

YOUR CONNECTION TO ONTARIO'S USED CAR INDUSTRY

UCDA

THE
ONTARIO

VOLUME 8, ISSUE 1

DEALER

THE OFFICIAL MAGAZINE OF THE USED CAR DEALERS ASSOCIATION OF ONTARIO



2021

Media Kit

UCDA THE ONTARIO DEALER

The Ontario Dealer

Is the official publication of the Used Car Dealer's Association of Ontario

The UCDA, established in 1984, currently represents nearly 5500 dealer members, who are estimated to account for approximately 65% of the dealers registered in Ontario.

The Ontario Dealer is published and distributed to the membership of the Used Car Dealer's Association of Ontario, plus a select number of subscribers, totalling distribution to 8200 copies. Distribution includes over 1200 new car dealerships.

Each issue contains tips, current news and information about products, services and issues important to the used vehicle industry.

Look to The Ontario Dealer for:

- **The Best Distribution**

The quarterly magazine currently has a distribution of 8100 to dealers in Ontario who actively participate in the used vehicle industry.

UCDA Members receive a printed magazine and, as a bonus via email ... a pdf version of the magazine.

Other selected dealers receive the printed magazine and, if requested, the pdf version via email.

The Ontario Dealer is read by the decision maker ... the dealership's owner/manager.

- **Web Visibility**

A digital version of The Ontario Dealer is available online at the OntarioDealer.com. Advertisers will have a web presence in the magazine, including links to their own website or contact email, for a one year minimum.

For publication information and to book your advertising, contact: Office: 647.344.9300

www.ontariodealer.com



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Planned Editorial Calendar

IN EACH ISSUE

1. Editor's Note
2. Driver's Seat
3. The Law Matters
4. Member Relations
5. Tech Talk
6. Dealer Profile
7. The Old Car Detective
8. Trends
9. The Common Lawyer
10. Spotlight ON ...
11. Industry News

Feature Stories

February 2021

OPERATIONS

- **Inventory Sourcing.** Where to find the best used cars, new ways to source inventory and an update on the used vehicle supply.
- **Let Your Listings Shine.** Writing vehicle descriptions that work.
- **Improve Your ROI.** Car dealerships streamline their operations and invest in marketing campaigns, all in the hopes of increasing leads, sales, and more service appointments. We look at different strategies that dealers can use that will help their bottom line.
- **Working with your lender.** With credit availability improving and lenders making more auto loans, dealers with the strongest partnerships with their lenders have a competitive edge. Top ways to develop and nurture lender relationships. Gina
- **Insuring your dealership.**
- **How to market your service department.** Your service department can and should be one of your best sources of revenue. Find out how to attract more service customers.

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Feature Stories Continued

May 2021

CUSTOMER SERVICE

- **More satisfied customers.** Customer satisfaction is growing among consumers according to JD Power & Associates. Find ways you can improve customer relationships and let them leave your dealership smilin'.
- **Make your dealership friendlier – to females.** Best practices your dealership can implement to make the used-car buying a positive experience for women.
- **Make your dealership friendlier – to millennials.** It's a market you can't afford to miss out on, but how do you reach it? Read about ways your dealership can be the first stop on a car hunter's journey for younger buyers.
- **Who's buying used car these days?** Know what your customers are buying and find it auction
- **How to Close More Deals ...** It begins with a strong sales process
- **Warranties.** The ins and outs of selling warranties and what each warranty covers.
- **Accessories Sales.** Learn how to develop this key profit centre even if you're a very small dealership. Your customers are accessorizing their vehicles, but most aren't doing it at the dealership.

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Feature Stories Continued

August 2021

NEW TECHNOLOGY

- **Pros and Cons of Internet dealerships.** UCDA's ontariocars.ca.
- **What's hot in digital marketing.** Ten tips for dealers.
- **Google Business pages and Google Posts.**
- **Starting and Building a Service Department:** The how-tos of adding this new profit centre to your business and how to make sure it's profitable.
- **High Touch, High Tech.** Get more from your DMS
- **Internet Leads.** Texting vs Calling

November 2021

MANAGEMENT

- **Success Leaves Clues.** Top dealers share their Success Principles
- **Fleet/Lease/Rental Market Trends.**
- **Marketing Makeover for the New Year.**
- **Budgeting/ Forecasting/Big Picture Planning for the New Year.** Those, who fail to plan, plan to fail. A look at what you can do to be more successful in the upcoming year and beyond.
- **Does your existing CRM still work for you?** Why you need a CRM no matter the size of your dealership.
- **Loss Controls** ... test drive protocols, fraud, etc

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2021 Print Advertising Rates

		Non Members		Associate Members	
		1 time	4 times	1 time	4 times
Full Colour Rates (per issue)	Full page	5650	4925	4750	4125
	Half Page	3525	3075	2975	2575
	1/3 page	2695	2350	2275	1975
	1/4 page	2250	1975	1925	1650
	1/8 page	1225	1095	1075	925
Cover Rates	Back Cover	6975	5995	5895	4975
	Inside Cover	6775	5795	5695	4795

Contract	
Associate Member	
Non-Member	
Number of Insertions	
One <input type="checkbox"/>	Two <input type="checkbox"/>
Three <input type="checkbox"/>	Four <input type="checkbox"/>
Issue Date(s):	

Base Ad Rate	
Cover Premium	
Colour Premium	
Sub-Total per Insertion	
HST@13%	
Total per Insertion	
Contract Total	

Publication Issue		
	Booking Deadline	Materials Required
February 2021	Jan. 5, 2021	Jan. 19, 2021
May 2021	Mar. 23, 2021	Apr. 6, 2021
August 2021	June 22, 2021	July 7, 2021
November 2021	Sept. 21, 2021	Oct. 5, 2021

Ad Specifications	
Ad Size	
Ad Position	
Ad Copy	
File Enclosed	
Repeat	
To Follow (date)	

Company		Contract Agreement	
Contact		Client	
Phone		Title	
Fax		Signature	
Address			
		Date	

CREDIT CARD PAYMENT INFORMATION

METHOD OF PAYMENT:

☐ CHEQUE ☐ VISA ☐ MASTERCARD

NAME ON CARD: _____

CARD#: _____ EXP/DATE: _____

SIGNATURE: _____

email completed contract to: peter.odesse@ontariodealer.com

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2021 Digital Advertising Rates

Digital Banner Ads (Live link to page of your choice)

Size: 1456 pixels by 250 pixels



Format: jpg

Positions Available: Home Landing Page
Beneath Current Issue
Blog Page

Delivery: Rotating (8 seconds per Ad)

Pricing: (Billed Quarterly)

Home Landing Page \$300.00 per month

Beneath Current Issue \$250.00 per month

Blog Page \$250.00 per month

Industry Links (Live link to page of your choice)

Size: 500 pixels by 500 pixels

Format: jpg

Pricing: \$50.00 per month (Available only on a 6 month contract)

Rates For Ad Preparation

We want your ad to look as good as possible. If you need help, please give us a call. Have all the bits and pieces? We can design your ad for you.

Not sure where to start? Give us a call and we will help you create an ad that gets your message across – from concept to finished design.

AD PREPARATION SERVICE

- Design and Layout
- Typesetting

Layout and Design Charges

	Full Page	1/2 Page	1/3 Page	1/4 Page	1/8 Page
Colour Ad Design	\$395	\$225	\$175	\$135	\$85

*Note: Copy, any images (300dpi) and any logos (outlined eps) must be provided for above.

Copyrighting is available at an extra cost.

For more information, call: Peter Dee, Laservision Graphics: 416.534.7278

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Available Advertising Sizes - please specify by letter.
See following page for detailed ad specifications.

A FULL PAGE 8.5" W x 11" H + 1/8" bleed	B 1/2 Horizontal (7.5" x 4.875")	C 1/2 Vertical (3.625" x 10")
D 1/3 Horizontal (7.5" x 3.25")	E 1/3 Vertical (2.375" x 10")	F 1/4 Horizontal (7.5" x 2.375")
G 1/4 Page Portrait (3.625" x 4.875")	H 1/8 Page (3.625" x 2.25")	Specialty sizes such as Double Page spread are available by special request based on availability. Call if interested.

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Advertising Specifications

A	FULL PAGE	8.5 x 11 (add 1/8 inch bleed + crops)
B	1/2 PAGE HORIZONTAL	7.5" x 4.875"
C	1/2 PAGE VERTICAL	3.625" x 10"
D	1/3 PAGE HORIZONTAL	7.5" x 3.25"
E	1/3 PAGE VERTICAL	2.375" x 10"
F	1/4 PAGE HORIZONTAL	7.5" x 2.375"
G	1/4 PAGE PORTRAIT	3.625" x 4.875"
H	1/8 PAGE HORIZONTAL	3.625" x 2.25"

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Supplied Ad Specifications

FILE FORMAT

High Res PDF with all fonts embedded.

Digital File: Email to: production@ontariodealer.com
Contact: Peter at 416.534.7278

For FTP: type: upload.laservision.ca into your browser and setup an account
questions re: ftp, call Baris at 416.534.7278

Send disc to: Laservision Graphics Ltd.
130 Industry Street, Unit 36
North York, ON M6M 5G3

We will be happy to design and prepare the ad on your behalf if you do not have access to an experienced designer. You can ask your salesperson about the details.

Clearly mark all material for The Ontario Dealer

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To
Advertise

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