



COLORADO INDEPENDENT  
AUTO DEALERS ASSOCIATION

# ADVERTISING OPPORTUNITIES 2024-25

950 WADSWORTH BLVD SUITE 101  
LAKEWOOD, CO 80214

303-239-8000 | INFO@CIADA.ORG



## MONTHLY MEMBER E-NEWSLETTER

Our monthly eNewsletter offers the opportunity for your company to be highlighted for over 1,800 opt-in subscribers comprised of dealer principals, dealer management, salespeople and service providers. The unique opportunity provides an ideal vehicle to: share a video, announce a special event, offer a coupon/discount and more!

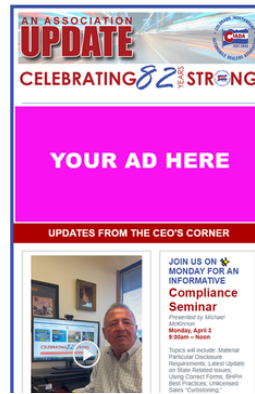
**COST:** \$800 per issue; Availability is first come, first served with a maximum of 2 ads per issue being offered.

**AD SIZE:** 600px wide x 350px high

Only .jpg, .gif or .png files are accepted at no less than 72dpi.

**DEADLINE:** Ads are due by the 20th of the month prior to publication

**CONTACT:** dcardella@ciada.org



## WEBSITE AD: CIADA.ORG

Our website is proven to be a valuable resource for Colorado independent car dealers and anyone looking to get into the business, as they provide access to guidelines, procedures and forms necessary to operate in Colorado. Each month hundreds of dealers utilize ciada.org to sign up for state-mandated compliance courses, order forms, and find out about upcoming events and more.

**COST (per term):**

4 Months: \$400; 8 Months: \$700; 12 Months: \$1000

**AD SIZE:** 285px wide x 178px high

Only .jpg, .gif or .png files are accepted at no less than 72dpi.

**DEADLINE:** Ads are due by the 20th of the month prior to publication

**CONTACT:** dcardella@ciada.org



## ANNUAL CALENDAR

Keep your brand on everyone's mind all year round by placing a listing on CIADA's annual calendar.

**COST:** \$300 per listing

**DEADLINE:** Ad requests must be received before November 29th of the year prior to publication.

**CONTACT:** dcardella@ciada.org



## ANNUAL GOLF TOURNAMENT

We host an annual golf tournament in the summertime.

**SPONSORSHIPS:** We offer a variety of opportunities to choose from, but prefer to customize a package for your business. Contact Dave Cardella for more details.

**CONTACT:** dcardella@ciada.org



CIADA  
ADVERTISING  
OPPORTUNITIES

NEWS, SITE & CALENDAR

# QUARTERLY MAGAZINE

**Front Line** magazine is the official publication of the Colorado Independent Automobile Dealers Association. Published four times a year, this digital magazine reaches our member dealers and auctions. The magazine serves as a premier independent car dealer-advocacy publication and provides updates on legislative and regulatory issues, best practices, scam alerts, educational opportunities, and upcoming events are also detailed.

## WHY ADVERTISE HERE?

**PREMIUM MARKETING STRATEGY.** We work with you to formulate marketing strategies that best fit your needs and goals. You won't find better partners committed to your success.

**TARGETED DISTRIBUTION.** The magazine is delivered directly to over 2,000 independent automobile dealers who are top decision makers throughout the state of Colorado.

**ADVERTISING WILL GROW YOUR BUSINESS.** Magazine advertising sells and it delivers results consistently. Studies show that magazines are the strongest driver of purchase intent and actually boost the effectiveness of other media.

**AFFORDABILITY.** Our magazine is committed to your success! We offer advertising packages for every budget, and our staff will create a marketing plan with you that works. Whether you are a new business or need to reestablish your business in the marketplace, be assured that no matter how small or large your business is, we have plans that are tailored to meet your needs.

**VALUE-ADD CONTENT.** Clear, crisp, and contemporary articles and ads gain trust and respect from auto dealers decision makers. Your advertisement will be well-positioned to help you gain exposure to grow your dealership.

**COST** (per insertion):

- Premium pages:** (1X) \$650 ea or (4X) \$575 ea (Inside front cover; inside back cover, back cover)
- Full Page** (1X) \$550 ea or (4X) \$500 ea
- Half Page** (1X) \$300 ea or (4X) \$270 ea
- Quarter Page** (1X) \$250 ea or (4X) \$200 ea

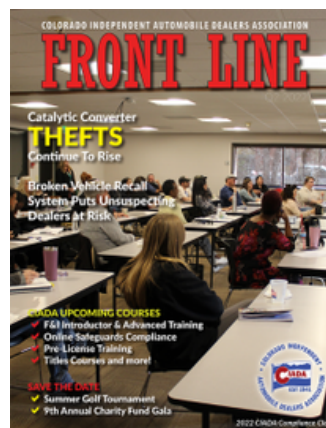
## DEADLINES:

Q1: Jan 30 | Q2: Apr 28 | Q3: Jul 31 | Q4: Oct 31

## NOTES:

Ads should be submitted with a corresponding hyperlink to your website or landing page.

**CONTACT:** dcardella@ciada.org



CIADA  
ADVERTISING  
OPPORTUNITIES

QUARTERLY MAGAZINE



# USED CAR DEALERS OF COLORADO CHARITY FUND ANNUAL GALA SPONSORSHIPS

Representing the giving nature of Colorado Independent Car Dealers Used Car Dealers of Colorado Charity Fund (UCDDF) was founded by CIADA in 2014 to assist Colorado communities by sharing the tremendous giving spirit of the Used Car Automotive Industry. The CIADA Charity Fund exists to represent the goodwill of Independent Used Car Dealers to help all Colorado communities with aid, scholarships and support in order to make a positive difference with families of Colorado. This broad range of help includes donations for transportation, medical supplies, wheelchairs, scholarships plus assisting very special outreach programs that aid the community in health care, housing, child abuse, domestic violence victims, service animals and helped provide more than 4,000 meals to our neighbors.

## SPONSORSHIP OPPORTUNITIES

### CHAMPION - \$10,000

Includes: 2 Sponsor tables, 1 hotel room, table décor, bottle of champagne, one full page ad in the event program, logo on all marketing materials, recognition during banquet and in CIADA's Insider E-magazine, banner ad on the Used Car Dealers of Colorado Charity Fund website, sponsor table in registration area, logo on bidder paddle

### GOLD - \$5,000

Includes: 1 Sponsor table, 1 hotel room, table décor, one full page ad in the event program, logo on all marketing materials, recognition during banquet and in CIADA's Insider E-magazine, banner ad on the Used Car Dealers of Colorado Charity Fund website, sponsor table in registration area

### SILVER- \$2,500 (4 tickets to Gala)

Includes: Logo on all marketing, one half-page ad and recognition in the event program, recognition in CIADA's Insider E-magazine

### BRONZE - \$1,000 (2 tickets to Gala)

Includes: Logo on all marketing, recognition in the event program and CIADA's Insider E-magazine

### APPETIZER - \$2,500 (4 tickets to Gala)

2 Sponsorship Opportunities Available

Includes: Logo on all marketing, recognition in the event program & during announcements, and on the Used Car Dealers of Colorado Charity Fund website

### DESSERT - \$2,500 (4 tickets to Gala)

2 Sponsorship Opportunities Available

Includes: Logo on all marketing, recognition in the event program & during announcements, and on the Used Car Dealers of Colorado Charity Fund website

### BALLOON - \$2,500 (4 tickets to Gala)

Includes: Logo on all marketing, recognition in the event program & during announcements, and on the Used Car Dealers of Colorado Charity Fund website

## AUCTION DONATIONS

In addition, to donate an auction item for the Used Car Dealers of Colorado Charity Fund Gala, please contact us at 303-239-8000.

**CONTACT:** [dcardella@ciada.org](mailto:dcardella@ciada.org)

# ADVERTISING OPPORTUNITIES RESERVATION FORM



CIADA  
ADVERTISING  
OPPORTUNITIES

SEND RESERVATION FORM TO: dcardella@ciada.org

Contact Information

Contact Name

Company Address

City

State Zip

Phone

Email

	OPPORTUNITY	TOTAL
1.	<p>Monthly Member Enewsletter, \$800 per mo \$ _____</p> <p>Select Month(s): _____</p>	
2.	<p>Website Ad(s) \$ _____</p> <p>4 Mos: \$400; 8 Mos: \$700; 12 Mos: \$1000</p> <p>Select Month(s): _____</p>	
3.	Annual Calendar / \$300 per listing	
4.	Annual Golf Tournament \$ _____	
5.	<p>Quarterly Magazine Ad(s), see page 2 for pricing</p> <p>Web address and/or landing page URL:</p> <p>_____</p>	
6.	<p>Gala Sponsorships, see page 3 for pricing</p> <p>Identify Sponsorship: _____</p>	
	<b>TOTAL OPPORTUNITY INVESTMENT:</b>	

I understand that payments must be made within 10 days from the date of the invoice receipt and that failure to do so will result in the interruption or void of any contracts or applicable discounts. No cancellations will be accepted without written notification. Please note that your signature below is permission for CIADA to periodically communicate via email.

Signature \_\_\_\_\_

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ORDER FORM