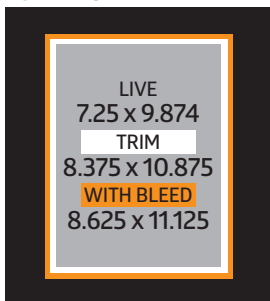
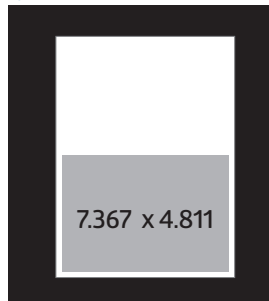


**FULL PAGE**



**1/2 PAGE HORIZONTAL**



**AD MATERIALS**

All measurements in inches, width by height. Keep all text and logos in live area.

High resolution PDF formatted ads are preferred and can either be e-mailed to your advertising representative or mailed on CD to the NIADA. Advertiser may also place artwork on our FTP site. Contact your advertising representative for FTP site instructions.

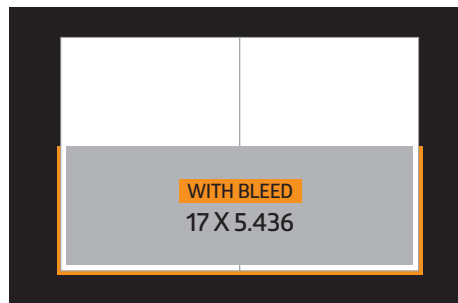
**IMAGE RESOLUTIONS**

Please make sure the entire file is high resolution and that all images within the ad are **300 dots per inch (D.P.I.)** Ads and images that are not to specs will be sent back to the advertiser.

**1/2 PAGE VERTICAL**



**1/2 PAGE SPREAD**



**COLOR**

All spot and four-color ads should be converted to **CMYK**.

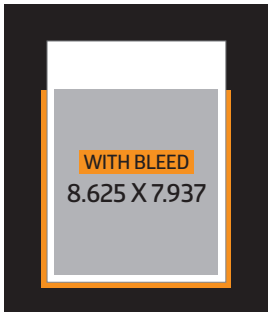
**FONTS**

Please make sure **all fonts are outlined** in the file before saving to PDF or EPS.

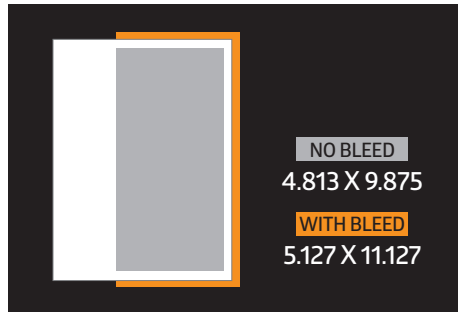
**AD SIZE**

Ad sizes must conform to the sizes presented in this media kit. Publisher will not reduce or enlarge ads to fit required space. Incorrect size ads will be sent back to advertiser.

**2/3 PAGE HORIZONTAL**



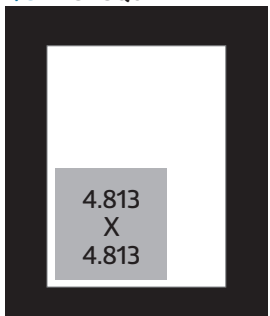
**2/3 PAGE VERTICAL**



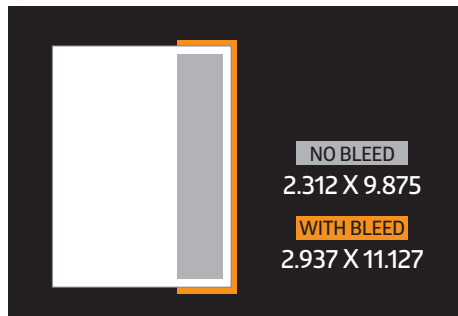
**ADVERTORIALS**

Copy Regulations Advertisements must include words "Paid Advertisement" prominently on the ad. Used Car Dealer Magazine/State Magazines reserves the right to refuse advertorials based on contents of the material and/or the refusal of the advertiser to include the words "Paid Advertisement" on the advertising piece.

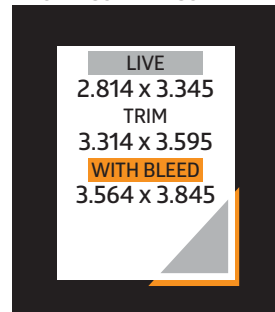
**1/3 PAGE SQUARE**



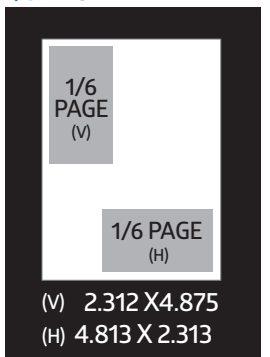
**1/3 PAGE VERTICAL**



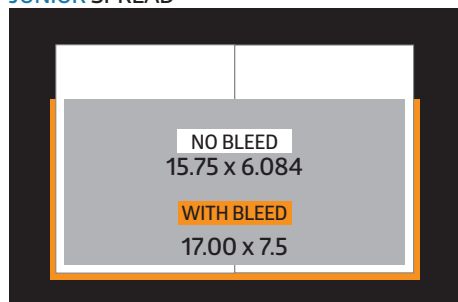
**BHPH DEALER MAGAZINE FRONT COVER - CORNER**



**1/6 PAGE**



**JUNIOR SPREAD**



**BHPH DEALER MAGAZINE BACK COVER**

