

NAEDA

# Equipment DEALER

*Helping dealers succeed...*

# 2010

## *Media* **Information**

The Official Publication of the



**North American  
Equipment Dealers Association**

## 2010 Editorial Calendar

Month	Features
January	<b>Outlook 2010</b> Will the equipment industry rebound from a difficult year?
February	<b>Then There Was One</b> What are the implications of the auto industry's historical contraction and bankruptcies?
March	<b>Flat-Rate Pricing</b> Learn how dealers are using it, why others resist it and whether it's applicable to you.
April	<b>Embracing Technology</b> A look at how dealers are profiting from current or emerging technology.
May	<b>2010 Buyer's Guide</b> NAEDA's annual directory of equipment industry manufacturers, distributors and suppliers.
June	<b>Growing Pains</b> Learn how expanding equipment dealers put it all together and keep it all together.
July/August	<b>Inventory Control</b> Learn how to manage used assets, when to use auctions, why turning inventory is important and how inventory control affects credit.
September	<b>When to Call Your Lawyer</b> How to prepare for the unexpected, such as a customer complaint or government inspection.
October	<b>Streamlining Product Mix</b> What is the ideal product mix for today's equipment dealers?
November	<b>Regulatory Compliance</b> How to manage the compliance burden associated with records, labor, environment, and others.
December	<b>The New Workforce</b> Learn how to leverage the knowledge of each generation to keep your business successful.

*The management and merchandising magazine for retail agricultural, industrial, lifestyle, and outdoor power equipment dealers...*

### *Merchandising services...*

Let us work with you to help carry your message to our readers with advertorials.

### *Reader response services...*

In addition to mail-in and fax services, NAEDA offers an online Reader Response Service to provide dealers with immediate access to advertiser and new product information. Have a look at [www.naeda.com/ReaderRequestsOnline](http://www.naeda.com/ReaderRequestsOnline).

### *The columnists...*

NAEDA *Equipment Dealer* offers monthly commentary and perspectives from two of the industry's most knowledgeable and respected columnists, Dr. Paul Kindinger, NAEDA president/CEO, and Dr. Jim Weber. Their columns are widely recognized as must-read material.



- **Dr. Paul Kindinger** – NAEDA's president/CEO offers monthly perspectives about topical industry, political, economic and other significant issues and trends in *The Way I See It*.



- **Dr. Jim Weber** – His monthly column, *It's Your Business*, offers straight-forward suggestions and commentary to help dealers plan for their future success.

### *Regular features...*

- **Special Reports** – Lynn Grooms writes about topical industry issues.
- **Safely Speaking** – NAEDA risk management consultants provide monthly updates about loss control issues in the U.S. and Canada.
- **This Works for Me** – Barb Baylor Anderson profiles successful dealerships.
- **The Great Outdoors** – Information and new products for the outdoor power equipment dealer.
- **What's New** – New products for the showroom or shop.
- **Here's What You Sold** – Tractor and combine sales reports from North American manufacturers.

### **NAEDA Equipment Dealer Facts**

**Fact:** NAEDA *Equipment Dealer* reaches 5,500 dealerships and service locations throughout North America – **and we do it more often than any similar industry publication.**

**Fact:** NAEDA *Equipment Dealer* readers own and operate dealerships with annual sales and service volume from \$1 million to more than \$100 million – **the largest in North America.**

**Fact:** NAEDA *Equipment Dealer* readers are dealer principals and sales and service managers – **the people who make the buying decisions at North America's equipment dealerships.**

**Fact:** NAEDA *Equipment Dealer* is one of the industry's oldest trade journals (with continuous service to the industry for more than 60 years) and all NAEDA publications have been under the same ownership for more than a century. **We know this industry.**

## 2010 Rates

Our targeted circulation allows us to offer the lowest advertising rates in the industry, resulting in a return on advertising investment second to none.

### BLACK AND WHITE RATES

Space	Buyer's Guide*	1x	3x	6x	11x
Full Page	\$ 1,645	\$1,695	\$1,585	\$1,435	\$ 1,095
2/3 Page	\$ 1,430	\$1,395	\$1,345	\$1,250	\$ 1,000
1/2 Pg. Island	\$ 1,215	\$1,165	\$1,150	\$1,055	\$ 830
1/2 Page	\$ 1,060	\$1,110	\$1,095	\$ 960	\$ 760
1/3 Page	\$ 740	\$ 760	\$ 725	\$ 695	\$ 530
1/4 Page	\$ 615	\$ 615	\$ 575	\$ 505	\$ 410
1/6 Page	\$ 480	\$ 500	\$ 460	\$ 410	\$ 310
1/8 Page	\$ 370	\$ 385	\$ 350	\$ 300	\$ 235
Inside Front Cover	\$ 2,225	\$1,850	\$1,720	\$1,555	\$ 1,250
Inside Back Cover	\$ 1,855	\$1,750	\$1,640	\$1,480	\$ 1,180
Back Cover	\$ 2,470	\$2,040	\$1,930	\$1,755	\$ 1,435

\* Frequency advertisers will be given the earned frequency rate on the Buyer's Guide issue except for cover position.

### COLOR RATES

\$230 for publisher's standard red, blue, yellow

\$450 for matched or metallic color

\$495 for four-color process

Bleed: No charge

### MECHANICAL REQUIREMENTS

Space	Format	Width	x	Depth
Full Page		7"	x	10"
2/3 Page	Vertical	4 3/4"	x	10"
2/3 Page	Horizontal	7"	x	6 3/4"
1/2 Page	Island	4 3/4"	x	7 1/2"
1/2 Page	Vertical	3 1/2"	x	10"
1/2 Page	Horizontal	7"	x	4 7/8"
1/3 Page	Vertical	2 1/4"	x	10"
1/3 Page	Horizontal	4 3/4"	x	4 7/8"
1/4 Page	Vertical	3 3/8"	x	4 7/8"
1/4 Page	Horizontal	4 3/4"	x	3 3/4"
1/6 Page	Vertical	2 1/4"	x	4 7/8"
1/6 Page	Horizontal	4 3/4"	x	2 1/4"
1/8 Page	Horizontal	3 3/8"	x	2 1/4"
1/8 Page	2 Column	4 1/2"	x	1 3/4"
1/8 Page	1 Column	2 1/4"	x	3 3/4"

### CONTRACT COPY REGULATIONS

**Copy Acceptance** – Publisher reserves the right to reject any advertising considered objectionable. Copy and materials will be stored for one year, then destroyed, unless otherwise advised.

**Advertising Responsibility** – All advertisements are accepted and published by the publisher upon the representations that the agency and/or advertiser is authorized to publish the entire contents and subject matter thereof. The agency and/or advertiser will indemnify and save the publisher harmless from any loss or expense resulting from claims or suits based upon contents of any advertisement, including claims or suits for defamation, libel, violation of right to privacy, plagiarism and copyright infringement.

**Commissions and Discounts** – 15% discount to recognized advertising agencies, provided account is paid within 30 days from date of invoice. Mechanical charges and advertorials are not commissionable.

### INSERTS

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

### 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.

### DIGITAL FILE SPECIFICATIONS

PREFERRED: PDFx1a. 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, 300 ppi 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:** CD, DVD, Email, or FTP. Please compress with WinZip for PCs, or Stuffit for Macs.

### BLEED AND OVERSIZE AD REQUIREMENTS

Acceptable in spreads, full page, 2/3 and 1/2 page units only.

### SPECIFICATIONS FOR BLEED

Single-page bleed negatives	8 1/2"	x	11 1/8"
Spread bleed negatives	17"	x	11 1/8"
Gutter spread, bleed, 2 negatives, ea.	7 5/8"	x	10"
Center spread, bleed, one negative	17"	x	11 1/8"
Center spread, gutter bleed only, one negative	15 1/4"	x	10"
2/3-page bleed negatives	5 1/4"	x	11 1/8"

Additional Comments: Page will trim to 8 1/4" x 10 7/8". Build page to trim and 1/8" beyond page for bleed. Full page ad copy should not appear within 1/4" of trim. "Inserts" are smaller size – call for details.