



**INDEPENDENT DISTRIBUTORS ASSOCIATION**  
WORLDWIDE

# MEDIA KIT

**Make the World Your Market**

Reach independent businesses that supply quality parts, service and equipment to the heavy construction industry.





## UNIVERSAL MAGAZINE

|              |       |  |
|--------------|-------|--|
|              |       | 10% Discount for<br>5 issues paid in advance |
| <b>COLOR</b> |       |  |
| Full Page    | \$815 | \$733 x 5 = \$3,665                          |
| Half Page    | \$609 | \$548 x 5 = \$2,740                          |
| 1/4 Page     | \$407 | \$366 x 5 = \$1,830                          |

### TWO COLOR

|           |       |                     |
|-----------|-------|---------------------|
| Full Page | \$545 | \$490 x 5 = \$2,450 |
| Half Page | \$404 | \$363 x 5 = \$1,815 |
| 1/4 Page  | \$265 | \$238 x 5 = \$1,190 |

### BLACK & WHITE

|           |       |                     |
|-----------|-------|---------------------|
| Full Page | \$485 | \$436 x 5 = \$2,180 |
| Half Page | \$365 | \$328 x 5 = \$1,640 |
| 1/4 Page  | \$245 | \$220 x 5 = \$1,100 |

Listed on this page are the AD rates for all 3 IDA publications (magazine, directory, show book)  
Please note that the *Universal* is now printed 5 times per year.

## DEADLINES FOR SUBMISSION

### UNIVERSAL MAGAZINE

January/February - December 15

March/April - February 15

May/June - April 15

July/August - June 15

November/December - October 15

**MEMBER DIRECTORY** - January 15

**CONVENTION/TRADE SHOW BOOK** - August 15

## MEMBER DIRECTORY

### COLOR

|           |       |
|-----------|-------|
| Full Page | \$495 |
| Half page | \$275 |

### TWO COLOR

|           |       |
|-----------|-------|
| Full Page | \$375 |
|-----------|-------|

### PRIME PLACEMENT

|                                  |       |
|----------------------------------|-------|
| Inside Front Cover               | \$705 |
| Face Inside Front Cover (Page 1) | \$550 |
| Inside Back Cover                | \$670 |
| Back Cover                       | \$685 |

**ADD LOGO** \$95

**BRANCH LISTINGS** \$50 per branch

**COMPANY NAME IN RED  
AND DESCRIPTION** \$105

## CONVENTION/TRADE SHOW BOOK

### COLOR

|           |       |
|-----------|-------|
| Full Page | \$590 |
| Half Page | \$315 |

### TWO COLOR

|           |       |
|-----------|-------|
| Full Page | \$475 |
| Half Page | \$315 |

### BLACK & WHITE

|           |       |
|-----------|-------|
| Full Page | \$475 |
| Half Page | \$315 |

### PRIME PLACEMENT

|                    |       |
|--------------------|-------|
| Inside Front Cover | \$700 |
| Inside Back Cover  | \$700 |
| Back Cover         | \$760 |

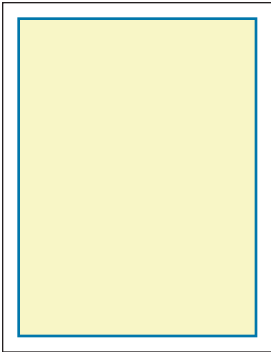
When you are ready to place your order for an ad in an IDA publication; write (info@idaparts.org) or call (972-241-1124) IDA. As an IDA member, you can now upload your advertisement or logo on your member profile at [www.idaparts.org](http://www.idaparts.org).

For non-member rates please contact IDA.

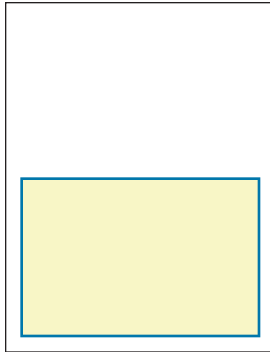


## SIZE SPECIFICATIONS

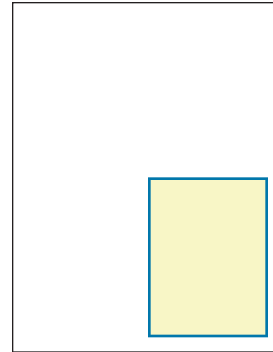
Full Page  
7.5" x 10"



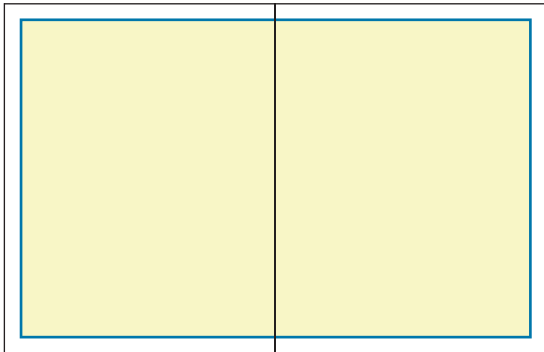
Half Page  
7.5" x 5"



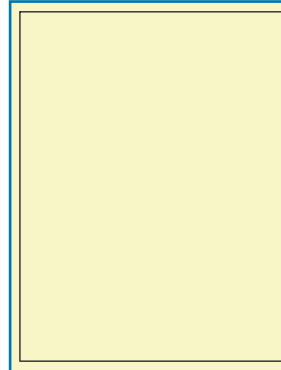
1/4 Page  
3.675" x 5"



Double Page (no bleed)  
16" x 10"



Back Cover (bleed)  
8.675" x 11.25"



## MATERIAL SPECIFICATIONS

### DOUBLE PAGE SPREADS

There is a gutter of 1 inch (1/2" on either side of the center) that will be dead space. Please use only a color or background photo in that area of the art so no live copy will be lost due to binding.

### GRAPHIC FILE FORMATS

CMYK or grayscale. TIFs, PDFs (as indicated below). No JPEGs please.

When scanning pictures: Please scan photos to the size that will be used in the ad.

Color = 300 dpi. Black and White = 300 dpi.

PDFs: Set to the following requirements: Adobe Acrobat Distiller version 4.0 or higher. Resolution at 300 dpi. Press Quality. Compress text and line art. Embed all fonts.

### DIGITAL AD REQUIREMENTS

Our printer uses only CMYK colors. Avoid using Pantone colors. Use the CMYK mix for any Pantone color.

Newly designed, the IDA website offers a great deal to viewers. Not only is there up-to-date information on current events, convention activities and lists, but also potential members can view testimony about the association. Active members visit often to view convention videos, register for events, order products and pay invoices.

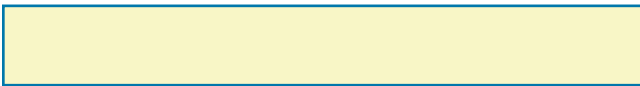
Lastly, our new weekly electronic newsletter, THE REPORT, offers the opportunity to place banner ads as well. For more information please call the IDA office at 972-241-1124.

All this and more means the huge variety of data on the IDA website is very attractive to all search engines. More traffic equals more visibility for your company ads.

## IDA WEBSITE BANNER ADS

Home Page     \$875  
Any Other Page   \$275

468 x 60 pixels - 72 ppi  
GIF or JPEG



# Take advantage of Free Publicity

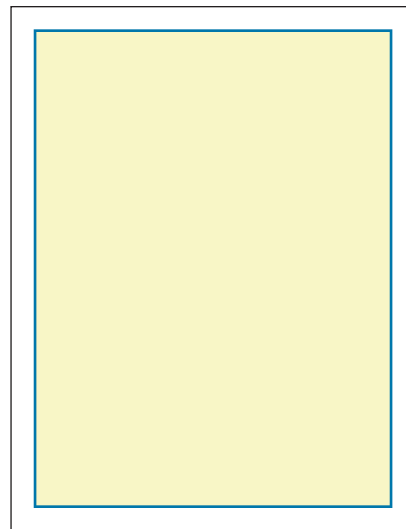
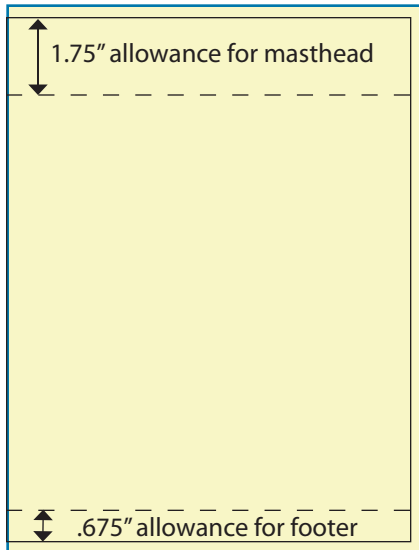
Publicity! It's critical to the livelihood of your company. This is one of the more prevalent benefits of association membership. In a sense, the publicity your company can receive through an association can be as beneficial as a \$15,000 brochure.

Isn't publicity what manufacturers, dealers and distributors want for their organization? It's why logos and company names are plastered on vehicles, parts, and packaging etc. The challenge lies in reaching new markets, some you may never even have considered. This is where the benefits of aligning with IDA become evident. IDA has the ability to promote you and your company to the right people.



Cover (bleed)  
8.675" x 11.25"

Full Page Article  
7.5" x 10"



Why not take the opportunity to get free publicity? You can submit articles, pictures, news releases and even see your company on the cover of the magazine with a two-page article inside....FREE. Send your submissions to [info@idaparts.org](mailto:info@idaparts.org).

## GRAPHIC FILE FORMATS

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# GET NOTICED.

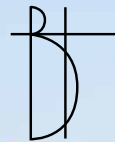
You know your company is great. But do your potential customers?

Let our design professionals do the heavy lifting to make sure you stand out from the crowd.

We provide: • Branding • Logo Design • Advertising  
• Brochures • Direct Mail • Websites

Contact Bonnie Hickman Design at 214.785.9548  
or email [bonniehickman1@verizon.net](mailto:bonniehickman1@verizon.net)

We'll help you get noticed.



Providing IDA  
with design services  
for over a decade







**IDA - SUPPORTING THE INDEPENDENT DISTRIBUTOR,  
DEALER & MANUFACTURER**

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