

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 65,000+ subscribers in an EXCLUSIVE email

Sample Twin Cities Greater Metropolitan Dealership Listing



TwinCitiesAutoShow.com 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.

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

New In 2024



FOR MORE DETAILS CONTACT:

Mike Olson | 651.789.2943 | mike@mada.org

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

RESERVE SPACE TODAY



NEW
For 2024
MULTI-MEDIA
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	
Share of Voice Digital Edition Ads <i>See description left.</i>	\$500	
Video-Enhanced Ad ADD VIDEO TO YOUR AD IN THE DIGITAL EDITION TO MAKE IT STAND OUT!	\$300	

Check to indicating all items you want to purchase

Top & bottom leaderboards and left & right skyscraper ads to appear throughout the digital edition

Limited quantity available.

DEADLINE FOR RESERVATIONS: February 12, 2024
DEADLINE FOR ART: February 15, 2024

Purchasing company:

Brand represented at the Twin Cities Auto Show:

Contact Name: Contact Email:

Purchase Price: Signature:

Billing Address:

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