 20120-5456 USA
 (571) 208-0428
 www.a-r-a.org

Editorial, Art Direction & Advertising Sales:

Driven By Design LLC Marketing & Publishing
 Contact: Caryn Smith, CEO
 Jay Mason, Publications Manager
 8354 Sumner Ave.
 Fort Myers, FL 33908 USA
 (239) 225-6137

FURNISHED AD MATERIALS

High-resolution, 300 dot per inch (DPI) digital file required.

Automotive Recycling magazine is not responsible for ads that are not correctly designed for high-resolution printing. If you have questions regarding your ad quality, contact ARAEditor@comcast.net.

Final Artwork: All artwork, photos and logos included in the *original* ad file ad must be 300 DPI high-resolution to insure print quality. Include (embed) all necessary fonts and high resolution images when making the High Resolution File. Fonts not included will be substituted.

All electronic files are accepted via e-mail at ARAEditor@comcast.net or via Dropbox. We accept PDF, Photoshop, .EPS, .TIF or .JPG formats. No other artwork formats will be accepted without prior approval.

SPECIAL REQUESTS

Preferred Positions: Inside (non-cover) guaranteed placements are available on a first-come, first-serve basis. For special position requests, please include a specific page number, a location next to a monthly feature or column, or other preferences on your contract. Otherwise, advertisements will be placed in available spots and will most likely vary from issue to issue. Preferred positions are a 30% additional premium rate.

Supplied Inserts: Pre-printed inserts ready for binding are accepted in *Automotive Recycling* magazine. Supplied inserts may either be bound into publication or polybagged. E-mail ARAEditor@comcast.net for more information on exact rates, specifications, and deadlines.

Additional Charges: Additional charges may be applied for layout or design work, changes, or revisions on artwork. Charges will result for corrections past advertising deadlines.

DELIVERY OF AD MATERIALS & PAYMENT

EMAIL CONTRACTS & INSERTION ORDERS TO:

Caryn Smith at ARAEditor@comcast.net

DELIVERY OF AD MATERIALS:

E-mail to ARAEditor@comcast.net or via Dropbox to ARAEditor@comcast.net

SEND PAYMENT TO:

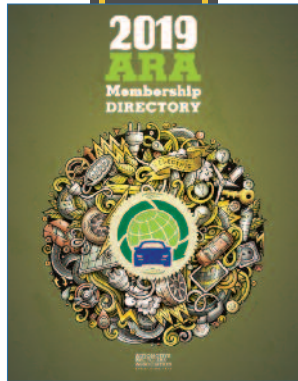
Automotive Recyclers Association
 9113 Church Street
 Manassas, VA 20110-5456 USA
 (571) 208-0428 www.a-r-a.org
 ATTN: Accounts Receivable



2020


**AUTOMOTIVE
RECYCLERS
ASSOCIATION**
ESTABLISHED 1943

DIRECTORY



The **2020 ARA Membership Directory** is the “who’s who” of the industry, containing valuable contact information for Affiliated Chapters, Automotive Recyclers, Associate Members, Committees, Industry Allies, International Organizations, and more!

This high-quality directory is sent to every ARA member. It is also included in the ARA booth display at state automotive recycling meetings and industry-related trade shows, reaching thousands of non-members as well!

The **2020 ARA Membership Directory** is poly-bagged and mailed with the January-February 2020 issue of *Automotive Recycling*.

ARA MEMBER RATES:

Space:	Color Rates (CMYK):	Ad Size in Inches:	
Back Cover*	\$2,295	8.5 x	11 (add 1/8 bleed on all sides**)
Inside Back*	\$1,995	8.5 x	11 (add 1/8 bleed on all sides**)
Inside Front*	\$1,995	8.5 x	11 (add 1/8 bleed on all sides**)
Tab Page Front*	\$1,695	8.5 x	11 (add 1/8 bleed on all sides**)
Tab Page Back*	\$1,695	8.5 x	11 (add 1/8 bleed on all sides**)
Full Page*	\$1,595	8.5 x	11 (add 1/8 bleed on all sides**)
Half Page	\$895	7.5 x	4.75
Third Page	\$695	3 x	7.5
Quarter Page	\$495	4.75 x	4.75

Space:	Black & White Rates:	Ad Size in Inches:	
Full Page*	\$795	8.5 x	11 (add 1/8 bleed on all sides**)
Half Page	\$595	7.5 x	4.75
Third Page	\$495	3 x	7.5
Quarter Page	\$395	4.75 x	4.75

NON-MEMBER RATES: Add \$200 to the ad rate, per ad placed.

* Binding: The directory will be PERFECT BOUND. The design of the ad must allow for 1/2 inch from the LEFT AND RIGHT EDGE, with live area of all text and images at 7.75 x10.5.

**Final art size is 8.75x11.25, with crop marks at 8.5x11, and live area at 7.75x10.5.

Ad Format: 300 DPI, High resolution PDF
Deadline for Space Due: December 6, 2019
Ad Materials Due: December 18, 2019

E-mail your contract
(next page) & advertising
artwork to
ARAEditor@comcast.net
by December 18, 2019

Contact Caryn Smith or Jay Mason at (239) 225-6137
or email ARAEditor@comcast.net for information.

2020


**AUTOMOTIVE
RECYCLERS
ASSOCIATION**
ESTABLISHED 1943

DIRECTORY

Date: _____

 ARE YOU A NEW ADVERTISER?

For ARA Office Use Only

Received: _____ By: _____

Total Amt. Per Issue: _____

Are You An: ARA Member Non-Member**ARE YOU INTERESTED IN MEMBERSHIP?** Y / N**INFORMATION:**

Company: _____ Contact Name: _____

Mailing Address: _____

City: _____ State/Province: _____ Postal Code: _____

Country: _____ Phone: _____ Fax: _____

E-Mail: _____ Web site: _____

Size: (check one)

 Full Page 1/2 Page 1/3 Page 1/4 Page

Covers: (check one)

 Inside Front Inside Back Outside Back

Please Check with Caryn Smith or Jay Mason for Availability

Divider Tab: (check one)

 Front Back

There are 3 Divider Tabs. Please Check with Caryn Smith or Jay Mason for Availability

Color: (check one)

 4-Color Black-n-White

Special Ad Position Request: (write clearly) _____

New Advertisers: ARA requires FULL PAYMENT of the first placement of your ad by the **MATERIALS DUE****DATE.** Your payment in the amount of _____ is due by _____. If payment is not received, your ad will not run. Future ad placements will be billed upon publication.

Acceptance of this insertion order by the Automotive Recycling Association ("ARA") constitutes a contract. Payment terms are upon receipt of invoice. Interest of 1.5% per month will be charged on overdue accounts. This contract is not binding until it has been accepted in writing by the signature of an authorized representative of each of the parties. ARA reserves the right to accept or reject any submission for any reason in its sole discretion. ARA shall not be liable under any circumstances for any incidental, special or consequential damages or economic loss, based upon breach of contract, negligence, strict liability in tort or any other legal theory and any ARA liability under a contract formed hereunder shall be limited to the amount paid to ARA by the customer over the prior twelve (12) month period before the particular event. The contract may not be assigned by either party without the written approval of both parties. ARA will retain the sole original copy of this contract in its records, and produce a copy for the customer upon request of customer. This agreement shall be covered by the laws of the Commonwealth of Virginia. Any modification, supplement or waiver with regard to this contract must be in writing and signed by a duly authorized representative of the party against whom enforcement is sought. Waiver of any default shall not constitute a waiver of any subsequent default. In any legal suit for collection of amounts owed by customer hereunder, customer hereby consents to the jurisdiction of any court in the Commonwealth of Virginia and further agrees that any process or notice of motion may be served outside the Commonwealth of Virginia to the customer at the address set forth in this contract, by certified or first class mail, or by personal service, provide a reasonable time for appearance is allowed. If any provision of this contract is or becomes unenforceable because of present or future laws of any governmental body or entity, then the remaining parts of this contract shall not be effected. Any Cancellations of/or change in this contract must be submitted in writing 30 days prior to issue closing date. Advertisers failing to meet contracted frequency program will be subject to shortrate.

AUTHORIZED SIGNATURE: _____

Print Name: _____ Title: _____

Date: _____ Agreed Rate Per Issue: _____

Email completed contract to Caryn Smith at ARAEditor@Comcast.net.**PAYMENT METHOD:** Send Company an InvoiceATTENTION TO:
_____ Check EnclosedPayable in U.S. Dollars to the
Automotive Recyclers Association To Pay by Credit Card

Contact John Caponiti at

john@a-r-a.org or

(571) 208-0428

Automotive Recyclers Association • 9113 Church Street, Manassas, VA 20110-5456 USA (571) 208-0428 • www.a-r-a.org
CARYN SMITH, ADVERTISING SALES
(239) 225-6137 ■ ARAEDITOR@COMCAST.NET
JAY MASON, ADVERTISING SALES & CONTRACTS
(239) 225-6137 ■ JAY@DRIVENBYDESIGN.NET



PROGRAM GUIDE

Pocket-sized book is distributed to every attendee at the Annual Convention & Expo. See Description on Page 3 of this Media Kit.

To be Included, You Must be an Exhibitor @ Reno 2020

For ARA Office Use Only	
Received: _____	By: _____
Total Amt. Per Issue: _____	

Date: _____ ARE YOU A NEW ADVERTISER?

ARE YOU AN: ARA Member Non-Member ARE YOU INTERESTED IN MEMBERSHIP? Y / N

INFORMATION:

Company: _____ Contact Name: _____

Mailing Address: _____

City: _____ State/Province: _____ Postal Code: _____

Country: _____ Phone: _____ Fax: _____

E-Mail: _____ Web site: _____

Premium Covers: (check one)	<input type="radio"/> Inside Front \$850	<input type="radio"/> Inside Back \$850	<input type="radio"/> Outside Back \$900
Center Spread: (check one)	<input type="radio"/> Center Spread \$1,450 <small>Check for Availability on all Premium Ad Spots</small>		
Full Page Ad: (check one)	<input type="radio"/> Full Page Right-Hand Placement \$750		

AD SPECIFICATIONS

Final Book Trim Size: 4" x 9"

Bleed Ads: 4.25" x 9.25" (All text must be inside 3.5 x 8.5 area)

Non-Bleed Ads: 3.5" x 8.5"

FORMATS: Materials should be submitted in the following:
300 Resolution DPI in JPEG, TIFF or PDF with Crop Marks.
NOTE: Quality cannot be guaranteed on ad materials submitted in lower resolutions than 300 DPI.

New Advertisers: ARA requires FULL PAYMENT of the first placement of your ad by the **MATERIALS DUE DATE.** Your payment in the amount of _____ is due by _____. If payment is not received, your ad will not run. Future ad placements will be billed upon publication.

- Advertising is *only* available to ARA 2020 Annual Convention & Expo Exhibitors.
- Event Sponsors receive advertising in the Convention Program as outlined in the sponsorship packages.
- All ads must be received by September 14, 2020 for inclusion in the 2020 Convention Program Guide.

Acceptance of this insertion order by the Automotive Recycling Association ("ARA") constitutes a contract. Payment terms are upon receipt of invoice. Interest of 1.5% per month will be charged on overdue accounts. This contract is not binding until it has been accepted in writing by the signature of an authorized representative of each of the parties. ARA reserves the right to accept or reject any submission for any reason in its sole discretion. ARA shall not be liable under any circumstances for any incidental, special or consequential damages or economic loss, based upon breach of contract, negligence, strict liability in tort or any other legal theory and any ARA liability under a contract formed hereunder shall be limited to the amount paid to ARA by the customer over the prior twelve (12) month period before the particular event. The contract may not be assigned by either party without the written approval of both parties. ARA will retain the sole original copy of this contract in its records, and produce a copy for the customer upon request of customer. This agreement shall be covered by the laws of the Commonwealth of Virginia. Any modification, supplement or waiver with regard to this contract must be in writing and signed by a duly authorized representative of the party against whom enforcement is sought. Waiver of any default shall not constitute a waiver of any subsequent default. In any legal suit for collection of amounts owed by customer hereunder, customer hereby consents to the jurisdiction of any court in the Commonwealth of Virginia and further agrees that any process or notice of motion may be served outside the Commonwealth of Virginia to the customer at the address set forth in this contract, by certified or first class mail, or by personal service, provide a reasonable time for appearance is allowed. If any provision of this contract is or becomes unenforceable because of present or future laws of any governmental body or entity, then the remaining parts of this contract shall not be effected. Any Cancellations of/or change in this contract must be submitted in writing 30 days prior to issue closing date. Advertisers failing to meet contracted frequency program will be subject to shortrate.

AUTHORIZED SIGNATURE: _____

Print Name: _____ Title: _____

Date: _____ Agreed Rate Per Issue: _____

Email completed contract to Caryn Smith at ARAEditor@Comcast.net.

BY SEPTEMBER 14, 2020

PAYMENT METHOD:

Send Company an Invoice
ATTENTION TO: _____

Check Enclosed
Payable in U.S. Dollars to the Automotive Recyclers Association

To Pay by Credit Card
Contact John Caponiti at john@a-r-a.org or (571) 208-0428



EMAIL INBOX EXPOSURE

Choose one or both: **Monthly ARA 360° eNewsletter** **Weekly ARA Recycler Update**

Monthly or Weekly Email Delivery to Every ARA Member.
See Description on Page 3 of this Media Kit.

Date: _____

ARE YOU A NEW ADVERTISER?

Are You An: ARA Member Non-Member
ARE YOU INTERESTED IN MEMBERSHIP? Y / N

INFORMATION:

Company: _____ Contact Name: _____

Mailing Address: _____

City: _____ State/Province: _____ Postal Code: _____

Country: _____ Phone: _____ Fax: _____

E-Mail: _____ Web site: _____

For ARA Office Use Only

Received: _____ By: _____

Total Amt. Per Issue: _____

Monthly ARA360° (check one) 1 ISSUE \$200 3 ISSUE \$300 6 ISSUE \$450

- | | | | |
|---------------------------------|--------------------------------|--------------------------------|--------------------------------|
| <input type="radio"/> JANUARY | <input type="radio"/> FEBRUARY | <input type="radio"/> MARCH | <input type="radio"/> APRIL |
| <input type="radio"/> MAY | <input type="radio"/> JUNE | <input type="radio"/> JULY | <input type="radio"/> AUGUST |
| <input type="radio"/> SEPTEMBER | <input type="radio"/> OCTOBER | <input type="radio"/> NOVEMBER | <input type="radio"/> DECEMBER |

NEW Weekly Update (4 week min.) (check one) 1 MO \$360 3 MO \$888 6 MO \$1,440

In choosing the Weekly Update, ARA sends 2 emails per week. Therefore, you get 8, 24, or 48 placements depending on timeframe.

- | | | | |
|---------------------------------|--------------------------------|--------------------------------|--------------------------------|
| <input type="radio"/> JANUARY | <input type="radio"/> FEBRUARY | <input type="radio"/> MARCH | <input type="radio"/> APRIL |
| <input type="radio"/> MAY | <input type="radio"/> JUNE | <input type="radio"/> JULY | <input type="radio"/> AUGUST |
| <input type="radio"/> SEPTEMBER | <input type="radio"/> OCTOBER | <input type="radio"/> NOVEMBER | <input type="radio"/> DECEMBER |

BEST DEAL: BOTH EMAILS (check one) 1 MO \$420 3 MO \$951 6 MO \$1,607

- | | | | |
|---------------------------------|--------------------------------|--------------------------------|--------------------------------|
| <input type="radio"/> JANUARY | <input type="radio"/> FEBRUARY | <input type="radio"/> MARCH | <input type="radio"/> APRIL |
| <input type="radio"/> MAY | <input type="radio"/> JUNE | <input type="radio"/> JULY | <input type="radio"/> AUGUST |
| <input type="radio"/> SEPTEMBER | <input type="radio"/> OCTOBER | <input type="radio"/> NOVEMBER | <input type="radio"/> DECEMBER |

AD SPECIFICATIONS: 250 X 250 PIXELS **FORMATS:** Materials should be submitted in the following:
72 Resolution DPI in JPEG or PDF. NOTE: Quality cannot be guaranteed on ad materials submitted with distortions.

New Advertisers: ARA requires FULL PAYMENT of the first placement of your ad by the **MATERIALS DUE DATE.**

Your payment in the amount of _____ is due by _____. If payment is not received, your ad will not run. Future ad placements will be billed upon publication.

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AUTHORIZED SIGNATURE: _____

Print Name: _____ Title: _____

Date: _____ Agreed Rate Per Issue: _____

Email completed contract and artwork to JAY MASON at JAY@DRIVENBYDESIGN.NET

UPDATE

ARA360
News & Views You Need to Know

September 10, 2013

Paid Advertising:

Want To Earn Cash?
Bring your key fobs to booth #141!

Recycle Your Lead Acid Batteries with Us!

TOP STORY

ARA UNIVERSITY

Comprehensive Training is a Click Away

We have good news for members of the Automotive Recyclers Association (ARA) University (ARAUni) who are looking for ways to increase their membership benefits. Starting this fall, ARAUni will offer a new benefit: inclusion in its compliance.

ARAUni is a leading management system (AMS) that combines state-of-the-art recycling industry specific courses that were developed through the ARA 360 and Recycler Update, as well as reports from the ARA 360 and Recycler Update, up-to-date educational content to ensure a safe environment, health, safety and more compliance in the field of its participating organizations, for the sake.

ARAUni delivers on-line access to the automotive recycling industry's premier on-line ARAUni training, available 24/7 from any computer, tablet or mobile device.

For more information on ARAUni, visit the website recently was rebranded with a new logo, and was enhanced to include a new user interface design. Images of the website will be published in future ARAUni newsletters, as well as additional resources to make it easier for you to learn and gain knowledge.

**250 PIXELS X
250 PIXELS**

PAYMENT METHOD:

Send Company an Invoice
ATTENTION TO: _____

Check Enclosed
Payable in U.S. Dollars to the
Automotive Recyclers Association

To Pay by Credit Card
Contact John Caponiti at
john@ara.org or
(571) 208-0428



CARYN SMITH, ADVERTISING SALES
(239) 225-6137 ■ ARAEDITOR@COMCAST.NET

JAY MASON, ADVERTISING SALES & CONTRACTS
(239) 225-6137 ■ JAY@DRIVENBYDESIGN.NET

24/7 DIGITAL EXPOSURE

ARA's Websites

Redesigned in 2019, all three of ARA's digital platforms align your brand with the ARA mission of empowering automotive recyclers to advance, grow and profit. These websites are the ideal place to reach your target market.

The current and changing content keeps ARA members, and others, coming back for information they need to know! ***This hub of industry news, information, training and expert articles is what you can only get from ARA.*** And the ARA websites are designed for SEO optimization to drive traffic to your business.



Choose from these ARA websites, or choose all FOUR!

A-R-A.org

The official website of the ARA, automotive recyclers visit the platform often for important updates and the online membership directory. Everything an ARA member needs to know is on this site!

New in 2020!

AutoRecyclingBuyersGuide.com

This ONLINE GUIDE brings the best automotive recycling vendors & suppliers who have the innovative products and services that help auto recyclers in their business! When making buying decisions, this will be a recyclers GO-TO RESOURCE!

ARAUniversity.org

The premier industry-specific training website, now an ARA Member benefit, provides job-specific training to automotive recyclers. It includes training topics like EHS safety, sales, cores, parts grading, buying, plant production, leadership, and more. If you offer products and services that support an automotive recycling facility, this portal for you.

AutomotiveRecyclingNow.com

The online home of the official publication of the ARA, *Automotive Recycling Now's* website contains searchable content for each issue of the magazine. To extend your visibility to the readers, advertising here is a great way!

EASY AS 1-2-3!

1. Pick Your Terms

Select the months you want your AD to run. Digital website ADS must run for a minimum period of ***three consecutive months***. This way you get the full benefit of exposure to the ARA audience.

2. Choose Your Placement

d Homepage Leaderboard Ad

This ad appears near the top of the homepage.
(This ad may rotate with a limited number of other advertisers in the same space).

Only \$450 per month (10 spots avail.)

970px horizontal x 90px vertical

d Homepage Medium Rectangle Ad

This ad appears on a sidebar of the homepage.
(This ad may rotate with a limited number of other advertisers in the same space).

Only \$350 per month

250px horizontal x 250px vertical

d Internal Medium Rectangle Ad

This ad appears on the sidebar of internal web pages.

Only \$250 per month

250px horizontal x 250px vertical

d Logo Slide at Bottom of Homepage

Your clickable logo appears on the bottom of the homepage as an ARA Associate Member.

Only \$150 per month

3. Specify the URL Link!

Then, Sit Back and Enjoy the Click-Throughs!

24/7 DIGITAL EXPOSURE

Choose: A-R-A.org ARAUniversity.org AutomotiveRecyclingNow.com AutoRecyclingBuyersGuide.com

If needed, please submit one contract per website to customize each ad placement.

Date: _____

ARE YOU A NEW ADVERTISER?

Are You An: ARA Member Non-Member
 ARE YOU INTERESTED IN MEMBERSHIP? Y / N

For ARA Office Use Only	
Received: _____	By: _____
Total Amt. Per Issue: _____	

INFORMATION:

Company: _____ Contact Name: _____

Mailing Address: _____

City: _____ State/Province: _____ Postal Code: _____

Country: _____ Phone: _____ Fax: _____

E-Mail: _____ Web site: _____

TOTALS:

Website: _____

Leaderboard:
 COST OF AD _____
 x # of Months _____
 \$ _____

Square:
 COST OF AD _____
 x # of Months _____
 \$ _____

Logo Slide:
 COST OF AD _____
 x # of Months _____
 \$ _____

TOTAL COST OF AD RUN

PAYMENT METHOD:

Send Company an Invoice
 ATTENTION TO: _____

Check Enclosed
 Payable in U.S. Dollars to the
 Automotive Recyclers Association

To Pay by Credit Card
 Contact John Caponiti at
 john@a-r-a.org or
 (571) 208-0428

CHOOSE THE PAGE(S) YOU WANT TO ADVERTISE ON & DURATION: (check all that apply)

SITELIDE* Leaderboard (970x90px) **\$450/Month Per Site** **SITELIDE*** Square (250x250px) **\$350/Month Per Site**

CHOOSE MONTHS BELOW URL FOR LINK HERE:

<input type="radio"/> JANUARY	<input type="radio"/> FEBRUARY	<input type="radio"/> MARCH	<input type="radio"/> APRIL
<input type="radio"/> MAY	<input type="radio"/> JUNE	<input type="radio"/> JULY	<input type="radio"/> AUGUST
<input type="radio"/> SEPTEMBER	<input type="radio"/> OCTOBER	<input type="radio"/> NOVEMBER	<input type="radio"/> DECEMBER

HOME PAGE ONLY Logo Slide **\$375/3 Consecutive Months**

CHOOSE MONTHS BELOW URL FOR LINK HERE:

<input type="radio"/> JANUARY	<input type="radio"/> FEBRUARY	<input type="radio"/> MARCH	<input type="radio"/> APRIL
<input type="radio"/> MAY	<input type="radio"/> JUNE	<input type="radio"/> JULY	<input type="radio"/> AUGUST
<input type="radio"/> SEPTEMBER	<input type="radio"/> OCTOBER	<input type="radio"/> NOVEMBER	<input type="radio"/> DECEMBER

*Some Web Pages are Exempt from Advertising

New Advertisers: ARA requires FULL PAYMENT of the first placement of your ad by the **MATERIALS DUE DATE**. Your payment in the amount of _____ is due by _____. If payment is not received, your ad will not run. Future ad placements will be billed upon publication.

Acceptance of this insertion order by the Automotive Recyclers Association ("ARA") constitutes a contract. Payment terms are upon receipt of invoice. Interest of 1.5% per month will be charged on overdue accounts. This contract is not binding until it has been accepted in writing by the signature of an authorized representative of each of the parties. ARA reserves the right to accept or reject any submission for any reason in its sole discretion. ARA shall not be liable under any circumstances for any incidental, special or consequential damages or economic loss, based upon breach of contract, negligence, strict liability in tort or any other legal theory and any ARA liability under a contract formed hereunder shall be limited to the amount paid to ARA by the customer over the prior twelve (12) month period before the particular event. The contract may not be assigned by either party without the written approval of both parties. ARA will retain the sole original copy of this contract in its records, and produce a copy for the customer upon request of customer. This agreement shall be covered by the laws of the Commonwealth of Virginia. Any modification, supplement or waiver with regard to this contract must be in writing and signed by a duly authorized representative of the party against whom enforcement is sought. Waiver of any default shall not constitute a waiver of any subsequent default. In any legal suit for collection of amounts owed by customer hereunder, customer hereby consents to the jurisdiction of any court in the Commonwealth of Virginia and further agrees that any process or notice of motion may be served outside the Commonwealth of Virginia to the customer at the address set forth in this contract, by certified or first class mail, or by personal service, provide a reasonable time for appearance is allowed. If any provision of this contract is or becomes unenforceable because of present or future laws of any governmental body or entity, then the remaining parts of this contract shall not be effected. Any Cancellations of/or change in this contract must be submitted in writing 30 days prior to issue closing date. Advertisers failing to meet contracted frequency program will be subject to shortrate.

AUTHORIZED SIGNATURE: _____

Print Name: _____ Title: _____

Date: _____ Agreed Rate Per Issue: _____

Email completed contract to Caryn Smith at ARAEditor@Comcast.net

FORMATS: Materials should be submitted in 72 Resolution DPI in JPEG or PDF. No flash or animated files accepted. Email your advertising artwork 14 days prior to the first of the month you desire to start advertising.



CARYN SMITH, ADVERTISING SALES
 (239) 225-6137 ■ ARAEEDITOR@COMCAST.NET

JAY MASON, ADVERTISING SALES & CONTRACTS
 (239) 225-6137 ■ JAY@DRIVENBYDESIGN.NET

ROE - Recycled Original Equipment