



Automobile Dealers Association of Indiana, Inc.

"THE SHOWROOM"

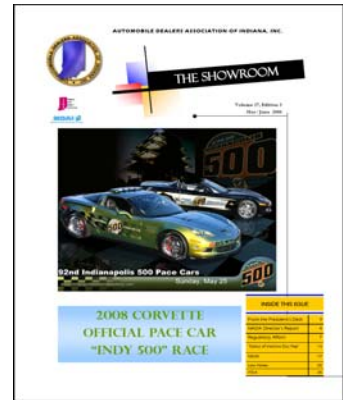
(Official Publication of the ADAI)

Ad Rates & Contract Information

Here is your chance to reach the large, profitable market of franchised new-car, -heavy-duty truck and -motorcycle dealers in the State of Indiana, as well as the select ADAI independent used-car dealer members and many Allied industries.

Over 750 new-car, -heavy-duty truck, -motorcycle dealers, larger used-car dealers and ADAI allied industry members receive "The Showroom" bi-monthly, free of charge. Our publication can also be viewed, free of charge without limitation, online at ADAI's website. These dealers will spend over a billion dollars a year on products and services for their dealerships. That's a market you can't afford to miss!

Give your business a long, profitable life... Advertise in **"THE SHOWROOM."**



ADVERTISING RATES

| <u>Page Size</u> | <u>1-time</u> | <u>3-times</u> | <u>6-times</u> |
|------------------|---------------|----------------|----------------|
| | Member Rates | Member Rates | Member Rates |
| Full | \$715 ea. | \$565 ea. | \$505 ea. |
| Half | \$425 ea. | \$350 ea. | \$305 ea. |
| Quarter | \$255 ea. | \$205 ea. | \$185 ea. |

** All rates reflect per issue price and will be due & payable upon receipt of invoice. **

AD SIZES

Full page - 7 1/4" x 9" (vertical)
Half Page - 3 1/2" x 9" (vertical)

Half page - 7 1/4" x 4 1/2" (horizontal)
Quarter page - 3 1/2" x 4 1/2" (vertical)

TRIM SIZE: 8 1/2" X 11"

Color: 4 color ... 133 Line Screen

Format: jpg or pdf (preferable)

Submission Deadline: 15th of the first month of issue
(Example: Jan/Feb is due January 15th)

Ads should be sent via e-mail or provide a CD

The current edition of **"The Showroom"** can be found on-line at: <http://www.adai-inc.org> .

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ADVERTISEMENT CONTRACT

Company Name: _____

Billing Address: _____

City, State, Zip: _____

Telephone: _____ Fax: _____

Contact Person: _____

Email Address: _____

Please run the following advertisement:

Beginning Date: _____

Size of Ad: Full Page
Half Page Vertical Horizontal
Quarter Page

Number of Runs: 1-Time 3-Times 6-Times **Cost per Ad: \$** _____

Ad is: Enclosed Being Mailed Being E-Mailed

Authorized Signature: _____ Date: _____

Printed Name of Above: _____

Please complete and sign the following:

Mail or fax the completed and signed contract to:

Automobile Dealers Association of Indiana, Inc.
ATTN: Cindy Wagner, Showroom Editor
150 W. Market Street, Suite 812
Indianapolis, IN 46204

Fax: (317) 685-1028

If you have any questions about this contract, please contact Cindy at (317) 635-1441 or email her at:
cindy@adai-inc.org