

# DEALER POINT

Official Publication of the Wisconsin Automobile & Truck Dealers Association | 1928-2017



*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 provided free to WATDA members.

## INTRODUCING: REGULAR FEATURES LIKE:

***Government Relations***

***Legal News***

***Foundation News***

***Services News***

***NADA Report***

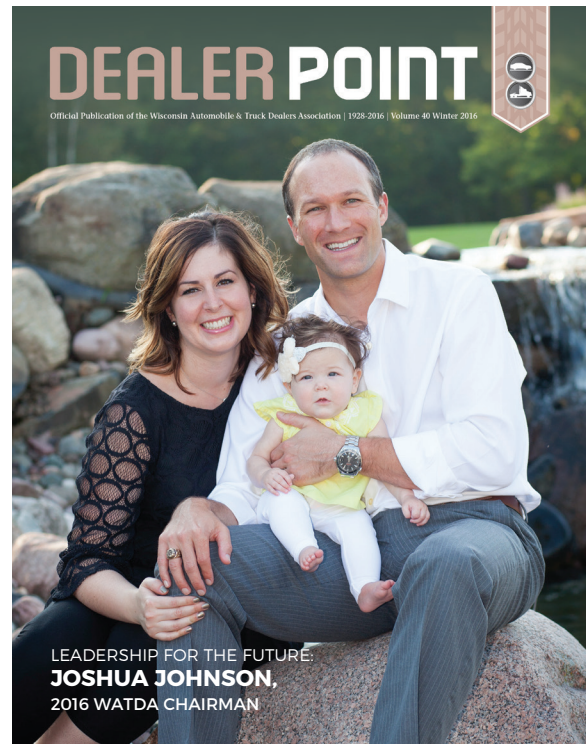
## CURRENT REGULAR FEATURES:

***From Around the State***

***Center Stage: Awards, Honors, Milestones***

***Rawhide Round Up***

***WISCO Column***



## 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.

## For advertising information contact:

Sarah Broske

WATDA c/o Dealer Point Sales  
Madison, WI 53705-0345

UPS: 150 East Gilman St.,  
Suite A  
Madison, 53703-1493

p: 608.251.5577 | f: 608.251.4379

Email: sbroske@watda.org

[www.watda.org](http://www.watda.org)

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## 2017 DEADLINE CALENDAR

### Winter Issue

Ad space reservation and materials deadline:  
February 6

### Spring Issue

Ad space reservation and materials deadline: May 8

### Summer Issue

Ad space reservation and materials deadline: August 7

### Fall Issue

Ad space reservation and materials deadline:  
November 8

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## ADVERTISING RATES

Effective January 2017 thru November 2017 (ad rates are net)

	1X	2X (consecutively)	3X (consecutively)	4X (consecutively)
Back cover, IFC & IBC	\$2,420	2,200	2,100	2,000
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

- 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.
- Payment must accompany all space reservations.
- 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.

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