

DRIVE QUALIFIED BUYERS TO YOUR DEALERSHIP WITH
THIS HIGH VALUE IMPRESSION PUBLICATION



RESERVE SPACE TODAY! 2024 BUYERS GUIDE

THE ULTIMATE RESOURCE FOR AUTO SHOPPERS

48% OF ATTENDEES INTEND TO PURCHASE A VEHICLE IN 12 MONTHS

▶▶▶ **The ONLY book distributed to Every Attendee at the Twin Cities Auto Show**

AND

▶ Hosted on TwinCitiesAutoShow.com viewed over **500,000** times per year

▶ Sent to **85,000+** subscribers in an EXCLUSIVE email

Sample Twin Cities Greater
Metropolitan Dealership Listing

Digital Exposure

364K Page Views in ONE month prior to show!

134K USERS - 76% New 24% Returning

15K Page views on the SHOW FEATURES

Brand / Manufacturer Digital Advertising Package:

- Manufacture brand banner on make and model and dealership lookup pages on twincitiesautoshow.com
- Up to three Social Media Post with unlimited tags

Dealership Digital Opportunities:

- Up to three Social Media Post with unlimited tags
- Up to 5 shared posts. Dealership to coordinate which posts to share

**New
In 2024**



Entertainment & Attractions Section

Features fun things for attendees to include in their Twin Cities Auto Show Experience. TWO WAYS to participate in this section.

**New
In 2024**

- ▶ 1/8 page advertisement
- ▶ Listing on twincitiesautoshow.com/entertainment
- ▶ \$2 off Coupons, table-top signage, and window signage for your business. Let your customers know they can get a discount to the show when they pick up a coupon at your location.

- ▶ Purchase any advertisement in the book and you will receive the ad and all of the items in Option 1



Every make, model & vehicle information sold by a new car franchised dealer in MN will be listed in this program.

FOR MORE DETAILS CONTACT:

Mike Olson | 651.789.2943 | mike@mada.org

RESERVE SPACE TODAY



NEW
For 2024
DIGITAL
EXPOSURE
Included
With ALL
Advertising
Purchases

Description	Rate	Purchase
Inside Front Cover and Page 3 (spread)	\$8,900	
Inside Back Cover Spread	\$8,900	
Back Cover	\$7,000	
Full Page	\$2,700	
Two-Page Spread	\$5,500	
Map Sponsorship	\$5,000	
Half Page (horizontal only)	\$1,500	
Dealership Logo in GMADA Listing Section	\$250	
Entertainment and Attractions Section	\$500	

Check to
indicating
all items
you want
to purchase

DEADLINE FOR RESERVATIONS: February 23, 2024
DEADLINE FOR ART: March 2, 2024

Purchasing company:

Brand represented at the Twin Cities Auto Show:

Contact Name:

Contact Email:

Purchase Price:

Signature:

Billing Address:

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2024 BUYERS GUIDE AD SPECS

ART DEADLINE: MARCH 1, 2024

2 PAGE SPREAD

- Trim Size = 16x10.5
- Bleed Size = 16.25x10.75
- Live Area = 14x9.625

FULL PAGE

- Trim Size 8x10.5
- Bleed Size 8.25x10.75
- Live Area 7x9.625

1/2 PAGE
HOZ
7x4.75

ART DEADLINE:
March 1, 2024

Submit files electronically
to: mike@mada.org

Bleed is .125" around entire Spread or Full Page. Please include this on your file size and submit print-ready PDF's without crop or trim marks that include the bleed in the size.

1/2 ads don't bleed. Please make actual size and don't include any trim or crop marks on print-ready PDF when submitting.

MECHANICAL REQUIREMENTS

PRINTING PROCESS:

Web Offset, printed at 150 line screen

BINDING METHOD: Perfect Bound

TRIM SIZE: 8" x 10.5"

PRODUCTION REQUIREMENTS

All files should be supplied as Print Ready PDF Files.
300 DPI minimum in CMYK format.

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1 ▶

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2 ▶

Purchase any advertisement in the book and you will receive the ad and all of the items in Option 1

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