

NEW LOGO AND LOOK FOR 2021!



GENERAL INFORMATION

UCD Magazine is the official monthly publication of the National Independent Automobile Dealers Association (NIADA) and is the most established publication serving the used motor vehicle industry. UCD Magazine is targeted to automotive dealer professionals who are on the cutting edge of the automobile remarketing industry - and looking to go further. UCD Magazine provides the most relevant, concise and unbiased editorial content in the industry. Its reputation is unparalleled among its competitors, and industry professionals have come to rely on its educational and up-to-date content.

CIRCULATION

- UCD Magazine is targeted to OVER 17,000 used motor vehicle dealer principals and subscribers nationwide that comprise the NIADA membership.
- Circulation breakdown: approximately 16,000 dealer members, auctions and associate members, and 1,000 paid subscribers and vendors comprise the monthly distribution list.
- UCD Magazine's paid circulation means you're not wasting your precious advertising dollars on inflated circulation numbers. Every ad will reach the key decision makers in the used motor vehicle industry.
- Viewers can e-mail specific articles, columns and advertisements within the online version to others. The online version also allows viewers a search engine to search articles within the current issue and all archived issues by key words or phrases.
- Viewers can also hyperlink directly to advertisers' websites by simply clicking on their ad in the online version of the magazine. Advertisers can even play streaming video commercials on top of their display ads in the online version.
- Monthly issues are also archived on the site.
- Over 750 unique visitors monthly and over 9,500 online page views monthly.

EDITORIAL CALENDAR

*2021 Tentative Editorial Calendar

JANUARY (OTB)

- Recalibrating Your Strategy for 2021 (KAR Global)
- What to Look for in a DMS (CDK Global)
- Dust Off Your 2008 Playbook (EFG Companies)

FEBRUARY

- Going the Extra Mile: Extra Services for the COVID Era
- Why CPQ? (GSFSGroup)
- Managing Your Online Reputation (Kruse Control)

MARCH (OTB)

- Marketing F&I: Get the Message Out
- Marketing F&I: Get the Message Out Leads (C&M Coaching)
- Getting Deeper in the Sales Process Through Your BDC (Hoagey)

APRIL (BHPH DEALER)

- Making Decisions in the Face of Uncertainty (KAR Global)
- Driving Customer Engagement and Increased Sales Through Online Retailing
- Employee Poaching: Avoid Issues When Workers Jump Ship (Perry)

MAY (OTB)

- NIADA PRE-CONVENTION SPECIAL ISSUE
- NIADA Convention Preview (Staff)
 - Sourcing Inventory in the COVID Era
 - Sourcing Inventory in the COVID Era
 - Maintain Inventory Without Dipping Into Your Savings (EFG Companies)

JUNE (BHPH DEALER)

- NIADA CONVENTION SPECIAL ISSUE
- 1,500 Bonus Distribution at NIADA Convention
- Creative Ways to Maximize Profit
 - Operating Lean in the New Normal (Selly Automotive)
 - Maximizing Reinsurance (Buckeye Dealership Consulting)
 - Using Social Media to Generate Leads (Kruse Control)
 - A Seamless Customer Service Model (EFG Companies)

JULY (OTB)

- Data Security – Inside the Car
- Combating Fraud in the Digital Environment
- NIADA President Profile (Staff)

AUGUST

- NIADA POST-CONVENTION SPECIAL ISSUE
- What's That Car Worth? Assessing True Value in an Online Wholesale Marketplace
 - Applications and Appointments: A Path to Success (C&M Coaching)
 - Post-NIADA Convention Coverage (Staff)

SEPTEMBER (OTB)

- ANNUAL AUCTION SPECIAL ISSUE
- 500 Bonus Distribution at NAAA
- Digital Wholesale (Cox Automotive)
 - Condition Reports
 - National Policy Conference Preview (Staff)
 - NAAA Convention Preview/Auction Industry Perspectives

OCTOBER

- 500 Bonus Distribution at NABD Conference
- Personalization: Data, Analytics and the Future of Your Dealership (SpinCar)
 - Technology: What You Need – and What's Too Much (Selly Automotive)
 - Keep Your Inventory Moving (KAR Global)

NOVEMBER (OTB)

- ANNUAL F&I SPECIAL ISSUE
- Getting Your Customers Funded
 - Reinventing F&I – What's New?
 - Maximize F&I Profitability (EFG Companies)
 - National Policy Conference Coverage

DECEMBER

- Helping Out: Donating Transportation
- Budgeting and Planning for the New Year

MAGAZINE DEADLINES



	Space Reservation Deadline	Artwork Deadline
JANUARY	11/4/21	12/11/21
FEBRUARY	1/4	1/11
MARCH	1/29	2/8
APRIL	2/26	3/8
MAY	3/26	4/9
JUNE	4/26	5/7
JULY	5/28	6/8
AUGUST	6/28	7/9
SEPTEMBER	7/27	8/9
OCTOBER	8/27	9/9
NOVEMBER	9/24	10/8
DECEMBER	10/25	11/8

ONLINE DISPLAY AD HYPERLINK PACKAGES

WWW.UCDMAGAZINE.COM

Hyperlink of the entire online display ad (viewer can scroll and click on your ad to reach your website).

Package Cost: \$150/month

(added to your print insertion order)

STREAMING VIDEO COMMERCIAL PACKAGE

The online version of the magazine allows a "play now" button that appears when a viewer scrolls the mouse over your online ad. When the play now button is clicked, your streaming video commercial appears on top of your ad. This feature is perfect for those who already have television commercials and/or advertisements/product infomercials, etc. that have appeared on NIADA.TV.

Package Cost: \$325/month

(added to your print insertion order)

USED CAR DEALER DISPLAY ADVERTISING RATES

ALL RATES ARE PER INSERTION INFORMATION

Rates shown are full color display ad rates

COVER POSITIONS

Add 15% to the rates shown 12-time rates (must purchase all 12 months)

PAGES 3, 5, 9

Add 10% to the rates shown 12-time rates (must purchase all 12 months)

BELLYBAND WRAPS \$4,500

COLOR	1x	3x	6x	12x
FULL PAGE	\$3,585	\$3,440	\$3,360	\$3,100
2/3 PAGE	\$2,910	\$2,830	\$2,760	\$2,600
1/2 PAGE	\$2,650	\$2,590	\$2,480	\$2,355
1/3 PAGE	\$2,130	\$2,085	\$2,035	\$1,870
1/6 PAGE	\$1,815	\$1,775	\$1,680	\$1,605

PRODUCTS & SERVICES GUIDE CLASSIFIED RATES

• CLASSIFIED RATES ARE NON COMMISSIONABLE

• BLACK AND WHITE DISPLAY CLASSIFIEDS ONLY (NO LINERS)

BLACK & WHITE	1x	6x	12x	SIZE
SQUARE	\$200	\$150	\$100	1.75 X 1.75
RECTANGLE	\$300	\$250	\$175	1.75 X 2.5 <small>small</small>
RECTANGLE	\$400	\$325	\$250	3.5 X 2.5 <small>large</small>

NIADA/NAAA AUCTION DIRECTORY LISTING PACKAGES

NAAA & NIADA have teamed up to provide all NAAA member auctions a huge discount on Used Car Dealer magazine's monthly auction directory listings. The calendar year auction directory listing packages include the following exposures:

- Listings printed monthly in the printed version of Used Car Dealer Magazine (distributed to all NIADA dealer members and all NAAA members nationwide).

- Online at www.niada.com along with a free hyperlink to your auction website.
- On NAAA's website at www.naaa.com.
- Within the online version of the magazine at www.ucdmagazine.com.



Option A \$840 Yearly

(paid upfront for the year by November 18, 2021 - \$70/month)

- Full contact info
- Up to five employee lines
- All sale dates and times
- Unlimited consignor notations
- Up to three color logos + NAAA logo
- Contract year is January 1 - December 31. All new listings falling between those dates will be pro-rated for the balance of the year.
- Full payment for year is due in advance of directory listing being published.

Option B \$695 Yearly

(paid upfront for the year by November 18, 2021 - less than \$58/month)

- Full contact info
- Up to three employee lines
- All sale dates and times
- Up to 10 consignor notations
- One color logo + NAAA logo

WWW.UCDMAGAZINE.COM

- LEADERBOARD BANNER 728X90 \$500
- EXCLUSIVE BANNER 1 200X200 \$250
- EXCLUSIVE BANNER 2 200X200 \$250
- EXCLUSIVE BANNER 3 200X200 \$250
- EXCLUSIVE BANNER 4 200X200 \$250

