

Print
&
Online



2012 Media Information



"Helping Dealers Succeed"
North American Equipment Dealers Association



Facts you should know ...

Fact: NAEDA *Equipment Dealer* magazine is the industry's longest-running publication; in existence for more than 60 years.

Fact: NAEDA *Equipment Dealer* is produced by the North American Equipment Dealers Association (NAEDA), *the* association for equipment dealers for more than 110 years.

Fact: NAEDA *Equipment Dealer* reaches nearly 8,000 dealers in the U.S. and Canada 11 times per year, more often than any other printed industry publication.

Fact: NAEDA *Equipment Dealer* readers own and operate dealerships with annual sales and service volume from \$1 million to nearly \$1 billion, including the largest dealerships in North America. We're talking dealer principals, sales, parts, and service managers.

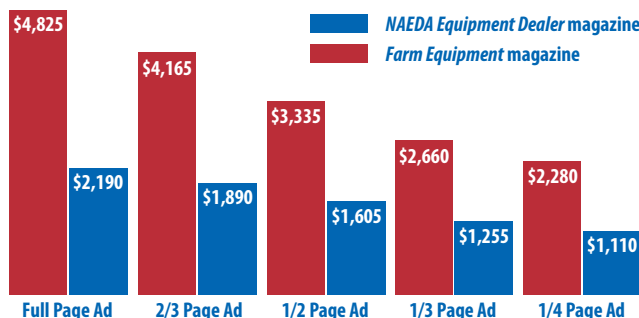
Fact: NAEDA *Equipment Dealer* reaches dealership decision makers who *pay* to receive it by subscription, so you can be assured they read and value the publication.

NAEDA knows this industry. *We don't just report the news, we help make the news.*

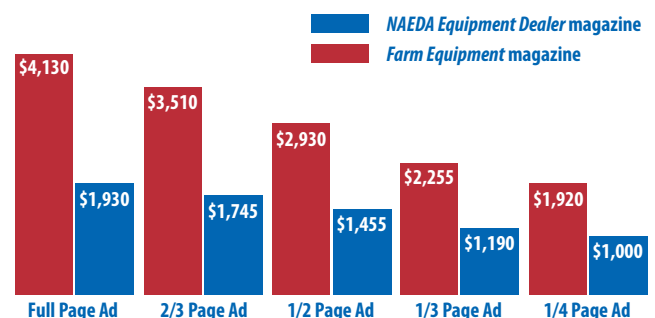
Run your ad in NAEDA *Equipment Dealer* magazine and save thousands over competitive publications ...

Compare publicized prices of NAEDA *Equipment Dealer* magazine and *Farm Equipment* magazine to see how budget friendly we are:

Advertising Costs Comparison – 1x Rate



Advertising Costs Comparison – 6x Rate



You Save:

\$2,635

\$2,275

\$1,730

\$1,405

\$1,170

\$2,200

\$1,765

\$1,475

\$1,065

\$920

2012 *NAEDA Equipment Dealer* Editorial Calendar



Month	Features	Equipment Spotlight
January	Outlook 2012 Annual outlook for the general economy – and specifically the equipment industry. Forecasts and trends!	Hay and Forage Equipment
February	How Dealers Are Responding to Spiraling Benefit Costs Results from the NAEDA wage and benefit survey. Plus, a close look at what some dealers are doing to cope with escalating benefit costs.	UTVs and ATVs
March	Power Pro – Ready for Action New web site, feature dealers, explanation of process and perks.	Outdoor Power Equipment
April	Using the Internet and Social Media to Attract and Retain Customers Does the internet and social media really work for dealers? How? Can it work for me? Learn the do's and don'ts of how they work and are used to push greater bottom line results.	Construction/Industrial + Shop Equipment, Supplies and Tools
May	2012 Buyer's Guide NAEDA's annual directory of equipment industry manufacturers, distributors and suppliers.	All types of equipment
June	10 Ways to Prepare for When the Regulators Knock at Your Door For most dealers it is not a matter of if, but when a regulator will come calling. Are you prepared? What regulations should you pay special attention to? How should you prepare?	Seeding and Planting Equipment
July/August	Feeding the World – Part I The doubling of food needed in the future and how U.S. and Canadian farmers, ranchers and equipment dealers are responding. A two-part series looking at the importance of Trade, Technology, Infrastructure, Legislation (especially the Farm Bill) and Supply and Demand forecasts around the globe.	Tractors (all types), Parts and Power Equipment
September	Feeding the World – Part II A continuation of Feeding the World – Part I.	Snow Plows/Snow Equipment
October	8 Ways to Prevent Theft and Fraud Strategies to eliminate equipment theft, case studies of dealerships who have been affected, credit card fraud, employee purchasing and accounting fraud.	Grain Handling and Harvest Equipment
November	How the Equipment Dealer Foundation is Helping You! From disaster relief to educational programs and scholarships, learn how EDF is “Helping Dealers Succeed.”	Fertilizing and Spraying Equipment
December	What the 2012 Election Results Could Mean to You! Immediately following the 2012 elections there will be change ahead. What will that change mean to you, your dealership and your bottom line? An insightful look into the results and their implications.	Large Property Equipment

NAEDA *Equipment Dealer* magazine provides invaluable guidance from industry insiders, including:



■ **“The Way I See It”** – Dr. Paul Kindinger, NAEDA’s president/CEO, provides insights about industry, political and economic trends affecting equipment dealers.



■ **John Spader**, president of Spader Business Management, delves into trends affecting the equipment industry and provides strategies to help your dealership improve your business productivity, profitability and performance.



■ **Bob Currie**, president of Currie Management Consultants, Inc., shares his knowledge of strategic and organization planning, finance, marketing, management, and dealership operations to help you streamline operations, improve performance and create success.



■ **Bob Clements** is president of Bob Clements International, Inc., a consulting firm that specializes in the development of high-performance dealerships. Bob and his team work hands-on with dealerships throughout North America, helping them improve their service and parts department profitability. Bob’s column will help dealerships reach high levels of efficiency and improve net profit through savvy strategies he’s developed by working with equipment dealers for more than 20 years.

Additional departments ...

NAEDA *Equipment Dealer* magazine provides dealers with the news and information they need to improve the profitability of their business. For example, the magazine features the following monthly departments:

■ **Dealer Profile articles** – In the “This Works For Me” feature, dealers can learn best practices from some of the top ag, construction, large property, and outdoor power equipment dealers in North America.

■ **Advocacy Update** – Learn how NAEDA, its affiliated associations and our legal counsel work together to negotiate balanced agreements with manufacturers and protect dealers from onerous and costly legislation and regulations.

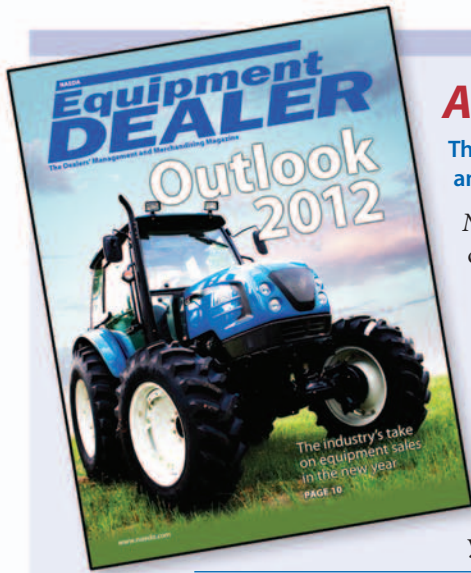
■ **Training Topics** – Each monthly column provides the highlights of one particular NAEDA-affiliated association video or in-person training opportunity and directs readers to contact their association to sign up for more in-depth training on the subject. Recent topics have ranged from enhancing customer satisfaction to dealing with difficult coworkers.

■ **Safely Speaking** – Risk management leaders from Federated Insurance Companies/Federated Insurance Company of Canada provide insightful recommendations to help dealers prevent risks.

Spotlighting equipment ...

To most effectively reach your target audience, ads about your equipment can appear in designated **agriculture, construction, large property/lifestyle, and outdoor power equipment sections** of NAEDA *Equipment Dealer* magazine. Each section contains the latest news, product introductions and commentary.

Additionally, your products can be featured in the **Equipment Spotlight** section. See featured categories on page 3.



Advertise in NAEDA Equipment Dealer magazine!

The industry's proven and most trusted magazine for agricultural, construction, large property, and outdoor power equipment dealers.

NAEDA Equipment Dealer magazine reaches the equipment dealers you want to reach more cost effectively and more often than any other printed industry publication.

NAEDA uses the same verification standards established by the U.S. Postal Service and auditing companies. These standards, coupled with our competitively priced advertising options, ensure you can reach equipment dealers for hundreds, even thousands of dollars less per ad, compared to other publications!

Advertisers benefit from mail-in and fax lead-generation services, plus an online Reader Response Service gives dealers immediate access to advertisers and their new products. Take a look at www.naeda.com/ReaderRequestsOnline.

Volume advertisers can enjoy discounted online ad and video pricing to reinforce your message to dealers.

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

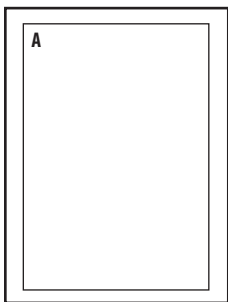
2012 NAEDA Equipment Dealer Black & White Ad Rates

Size	1x	3x	6x	11x
Full Page (A)	\$ 1,695	\$ 1,585	\$ 1,435	\$ 1,095
2/3 Page (B, C)	\$ 1,395	\$ 1,345	\$ 1,250	\$ 1,000
1/2 Pg. Island (D)	\$ 1,165	\$ 1,150	\$ 1,055	\$ 830
1/2 Page (E, F)	\$ 1,110	\$ 1,095	\$ 960	\$ 760
1/3 Page (G, H)	\$ 760	\$ 725	\$ 695	\$ 530
1/4 Page (I, J)	\$ 615	\$ 575	\$ 505	\$ 410
1/6 Page (K, L)	\$ 500	\$ 460	\$ 410	\$ 310
1/8 Page (M, N, O)	\$ 385	\$ 350	\$ 300	\$ 235
Inside Front Cover (A)	\$ 1,850	\$ 1,720	\$ 1,555	\$ 1,250
Inside Back Cover (A)	\$ 1,750	\$ 1,640	\$ 1,480	\$ 1,180
Back Cover (A)	\$ 2,040	\$ 1,930	\$ 1,755	\$ 1,435
Cover (A)	N/A	N/A	N/A	N/A

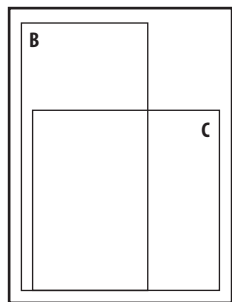
2012 NAEDA Equipment Dealer Color Ad Rates

Size	1x	3x	6x	11x
Full Page (A)	\$ 2,190	\$ 2,080	\$ 1,930	\$ 1,590
2/3 Page (B, C)	\$ 1,890	\$ 1,840	\$ 1,745	\$ 1,495
1/2 Pg. Island (D)	\$ 1,660	\$ 1,645	\$ 1,550	\$ 1,325
1/2 Page (E, F)	\$ 1,605	\$ 1,590	\$ 1,455	\$ 1,255
1/3 Page (G, H)	\$ 1,255	\$ 1,220	\$ 1,190	\$ 1,025
1/4 Page (I, J)	\$ 1,110	\$ 1,070	\$ 1,000	\$ 905
1/6 Page (K, L)	\$ 995	\$ 955	\$ 905	\$ 805
1/8 Page (M, N, O)	\$ 880	\$ 845	\$ 795	\$ 730
Inside Front Cover (A)	\$ 2,345	\$ 2,215	\$ 2,050	\$ 1,745
Inside Back Cover (A)	\$ 2,245	\$ 2,135	\$ 1,975	\$ 1,675
Back Cover (A)	\$ 2,535	\$ 2,425	\$ 2,250	\$ 1,930
Cover (A)	\$ 5,000	N/A	N/A	N/A

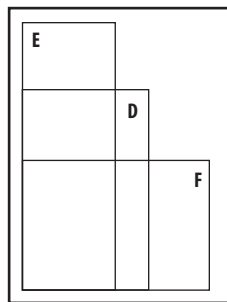
NAEDA Equipment Dealer Ad Sizes / Shapes



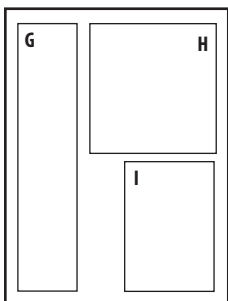
A: Full Page 7" x 10"
Bleed: 8.5" x 11.125"
Trim: 8.25" x 10.875"
Spread (Bleed) 16.75" x 11.125"
Trim: 16.5" x 10.875"



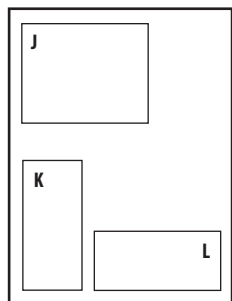
B: 2/3 Page Vertical 4.75" x 10"
C: 2/3 Page Horizontal 7" x 6.75"



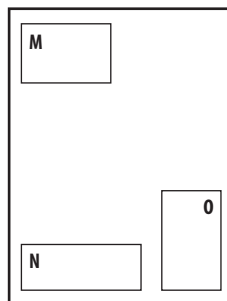
D: 1/2 Page Island 4.75" x 7.5"
E: 1/2 Page Vertical 3.5" x 10"
F: 1/2 Page Horizontal 7" x 4.875"



G: 1/3 Page Vertical 2.25" x 10"
H: 1/3 Page Horizontal 4.75" x 4.875"
I: 1/4 Page Vertical 3.375" x 4.875"



J: 1/4 Page Horizontal 4.75" x 3.75"
K: 1/6 Page Vertical 2.25" x 4.875"
L: 1/6 Page Horizontal 4.75" x 2.25"



M: 1/8 Page 3.375" x 2.25"
N: 1/8 Page 2 Column 4.5" x 1.75"
O: 1/8 Page 1 Column 2.25" x 3.75"

Additional Comments: Page will trim to 8.25" x 10.875." Build page to trim and 0.125" beyond page for bleed. Full page ad copy should not appear within 0.25" of trim. "Inserts" are smaller size – call for details.

Deadlines

Closing Dates: 10th of the month preceding publication date.
Materials Deadlines: 20th of the month preceding publication date.

Printing Method

By offset lithography on enamel stock. AAAA standard 4-color process inks will be used. 4-color total ink coverage: 280% maximum. 150 line screen for B/W and 4-color.

Inserts

Mechanical information and charges available upon request. Black and white page rates, less 25 percent.

Digital File Specifications

PREFERRED: PDF/x-1a. Graphic applications – InDesign, Illustrator, Photoshop. Include all screen and printer fonts, and all linked files (.eps, .tiff). Pantone color must be CMYK mode. Color images in CMYK, 300ppi resolution.

Files not in preferred format may incur additional charges for conversion.

PROOFS: Must be furnished with 4-color advertisements. Press-quality contract proof (matchprint or chromalin) preferred. Laser and inkjet are acceptable but these lower quality proofs cannot guarantee press match.

MEDIA/TRANSPORT: Email, CD, DVD, or FTP. Please compress with WinZip for PCs or Stuffit for Macs.



Advertise in the NAEDA Buyer's Guide!

The preeminent annual directory of the equipment industry's suppliers and products.

NAEDA produces the annual *NAEDA Buyer's Guide* each May. This definitive directory of the equipment industry's suppliers and products is the single best way for your company to get your products in front of dealership decision makers. By adding display advertising and/or your logo, in addition to your free supplier listing(s), you can ensure dealer leaders can find and buy your product offerings.

NAEDA offers a variety of advertising options to promote your company and products in the guide, including full and partial-page advertisements, in-directory logo ads and red listings to make your brand stand out. Because the *Buyer's Guide* features a manufacturer's index, a trade names index and a product index, you can choose to run your advertising where your buyers are most likely to search for your product or service.

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

Refer to page 5 for additional advertising guidelines, such as deadlines, specifications, sizing, etc. Frequency discounts are available when combining *NAEDA Buyer's Guide* advertising with *NAEDA Equipment Dealer* magazine advertising.

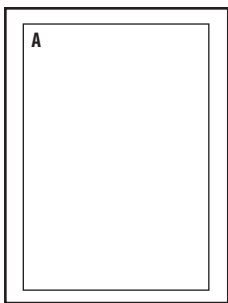
2012 NAEDA Buyer's Guide Ad Rates

Size	Color	Black/White
Full Page (A)	\$ 2,200	\$ 1,705
2/3 Page (B, C)	\$ 1,900	\$ 1,405
1/2 Page Island (D)	\$ 1,670	\$ 1,175
1/2 Page (E, F)	\$ 1,615	\$ 1,120
1/3 Page (G, H)	\$ 1,265	\$ 770
1/4 Page (I, J)	\$ 1,120	\$ 625
1/6 Page (K, L)	\$ 1,005	\$ 510
1/8 Page (M, N, O)	\$ 890	\$ 395
Cover (A)	\$ 8,500	N/A

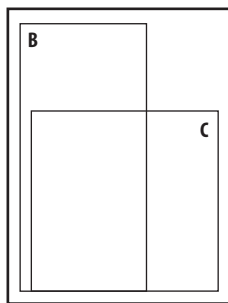
2012 NAEDA Buyer's Guide Ad Rates

Size	Color	Black/White
Full length, 1 column (P)	\$ 994	\$ 499
Full length, 2 column (Q)	\$ 1,294	\$ 799
Full length, 3 column (R)	\$ 1,594	\$ 1,099
Half length, 1 column (S)	\$ 825	\$ 330
Half length, 2 column (T)	\$ 1,094	\$ 599
Half length, 3 column (U)	\$ 1,394	\$ 899
Logo only (V)	\$ 399	\$ 299
Double height logo only (W)	\$ 599	\$ 499

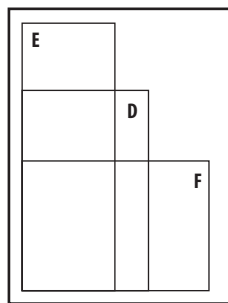
NAEDA Buyer's Guide Ad Sizes / Shapes



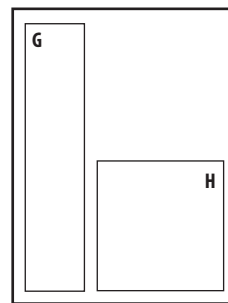
A: Full Page 7" x 10"
Bleed: 8.5" x 11.125"
Trim: 8.25" x 10.875"
Spread (Bleed) 16.75" x 11.125"
Trim: 16.5" x 10.875"



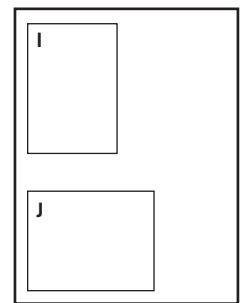
B: 2/3 Page Vertical 4.75" x 10"
C: 2/3 Page Horizontal 7" x 6.75"



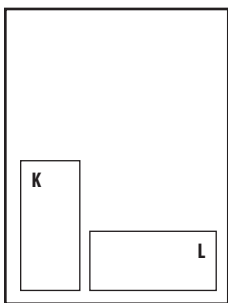
D: 1/2 Page Island 4.75" x 7.5"
E: 1/2 Page Vertical 3.5" x 10"
F: 1/2 Page Horizontal 7" x 4.875"



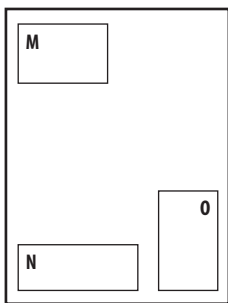
G: 1/3 Page Vertical 2.25" x 10"
H: 1/3 Page Horizontal 4.75" x 4.875"



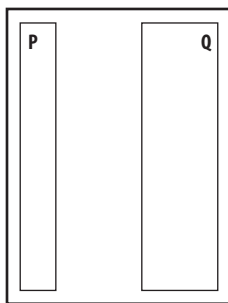
I: 1/4 Page Vertical 3.375" x 4.875"
J: 1/4 Page Horizontal 4.75" x 3.75"



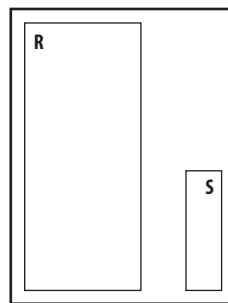
K: 1/6 Page Vertical 2.25" x 4.875"
L: 1/6 Page Horizontal 4.75" x 2.25"



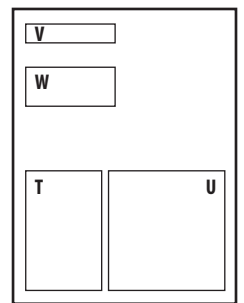
M: 1/8 Page 3.375" x 2.25"
N: 1/8 Page 2 Column 4.5" x 1.75"
O: 1/8 Page 1 Column 2.25" x 3.75"



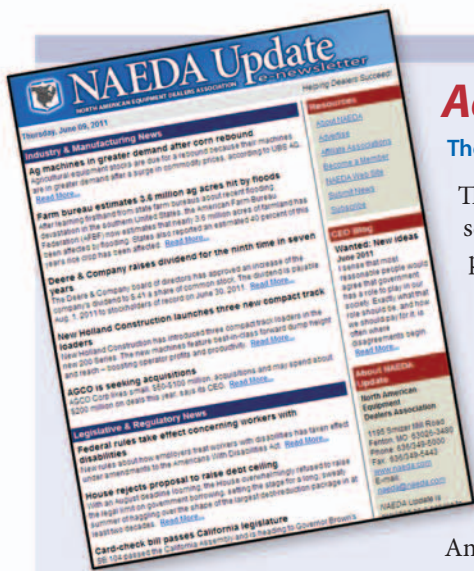
P: Full Length, 1 Column 1.375" x 10"
Q: Full Length, 2 Column 2.875" x 10"



R: Full Length, 3 Column 4.375" x 10"
S: Half Length, 1 Column 1.375" x 4.5"



T: Half Length, 2 Column 2.875" x 4.5"
U: Half Length, 3 Column 4.375" x 4.5"
V: Logo 3.375" x 0.75"
W: Double Height Logo 3.375" x 1.5"



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.

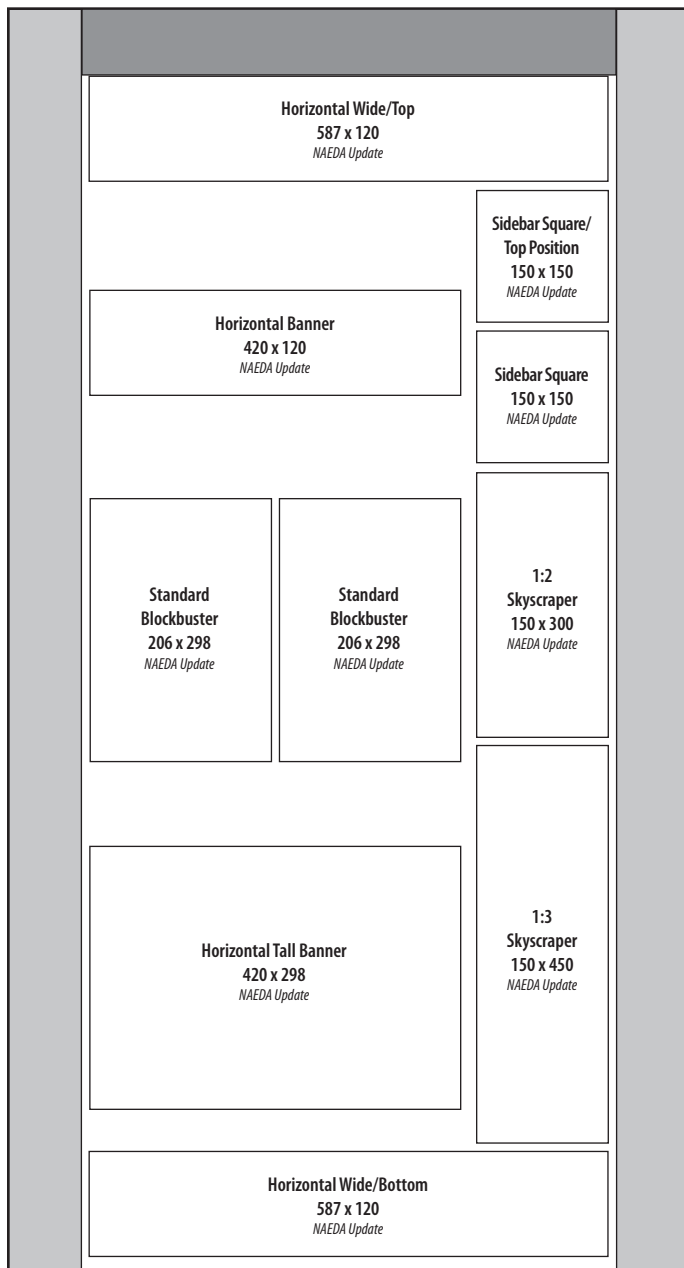
Discounts available for combination of print, Web and/or e-newsletter advertising. Rates are gross with 15% discounts available to agencies. Contact [Carol Kindinger](mailto:Carol.Kindinger@telventdtn.com) for details.



"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





Advertise on NAEDA.com!

The Web site for equipment industry news, resources and perspectives.

Dealers visit www.naeda.com regularly for equipment industry news, information and more.

The NAEDA Web site features a CEO blog by NAEDA President/CEO Paul Kindinger, videos, continually updated equipment industry and U.S. and Canadian government news, legislative and regulatory updates and resources, advocacy information, manufacturer and industry insights, and much more.

Reach dealership decision makers! Advertise on www.naeda.com!

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

Advertise on the NAEDA CEO blog!

North American Equipment Dealers Association President/CEO Dr. Paul Kindinger shares his thoughts about the equipment industry with dealers in his monthly column in *NAEDA Equipment Dealer* magazine, "The Way I See It," and on the NAEDA CEO blog. Visitors can read and respond to his blog posts on www.naeda.com. They can also access the blog from a link in each issue of the *NAEDA Update* e-newsletter.

Reach dealer decision makers who avidly read Paul Kindinger's "The Way I See It" ... advertise on the NAEDA CEO blog!

Web Site and Blog 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/Permanent Top (150 x 150)	\$500	\$480	\$465	\$450
Sidebar Square/Rotating (150 x 150)	\$300	\$280	\$265	\$250
Horizontal Banner (560 x 120)	\$550	\$520	\$500	\$450
Horizontal Tall Banner (560 x 388)	\$775	\$725	\$680	\$625
Standard Blockbuster (276 x 388)	\$500	\$475	\$450	\$425

Ad sizes are in pixels. Ads can be static (JPG, PNG or GIF) or animated GIFs, up to 50kb. Maximum three loops of animation, up to 15 seconds per loop.

Feature your product videos on NAEDA.com!

Reach dealer decision makers with your product videos on www.naeda.com by the month or year. Show dealers your product or services in action and explain the benefits to key decision makers.

Sponsored Video Rates

Length	1 mo.	3 mos.	6 mos.	12 mos.
Three minutes or less	\$500	\$470	\$440	\$410
More than 3 min., but less than 10	\$550	\$530	\$490	\$460
10 minutes or more	\$600	\$580	\$540	\$510

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

Web and Blog Ad Sizes / Shapes

