



Advertise in NAEDA Update!

The e-newsletter from the producers of *NAEDA Equipment Dealer* magazine.

The *NAEDA Update* e-newsletter is sent electronically 24 times per year (see publication schedule below) to dealerships throughout the U.S. and Canada, reaching equipment dealer principals and their key employees.

Dealers involved in the retail selling of agriculture, construction, large property/rural lifestyle, and outdoor power equipment look to *NAEDA Update* for the latest industry and manufacturer news, advocacy items, government policy updates, and information they need to drive their business success.¹

Advertising in *NAEDA Update* is easy and effective. Choose from a variety of popular ad sizes and placement schedules – from one month to year round. A hyperlink will be added to your ad so dealers can click straight through to your Web site.

To benefit from the power of getting your information into the hands of North America's top dealers, advertise in *NAEDA Update*!

To get started, please contact Carol Kindinger: Phone: 314/452-3576 • Fax: 636/447-2769 • E-mail: Carol.Kindinger@telventdtn.com

2012 NAEDA Update Publication Schedule

January 12	April 12	July 12	October 11
January 26	April 26	July 26	October 25
February 9	May 10	August 9	November 8
February 23	May 24	August 23	November 21
March 8	June 14	September 13	December 13
March 22	June 28	September 27	December 27

Ad commitments and submissions are due by noon Monday prior to the issue date.

2012 NAEDA Update Ad Rates

Size	1 mo.*	3 mos.	6 mos.	12 mos.
1:3 Skyscraper (150 x 450)	\$525	\$510	\$490	\$475
1:2 Skyscraper (150 x 300)	\$425	\$410	\$390	\$375
Sidebar Square/Top Position (150 x 150)	\$500	\$480	\$465	\$450
Sidebar Square (150 x 150)	\$300	\$280	\$265	\$250
Horizontal Banner (420 x 120)	\$550	\$520	\$500	\$450
Horizontal Tall Banner (420 x 298)	\$775	\$725	\$680	\$625
Horizontal Wide/Top (587 x 120)	\$825	\$795	\$770	\$740
Horizontal Wide/Bottom (587 x 120)	\$625	\$595	\$570	\$540
Standard Blockbuster (206 x 298)	\$500	\$475	\$450	\$425

Ad sizes are in pixels. Ads should be static, in JPG, PNG or GIF format.

* Ad rates are for two issues.

¹ A dealership, and by extension, its employees, must be a paid member of a NAEDA-affiliated regional, state or provincial equipment dealer association to be eligible to receive *NAEDA Update* on an email subscription basis.

Discounts available for combination of print, Web and/or e-newsletter advertising. Rates are gross with 15% discounts available to agencies. Contact Carol Kindinger for details.



"Helping Dealers Succeed"

North American Equipment Dealers Association
 1195 Smizer Mill Road, Fenton, MO 63026-3480
 Phone: 636/349-5000 • Fax: 636/349-5443
 E-mail: naeda@naeda.com • www.naeda.com

NAEDA Update Ad Sizes / Shapes

