

DEALER POINT

Official Publication of the Wisconsin Automobile & Truck Dealers Association | 1928-2024



Dealer Point is a quarterly magazine for the Wisconsin Automobile & Truck Dealers Association members, a trade organization representing franchised and used car and truck dealers in Wisconsin. *Dealer Point* reports the personal side of automobile and truck dealerships. It is produced quarterly and provided free to WATDA members.

INTRODUCING: REGULAR FEATURES LIKE:

Government Relations

Legal News

Foundation News

Services News

NADA Report

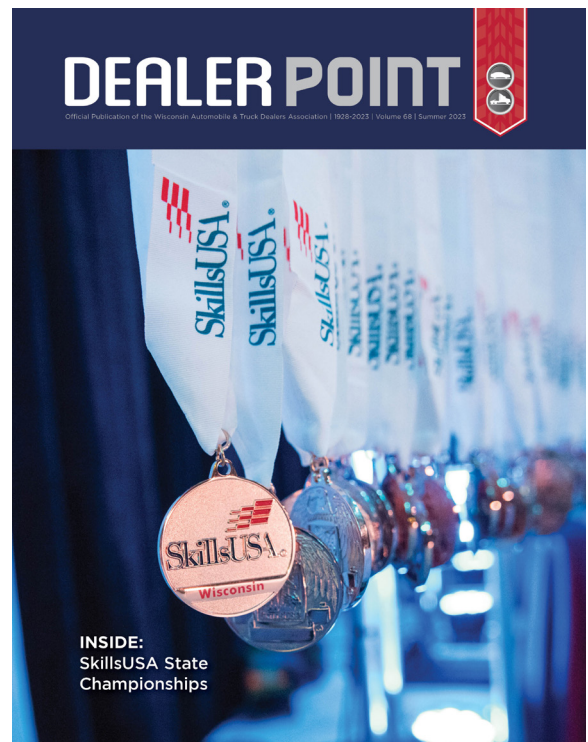
CURRENT REGULAR FEATURES:

From Around the State

Center Stage: Awards, Honors, Milestones

Rawhide Round Up

WISCO Column



For advertising information contact:

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2024 DEADLINE CALENDAR

Winter Issue

Ad space reservation and materials deadline: February 16

Spring Issue

Ad space reservation and materials deadline: May 3

Summer Issue

Ad space reservation and materials deadline: August 2

Fall Issue

Ad space reservation and materials deadline: November 8

ADVERTISING RATES

Effective January 2024 thru November 2024 (ad rates are net)

	1X*	2X* (consecutively)	3X* (consecutively)	4X* (consecutively)
Inside front cover & inside back cover	\$2,420	2,200	2,100	2,000
Back cover half page	\$1,700	\$1,560	\$1,400	\$1,250
Full page	\$2,310	2,100	1,890	1,680
1/2 page	\$1,580	1,470	1,260	1,150
1/4 page	\$950	840	740	650

Business Card = \$350 (four consecutive issues) includes production if needed
Size: 3.5"x2" • Your ad can include your logo, slogan, and key business info

*Increase all advertising rates by \$300 for every category for non-members

- Full Color – 10% Surcharge.
- All rates are per issue and are non-commissionable.
- Short-rate will apply if frequency commitment is not met.
- Insert Rates available upon request.
- Electronic files must conform to exact sizes below.
- Rates are subject to change.
- Advertising space is limited. Space reservations will be honored in order of receipt.

MECHANICAL REQUIREMENTS

Ad Dimensions (width by height in inches)

FULL PAGE 7-3/8" x 9-7/8" (Live print area)

1/2 PAGE. Horizontal: 7-3/8" X 4-7/8" • Vertical: 3-5/8" x 9-7/8"

1/4 PAGE. Horizontal: 7-3/8" x 2-3/8" • Vertical: 3-5/8" x 4-7/8"

Magazine trim size: 8-1/2" x 11" • Bleed: 8-3/4" x 11-1/4"

SUBMISSION REQUIREMENTS: All ads must be submitted electronically. Platform: Macintosh (preferred) or Windows. File Format: Press quality PDF (preferred), InDesign, Illustrator or Photoshop (if saved as .eps, .tiff or high res jpegs). Please include bleed and cropmarks on ads that bleed. Unsupported Formats: Ads created in other software programs must be converted to a high resolution (300 dpi) PDF file before submission. Ads not submitted according to the above specifications could incur additional charges.

NOTE: Any ads not supplied properly could incur additional charges. Design services are available. Please call for cost estimates.

WATDA MISSION STATEMENT:

The Wisconsin Automobile & Truck Dealers Association, an organization of licensed dealers of new and used motor vehicles, is dedicated to advancing the common good of its members, consumers and their communities by promoting professionalism and prosperity through education, advocacy, information and service.