



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.



INDEPENDENT DISTRIBUTORS ASSOCIATION

3030 LBJ Freeway, #125 Dallas, TX 75234

972-241-1124 FX 214-722-7658

info@idaparts.org www.idaparts.org

Dear Advertiser,

Thank you for the opportunity to tell you about the Independent Distributors Association.

Since 1958, IDA's primary purpose has been to support and promote the independent dealers, distributors and manufacturers in the heavy equipment industry worldwide.

As the economy begins to improve, keeping your company's name in front of buyers is more important than ever. IDA has created a variety of advertising opportunities to fit every budget and to assure maximum visibility in the marketplace. Our combination of online traffic, print circulation, and digital edition views gets your company in front of the industry's primary decision makers at companies in 52 countries.

Look through these pages and discover how IDA can work for you.

Let me also take this opportunity to express our appreciation to all the IDA member companies that have been advertising with IDA for decades. Your patronage has been invaluable. We promise to continue to offer you greater opportunity and broader capability to grow your business.

For information about our weekly industry newsletter, contact the IDA office 972-241-1124.

Best regards,

Tiffany Cabral
Executive Director

IDA PUBLICATIONS ARE FORWARDED TO 52 COUNTRIES.

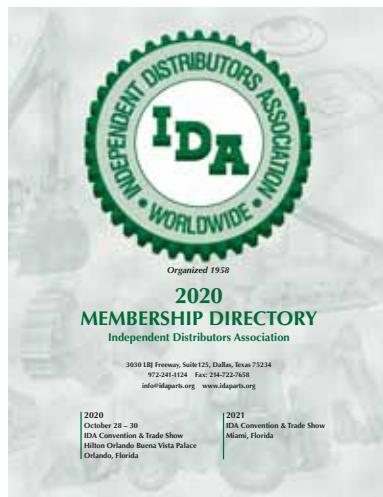


IDA UNIVERSAL

The IDA member magazine offers priceless information, touching all topics affecting the heavy equipment industry - equipment, trends, environmental, managerial, legal and financial issues, as well as technical and mechanical information. The Universal keeps companies informed. Each company can have unlimited copies of our publications emailed to key staff in their organization. Now, via email, our circulation has tripled.

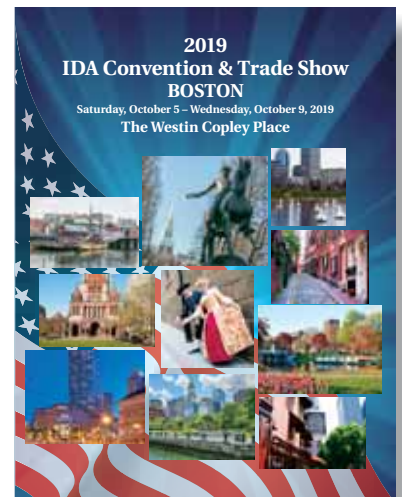
MEMBERSHIP DIRECTORY

This handy reference is used all year long. Not only does it promote the services of members within the Association, in many cases it is distributed outside the network, increasing the chances for business. Members are listed alphabetically by Company, by Name of individual contacts, by Country and by Specialty. For optimal presence, you can request your **Company Name** in bold red with a description of your services and products and your logo for a few dollars more.



CONVENTION/TRADE SHOW BOOK

The IDA Convention is held annually in October. The location changes to offer travel logistics that are amenable for all members. IDA conventions have been held in Canada, Mexico, Puerto Rico, Europe and all sections of the United States. This book is well-used by all attendees for activities, restaurants, maps of the area, and convention/trade show information (including attendee listings). And after the convention, it becomes a great reference to follow-up with friends and potential clients met at the event.



UNIVERSAL MAGAZINE

		10% Discount for 5 issues paid in advance
COLOR		
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	\$295

TWO COLOR

Full Page	\$395
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PRIME PLACEMENT

Inside Front Cover	\$725
Face Inside Front Cover (Page 1)	\$575
Inside Back Cover	\$695
Back Cover	\$695

ADD LOGO \$100

BRANCH LISTINGS \$50 per branch

**COMPANY NAME IN RED
AND DESCRIPTION** \$125

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

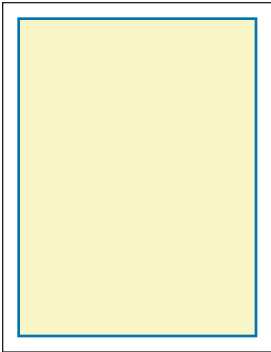
When you are ready to place your order for an ad in an IDA publication; write (info@idaparts.org) or call (972-241-1124) IDA. As an IDA member, you can now upload your advertisement or logo on your member profile at www.idaparts.org.

For non-member rates please contact IDA.

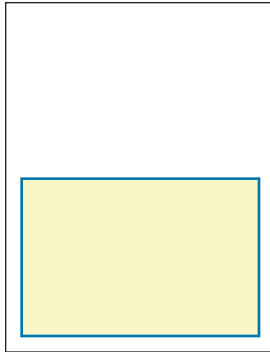


SIZE SPECIFICATIONS

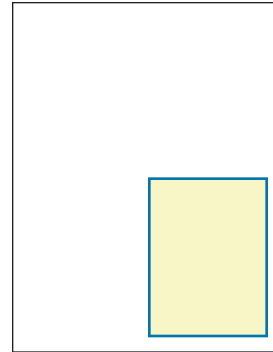
Full Page
7.5" x 10"



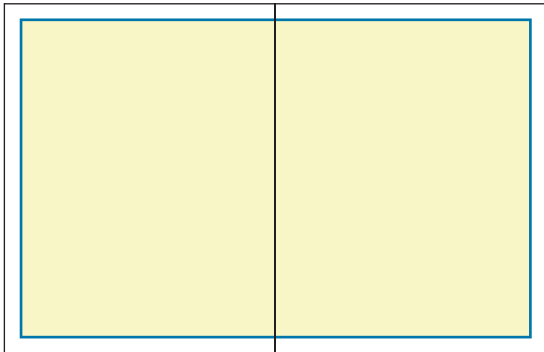
Half Page
7.5" x 5"



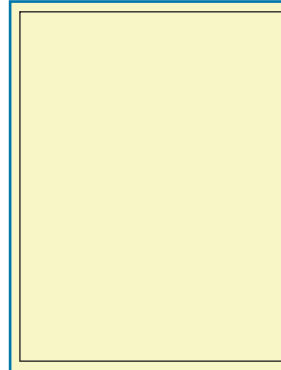
1/4 Page
3.675" x 5"



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.

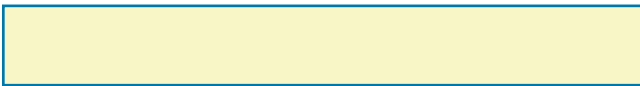
Lastly, our new weekly electronic newsletter, THE REPORT, offers the opportunity to place banner ads as well. For more information please call the IDA office at 972-241-1124.

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

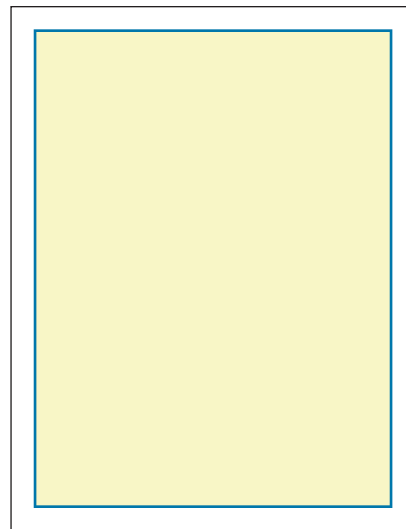
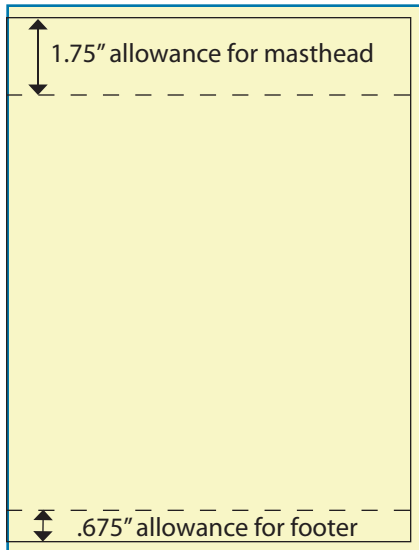
Publicity! It's critical to the livelihood of your company. This is one of the more prevalent benefits of association membership. In a sense, the publicity your company can receive through an association can be as beneficial as a \$15,000 brochure.

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.

GRAPHIC FILE FORMATS

CMYK Color = 300 dpi. TIFs, PDFs (as indicated below). No JPEGs please.

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.

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

GET NOTICED.

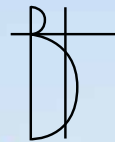
You know your company is great. But do your potential customers?

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

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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Dallas, TX 75234

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