

WEBSITE | MAGAZINE | EMAIL | PODCAST | MARKETPLACE | CONFERENCE

## 2022 MEDIA KIT



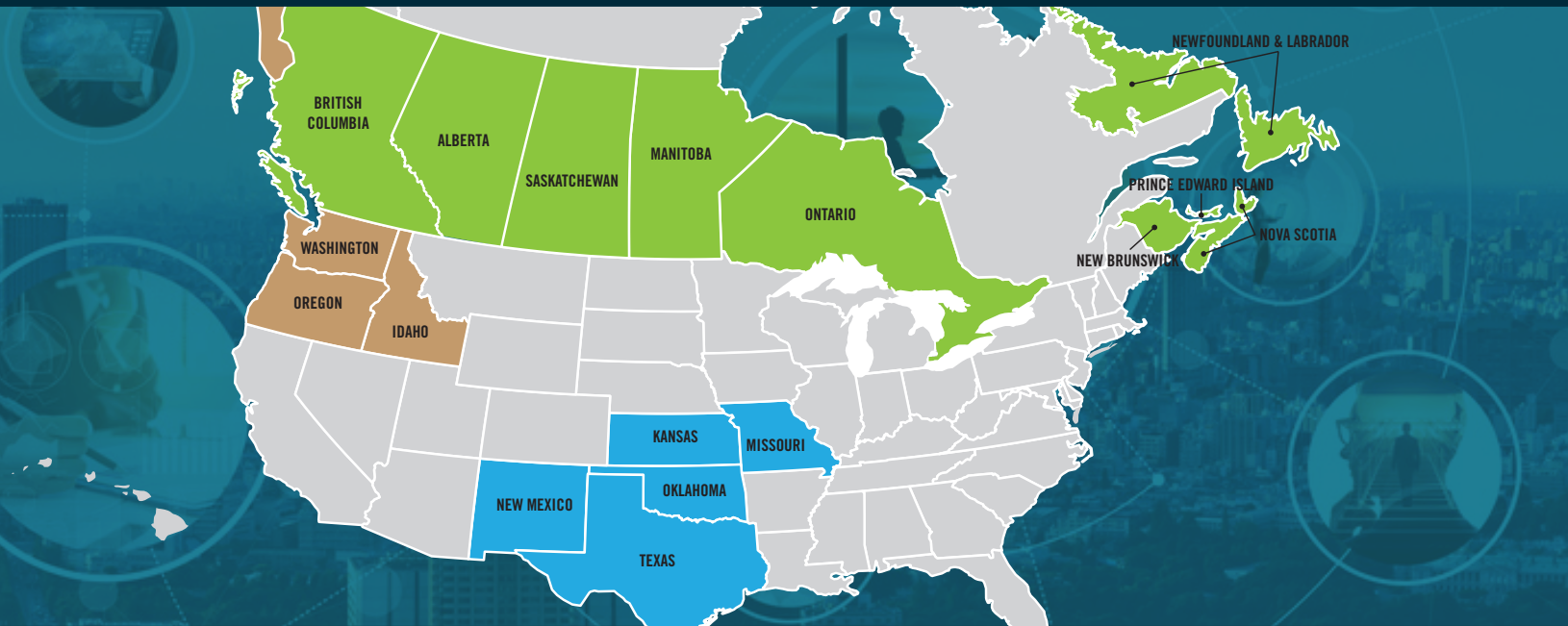
▶ **Your Networking Connection to  
North America's Equipment Dealers**

## Our Members. **Your** Networking Connection.

WEDA is pleased to offer you – our valued sponsors and advertising partners – new, innovative and creative digital solutions to reach your target market audience. All of our programs can be customized to not just meet, but exceed your marketing goals!



We represent over **2,200** farm, construction, hardware, and outdoor power equipment dealers.



### About WEDA

The Western Equipment Dealers Association was formed with the merger of the Canada West Equipment Dealers Association, the SouthWestern Association and the Pacific Northwest Association in 2014.

### Our roots go back to 1889 in the U.S. and 1927 in Canada.

WEDA is the largest international trade association of its type and represents over 2,200 farm, construction, hardware, and outdoor power equipment dealers in Canada and the United States. WEDA's Canadian operations are headquartered in Calgary, Alberta, and Kansas City, Missouri, serves as the U.S. headquarters.

### Bright Ideas. Fresh Initiatives.

We're excited to share our new digital advertising and sponsorship opportunities with the launch of our new magazine microsite at [www.EquipmentDealerMagazine.com](http://www.EquipmentDealerMagazine.com)

For the first time, this new site will offer our partners, advertisers and sponsors the opportunity to deliver their message to dealers in Canada or the United States (or both countries simultaneously), using Interactive Advertising Bureau standard Leaderboard and Big Box sizes. We're now offering our advertising partners increased reach and new digital programs targeted directly to best support your target audience. All of our programs can be customized to help you reach your marketing goals.



### Digital Advertising

**Feedback from our dealers has been overwhelmingly positive over the last year since we began publishing our magazines as digital flipbooks.** This approach increased the reach by giving dealers and others in the dealership an optional way to access and share the valuable content. Mailed copies of the magazine go to our database of farm, industrial, hardware, and outdoor power equipment dealers across North America including associate members representing manufacturers, distributors and industry service providers.

**Now with the addition of a microsite for WEDA publications, your message will appear in both the printed magazine PLUS online.** All ads will run in rotation based on the packages described below. We will require you to provide both ad sizes for the rotation – no exceptions.

#### LEADERBOARD



- **1 Leaderboard** (728x90) ad will run at the top of the home page plus an additional Leaderboard displayed halfway down the home page.
- **PLUS 1 Leaderboard** (728x90) ad displayed at the top of each subsequent page.
- **PLUS 2 Big Box** (300x250) ads displayed on the right hand side of every page (other than the home page).

#### BIG BOX



### Podcast Messaging



**Since launching our podcasts last year, dealer feedback has been overwhelmingly positive.** Whether travelling between dealership locations, to a meeting or waiting to catch their flight, our podcasts have

become a tool for dealers to stay in touch with the latest industry news and information. Select advertisers and sponsors now have the opportunity to imbed their message into our podcasts, with your message displayed in the podcast email body PLUS a 30 or 60 second audio message following the podcast.

### Email Advertising

**We have earned a great deal of respect from our dealers because we take great care in the frequency and content of emails we send.**

Judging by open and click through rates, dealer personnel read the information we send.

In addition to our printed magazines, and magazine microsite at [www.EquipmentDealerMagazine.com](http://www.EquipmentDealerMagazine.com), we offer additional marketing opportunities with leaderboard ads imbedded into select emails. For our preferred partners, we can even send an Industry Insight email with your custom content.



## Our Flagship Publications

Dealers continue to read our **Canadian Equipment Dealer** and **Western Equipment Dealer** magazines in their printed form.

Business to Business magazines continue to be highly read by dealership executives. Your advertising message showcasing your products and services or simply showing your support for our industry gets noticed. We plan to continue publishing our quarterly magazines and are looking ahead to publish more frequently in the coming years.



## Print Magazine Advertising

Each issue of the **CED** and **WED** magazine features some of the equipment industry's most notable experts in dealership management. Magazine columnists with real dealership experience provide topical information related to industry trends, such as: used equipment marketing, succession planning, employee training, human resources, regulatory and legislative issues, data security, risk management, and more. Each issue also features dealer profiles, which highlight successful dealers and their contributions to the equipment industry. With a focus on "Will it Help the Dealer?" dealership executives read and rely on our magazines.

## Advertorials Digital & Print

Share your story with our audience of thousands, across all dealership segments from executive management, aftermarket, wholegoods, human resources and financial management. Advertorials are a cost effective and targeted means to tell your story, without the constrictions of traditional advertising. Our marketing team can assist in writing your advertorial copy which includes three printed magazine pages for copy and images, plus additional details and links provided on our magazine microsite, [www.EquipmentDealerMagazine.com](http://www.EquipmentDealerMagazine.com)

## Marketplace Profile Packages

Are you launching a new model, product line, or just want to breathe some new life into an existing product or service? Showcase your products in our magazines and online with the Product Profile packages described below.

### Marketplace Plus

- **Digital** – Marketplace level ROS (Run Of Site) Big Box ads.
- **Print** – 4 quarter page ads published in our fall, winter, spring & summer issues (one ad per issue).

### Marketplace Business

- **Digital** – Marketplace level ROS (Run Of Site) Big Box ads.
- **Print** – 4 business card ads published in our fall, winter, spring & summer issues (one ad per issue).

We offer a variety of ad sizes, plus preferred placement and multi-issue opportunities. Please refer to our Advertising Rate Card for detailed pricing.

## Choose Your Investment Level

Our all-inclusive Media Packages are designed for our Preferred Endorsed Partners and Sponsors, for those wanting to profile a new product or service, or somewhere in between.

- Pricing is in CAD or USD, dependant on which region you choose to advertise in.
- Receive a 10% discount when you advertise in both the CED and WED.
- Your chosen NADC Add-On Package details will be discussed prior to the event.



**NORTH AMERICAN  
DEALER CONFERENCE**

WHERE SUCCESSFUL DEALERS MEET

### ▶ **Platinum** ANNUAL INVESTMENT - \$25,000 (+ APPLICABLE TAXES)

Our endorsed partners, key advertisers and sponsors will want to take advantage of our top level connections to dealerships in Canada or the U.S.

- **Digital** – Preferred prominent ROS (Run Of Site) Leaderboard and Big Box ads
- **Email** – 1 dedicated Email Blast per year – available July to June
- **Podcast** – 1 dedicated Podcast per year – available July to June
- **Print** – 4 full-page ads, one per quarter – fall, winter, spring & summer issues
- **Advertorial** – 1 three-page advertorial – fall, winter, spring or summer issues
- **North American Dealer Conference**  
Premium positioning in pre-event promotion and on-site event placement

### ▶ **Gold** ANNUAL INVESTMENT - \$15,000 (+ APPLICABLE TAXES)

At the gold level, key advertisers, sponsors and partners can detail their products and services in a prominent position across our full suite of advertising and promotional opportunities.

- **Digital** – Gold Level ROS (Run Of Site) Leaderboard and Big Box ads
- **Email** – 1 dedicated Email Blast per year – available July to June
- **Podcast** – 1 dedicated Podcast per year – available July to June
- **Print** – 4 full-page ads, one per quarter – fall, winter, spring & summer issues
- **North American Dealer Conference**  
Top tier advertising in pre-event promotion and on-site event placement

### ▶ **Silver** ANNUAL INVESTMENT - \$8,500 (+ APPLICABLE TAXES) WITH **NADC ADD-ON - \$10,000** (+ APPLICABLE TAXES)

Silver level provides advertisers and sponsors key positioning across multiple advertising and promotional opportunities.

- **Digital** – Silver Level ROS (Run Of Site) Leaderboard and Big Box ads
- **Email** – 1 dedicated Email Blast per year – available July to June
- **Print** – 4 full-page ads, one per quarter – fall, winter, spring & summer issues
- **North American Dealer Conference Add-On**  
Advertising in pre-event promotion and on-site event placement

### ▶ **Bronze** ANNUAL INVESTMENT - \$6,000 (+ APPLICABLE TAXES) WITH **NADC Add-On - \$7,500** (+ APPLICABLE TAXES)

Bronze level provides advertisers and sponsors key positioning across multiple advertising and promotional opportunities.

- **Digital** – Bronze Level ROS (Run Of Site) Leaderboard and Big Box ads
- **Print** – 4 full-page ads, one per quarter – fall, winter, spring & summer issues
- **North American Dealership Conference Add-On**  
Advertising in pre-event promotion and on-site event placement

Our **Premier** Event.  
Your **Prime** Opportunity.

**The North American Dealer Conference (NADC) has become an industry “must attend” event.** Every year we bring industry experts and key dealership executive management together to learn, discuss and connect on the latest industry opportunities and challenges. Feedback from dealership executives has proved they highly value the content, speakers, presentations, and networking this industry leading conference provides.



“Today, a constant stream of new technology is making traditional dealer marketing and sales practices less and less relevant. The big opportunities of the next 10 years will be captured by those who adapt positively and change effectively.”

The North American Dealer Conference offers fresh thinking and new tools to succeed. It's an event that should not be missed.”

John Schmeiser, CEO  
Western Equipment Dealers Association

**Explore your multi-level  
advertising options with our  
marketing team today!**

Contact:

**Larry Hertz**

403.250.7581 / lhertz@westerneda.com

**Joanne Olson**

403.250.7581 / jolson@westerneda.com

**www.EquipmentDealerMagazine.com**

## ENGAGING YOUR DEALER AUDIENCE

The **CED** and **WED** are quarterly publications that center on providing "Resources for Successful Dealers." Advertisers that purchase ad space in both the **CED** and **WED** will receive a 10% discount on their advertising order (Platinum, Gold, Silver and Bronze Packages exempt). All rates include an ad link on our magazine microsite, [www.EquipmentDealerMagazine.com](http://www.EquipmentDealerMagazine.com). Rates do not include applicable taxes.



PERIODICAL AD RATES	1x	2x	4x
3 Page Advertorial Spread	\$ 2,900	\$ 2,800	\$ 2,500
Double Page Spread	\$ 2,200	\$ 2,100	\$ 1,900
Full Page	\$ 1,500	\$ 1,400	\$ 1,200
Half Page	\$ 800	\$ 750	\$ 700
PREMIUM AD RATES			
Inside Front Cover	\$ 1,800	\$ 1,700	\$ 1,500
Inside Back Cover	\$ 1,800	\$ 1,700	\$ 1,500
Outside Back Cover	\$ 1,900	\$ 1,800	\$ 1,600
MARKETPLACE PROFILE PACKAGES			
Marketplace Plus			\$ 2,500
Marketplace Business			\$ 1,500
WEDA MEDIA MARKETING PACKAGES			
Platinum	\$ 25,000		
Gold	\$ 15,000		
Silver	\$ 8,500	+ NADC Add-On	= \$ 10,000
Bronze	\$ 6,000	+ NADC Add-On	= \$ 7,500

## ABOUT

### Our Publications

The **CED** and **WED** publications are circulated to equipment dealers across North America. Readers own and operate dealerships with annual sales and service volume from \$1million to more than \$1billion.

Over 2,300  
copies distributed.

The content of the **Canadian Equipment Dealer** and **Western Equipment Dealer** are also available online at:

[www.EquipmentDealerMagazine.com](http://www.EquipmentDealerMagazine.com)



Online editions have an average read time of **7:45** minutes

## Publication Specifications

### Canadian Equipment Dealer / Western Equipment Dealer

All measurements are in inches

Trim Size: 8.5" x 11"

Bleed Size: 8.75" x 11.75"

Live Ad Area: 8 x 10.5

## Artwork Requirements

All digital color and artwork must be supplied at 300 dpi.

High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. **All color artwork must be in CMYK mode.** RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift.

All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

**Note:** Text placed outside the live area within any full page ad may be cut off. Please keep text within the live area at all times.

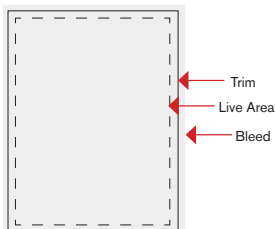
## Proofs and Revisions

\$75/hour artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

## Submitting Material

Submit to **Joanne Olson**, Managing Editor / [jolson@westerneda.com](mailto:jolson@westerneda.com)

All artwork must be provided in an electronic format via email or secure file transfer site, e.g., WeTransfer, DropBox. Please compress files to less than 7 MB. **Ad proofs will be provided BY REQUEST ONLY and final approvals to print are required via email.**

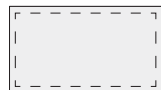


### FULL PAGE / FULL PAGE ADVERTORIAL

With Bleed  
Trim Size is 8 1/2 x 11  
Live Ad Area is 8 x 10.5  
PLUS 1/4" bleed all sides

Without Bleed  
Trim Size is 8 1/2 x 11  
Live Ad Area is 7 1/2 x 10

### MARKETPLACE PROFILE PACKAGE AD SIZES



**MARKETPLACE BUSINESS**  
3 1/2" x 2"  
Live Ad Area is 3" x 1.5"  
No Bleed - Ad copy and/or images do not extend beyond trim size

**MARKETPLACE PLUS**  
3 1/2" x 4.16"  
Live Ad Area is 3" x 3.75"  
No Bleed - Ad copy and/or images do not extend beyond trim size

**MARKETPLACE BUSINESS**  
3 1/2" x 2"  
Live Ad Area is 3" x 1.5"  
No Bleed - Ad copy and/or images do not extend beyond trim size

**MARKETPLACE PLUS**  
3 1/2" x 4.16"  
Live Ad Area is 3" x 3.75"  
No Bleed - Ad copy and/or images do not extend beyond trim size

## Advertising Specifications

### Color specifications

All advertisements must be CMYK. Lab, Duotone, Pantone or Multichannels will be converted; we will not be responsible for any resulting alteration or loss.

### Black text

For best results, it is recommended that black be used for text. Note that Adobe Photoshop files are not recommended as that software may convert to four-colour process.

### Accepted electronic file formats

**PDF:** CMYK, accurate format, 300 dpi, no transparency, embedded fonts. **ILLUSTRATOR:** CMYK, accurate format, embedded images, 300 dpi, text converted to outlines. **PHOTOSHOP:** EPS, PSD and TIFF: CMYK, 300 dpi, accurate format, all art flattened. **JPEG:** CMYK, 300 dpi, accurate format, all art flattened, compression quality 12 (maximum quality), standard baseline format. **INDESIGN CC** (or earlier): all fonts, images (photos, logos, etc.) must be supplied. **FILE COMPRESSION:** we accept Stuffit-compressed files (.sea, .sit, .sitx or .zip).

### Fonts

Because they are more recent and multiplatform, OpenType fonts are recommended.

### Unacceptable file formats

CorelDraw, Paint, Excel, Word, PowerPoint, Publisher, AutoCad, FrameMaker and other non-standard electronic publishing software files will not be accepted. Low-resolution GIF and JPEG downloads are not recommended. If the above mentioned formats are the only files available, we will not be responsible for print quality. Compressed PC files (.exe, .rar, etc.) will not be accepted.



**HALF PAGE HORIZONTAL** Bleed  
With bleed Live Ad Area is 8 1/2" x 5 1/4"  
Plus 1/4" bleed all sides

Without Bleed Live Ad Area is 7 1/2" x 4 7/8"



**HALF PAGE VERTICAL** Bleed  
With bleed Live Ad Area is 5 1/4" x 11"  
Plus 1/4" bleed all sides

Without Bleed Live Ad Area is 3 5/8" x 10"

### LEADERBOARD

728px x 90px

### BIG BOX

300px x 250px



COMPANY NAME		WEBSITE	
ADDRESS		CITY	PROV / STATE
PHONE		POSTAL CODE / ZIP CODE	
BILLING ADDRESS (IF DIFFERENT)			
CONTACT NAME		EMAIL	
PHONE		AGENCY (IF APPLICABLE)	

## I WOULD LIKE MY ADVERTISING TO BE PUBLISHED IN:

☐ **The Canadian Equipment Dealer**

☐ **The Western Equipment Dealer**

☐ **BOTH PUBLICATIONS** Advertisers who choose this option will receive a **10% discount** on their advertising order. (Platinum, Gold, Silver and Bronze Packages exempt).

## BOOKING DEADLINES

**Spring** / Feb. 11, 2022  
**Summer** / May 13, 2022  
**Fall** / Aug. 12, 2022  
**Winter** / Nov. 10, 2022

## ARTWORK DEADLINES

**Spring** / Feb. 25, 2022  
**Summer** / May 27, 2022  
**Fall** / Aug. 26, 2022  
**Winter** / Nov. 25, 2022

## PERIODICAL AD RATES

	1x	2x	4x
3 Page Advertorial Spread	<input type="checkbox"/> \$ 2,900	<input type="checkbox"/> \$ 2,800	<input type="checkbox"/> \$ 2,500
Double Page Spread	<input type="checkbox"/> \$ 2,200	<input type="checkbox"/> \$ 2,100	<input type="checkbox"/> \$ 1,900
Full Page	<input type="checkbox"/> \$ 1,500	<input type="checkbox"/> \$ 1,400	<input type="checkbox"/> \$ 1,200
Half Page	<input type="checkbox"/> \$ 800	<input type="checkbox"/> \$ 750	<input type="checkbox"/> \$ 700

## PREMIUM AD RATES

Inside Front Cover	<input type="checkbox"/> \$ 1,800	<input type="checkbox"/> \$ 1,700	<input type="checkbox"/> \$ 1,500
Inside Back Cover	<input type="checkbox"/> \$ 1,800	<input type="checkbox"/> \$ 1,700	<input type="checkbox"/> \$ 1,500
Outside Back Cover	<input type="checkbox"/> \$ 1,900	<input type="checkbox"/> \$ 1,800	<input type="checkbox"/> \$ 1,600

## MARKETPLACE PROFILE PACKAGES

Marketplace Plus	<input type="checkbox"/> \$ 2,500
Marketplace Business	<input type="checkbox"/> \$ 1,500

## WEDA MEDIA MARKETING PACKAGES

Platinum	<input type="checkbox"/> \$ 25,000
Gold	<input type="checkbox"/> \$ 15,000
Silver	<input type="checkbox"/> \$ 8,500 <input type="checkbox"/> + NADC Add-On = \$ 10,000
Bronze	<input type="checkbox"/> \$ 6,000 <input type="checkbox"/> + NADC Add-On = \$ 7,500

**Billing Instructions and Advertising Disclaimer:** All prices subject to applicable taxes. Payment in full due upon receipt of invoice. A \$50 charge is applicable to changes after ad sign off. Any amount unpaid is subject to a late charge at the rate of 2% per month. Payments can be made by cheque, American Express, VISA or MasterCard. All ads are accepted and published entirely on the representation that the advertiser and/or the agency is authorized to publish the entire contents and subject matter thereof. In consideration of the publication and the participation ads – the advertiser and the agency will indemnify, defend and hold the publisher harmless from any claims or lawsuits arising from the relationship created by this agreement. Publisher's liability in the case of any error or omission shall in no event exceed the amount that the advertiser paid for the aforementioned ad. Cancellations must be received five days prior to the artwork deadlines. All premium advertising space is non-cancellable. Ads will appear in an online version of the publication at [www.EquipmentDealerMagazine.com](http://www.EquipmentDealerMagazine.com).

**I have read and understand the above advertising terms.**

**X**

SIGNATURE

NAME (PLEASE PRINT)

DATE (MM/DD/YYYY)