

YOUR CONNECTION TO ONTARIO'S USED CAR INDUSTRY



DEALER

2024 MEDIA KIT

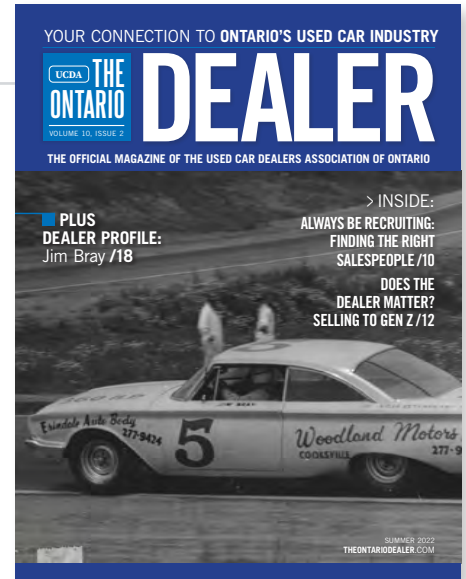
647-344-9300 | INFO@ONTARIODEALER.COM | THEONTARIODEALER.COM

ABOUT 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 5,000 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 Dealers 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 8200 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 theontariodealer.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: SHANNON COLEMAN

DIRECT: 647-269-4191 | OFFICE: 647-344-9300 | EMAIL: SHANNON@ONTARIODEALER.COM



OUR PLANNED 2024 EDITORIAL CALENDAR

IN EACH ISSUE

1. Editor's Note
2. Driver's Seat
3. The Law Matters
4. Tech Talk
5. Dealer Profile
6. The Old Car Detective
7. Trends
8. The Common Lawyer

FEATURE STORIES

MARCH 2024

OPERATIONS

1. Get Educated
... What You Need To Know
2. Improve Your ROI
3. Fiscal Fitness
4. Mannheim Sale
5. The CARVANA Model
– Coming to Canada?
6. Cybersecurity and your Dealership

JUNE 2024

CUSTOMER SERVICE

1. Strategies for Success
2. Strengthen Your Lending Relationships
3. Balancing Automation with Human Contact
4. Sell More Vehicles with Radio
5. Understanding Buyer's Habits
6. How to Provide Better Services through Personalization

SEPTEMBER 2024

NEW TECHNOLOGY

1. Why Your Social and Website clicks aren't turning into Sales
2. The Power of Video Marketing
3. Goodbye Traditional Online Marketing - Hello Chat GPT
4. Increasing Client Retention
5. The User Experience is Everything
6. Your CyberSecurity Plan

DECEMBER 2024

MANAGEMENT

1. Ways to Drive Revenue Growth
2. The Potential of Google Vehicle Listing Ads
3. Boosting Sales Through Transparency & Truthfulness
4. Stay the Course ... the data doesn't lie
5. Branding ... why you need to stick with it
6. Mastering Inventory Optimization

FOR PUBLICATION INFORMATION AND TO BOOK YOUR ADVERTISING, CONTACT: SHANNON COLEMAN

DIRECT: 647-269-4191 | OFFICE: 647-344-9300 | EMAIL: SHANNON@ONTARIO DEALER.COM



2024 PRINT AD RATES

		NON MEMBERS		ASSOCIATE MEMBERS	
		ONE TIME	FOUR TIMES	ONE TIME	FOUR TIMES
FULL COLOUR RATES (per issue)	Full page	5,650	4,925	4,750	4,125
	Half Page	3,525	3,075	2,975	2,575
	1/3 page	2,695	2,350	2,275	1,975
	1/4 page	2,250	1,975	1,925	1,650
	1/8 page	1,225	1,095	1,075	925
COVER RATES	Back Cover	6,975	5,995	5,895	4,975
	Inside Cover	6,775	5,795	5,695	4,795

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	

AD SPECIFICATIONS	
AD SIZE	
AD POSITION	
AD COPY	
FILE ENCLOSED	
REPEAT	
TO FOLLOW (DATE)	

PUBLICATION ISSUE		
	BOOKING DEADLINE	MATERIALS REQUIRED
MARCH 2024	FEB. 12, 2024	JAN. 29, 2024
JUNE 2024	APR. 22, 2024	MAY. 6, 2024
SEPTEMBER 2024	JUL. 22, 2024	AUG. 5, 2024
DECEMBER 2024	OCT. 21, 2024	NOV 4, 2024

COMPANY		CONTRACT AGREEMENT	
CONTACT		CLIENT	
PHONE		TITLE	
FAX		DATE	
ADDRESS		SIGNATURE	

CREDIT CARD PAYMENT INFORMATION

METHOD OF PAYMENT: CHEQUE VISA MASTERCARD

CARDHOLDER NAME:

CARD NUMBER:

SIGNATURE:

EXP/DATE:

EMAIL COMPLETED CONTRACT TO: SHANNON@ONTARIODEALER.COM

I N S E R T I O N O R D E R

2024 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

\$1200.00 per month

Beneath Current Issue

\$1000.00 per month

Blog Page

\$25.00 per sponsored blog

EXAMPLE
DIGITAL
ADVERTISING



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)

FOR PUBLICATION INFORMATION AND TO BOOK YOUR ADVERTISING, CONTACT: SHANNON COLEMAN

DIRECT: 647-269-4191 | OFFICE: 647-344-9300 | EMAIL: SHANNON@ONTARIODEALER.COM



RATES FOR AD PREPERATION

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 & LAYOUT



TYPESETTING



DESIGNED
ADVERTISING
EXAMPLES



LAYOUT AND DESIGN CHARGES

FULL PAGE	1/2 PAGE	1/3 PAGE	1/4 PAGE	1/8 PAGE
\$700	\$500	\$375	\$250	\$125

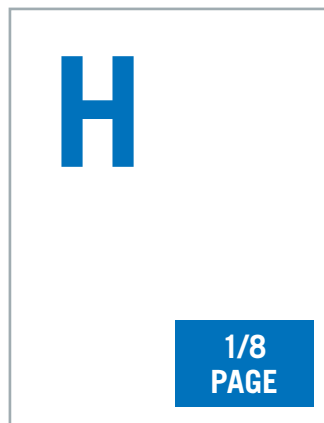
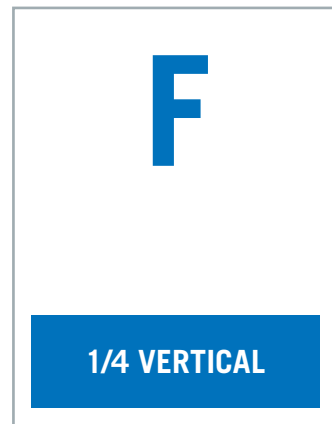
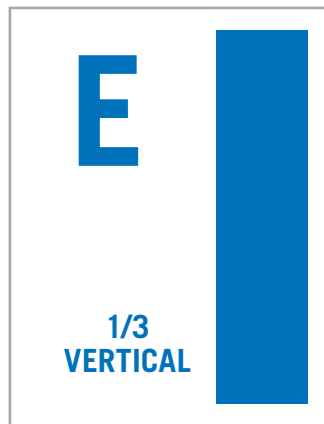
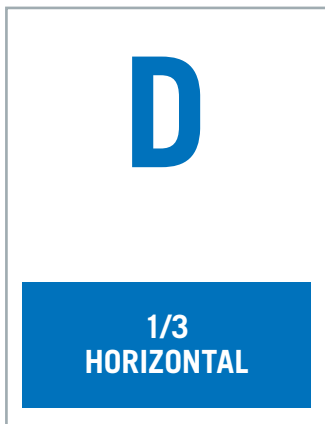
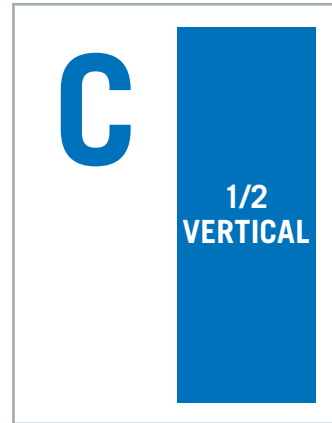
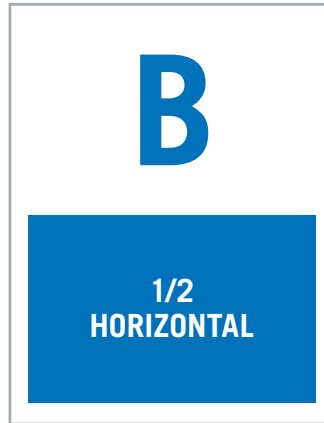
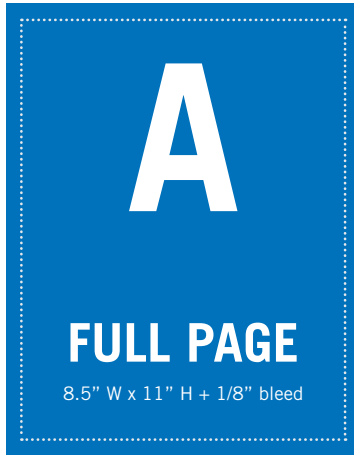
*Note: Copy, any images (300dpi) and any logos (outlined eps) must be provided for above. Copyrighting is available at an extra cost.

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

FOR PUBLICATION INFORMATION AND TO BOOK YOUR ADVERTISING, CONTACT: SHANNON COLEMAN
DIRECT: 647-269-4191 | OFFICE: 647-344-9300 | EMAIL: SHANNON@ONTARIODEALER.COM



AVAILABLE ADVERTISING SIZES



Please specify by letter. See following page for detailed ad specifications.

Specialty sizes such as Double Page spread are available by special request based on availability. Call if interested.

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"

FOR PUBLICATION INFORMATION AND TO BOOK YOUR ADVERTISING, CONTACT: SHANNON COLEMAN
DIRECT: 647-269-4191 | OFFICE: 647-344-9300 | EMAIL: SHANNON@ONTARIODEALER.COM



SUPPLIED AD SPECIFICATIONS

FILE FORMAT



HIGH RES PDF

It is recommended that you provide a High Resolution PDF with all fonts embedded in order to ensure that the ad prints to the specs it was designed at.

SENDING THE FILES



DIGITAL FILE:

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



FOR FTP:

The easiest and fastest way to transfer large files is to use WeTransfer.com. Just go to wetransfer.com and follow the bouncing ball and it's **free** to use.



MAIL FILE 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.

FOR PUBLICATION INFORMATION AND TO BOOK YOUR ADVERTISING, CONTACT: SHANNON COLEMAN
DIRECT: 647-269-4191 | OFFICE: 647-344-9300 | EMAIL: SHANNON@ONTARIODEALER.COM



INTERESTED IN ADVERTISING?

Shannon Coleman

Direct: 647-269-4191

Office: 647-344-9300

Email: shannon@ontariodealer.com



THEONTARIODEALER.COM