

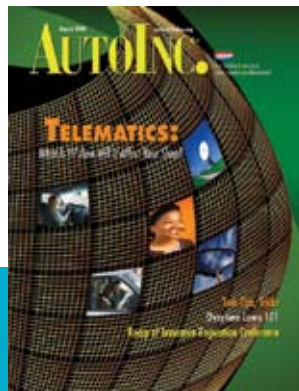
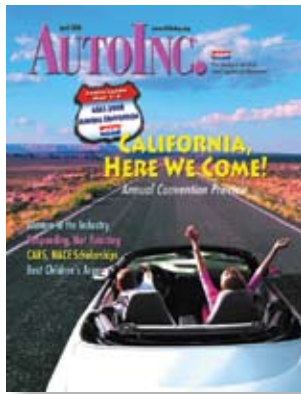
# AUTOINC.®

For today's service and repair professional.

## 2009 MEDIA PLANNER

Official publication of the Automotive Service Association (ASA)





[www.ASAshop.org](http://www.ASAshop.org)

[www.AutoInc.org](http://www.AutoInc.org)

**Editorial Office:**

*AutoInc.*  
1901 Airport Freeway  
Bedford, Texas 76021  
(800) 272-7467 • Fax: (817) 685-0225  
E-mail: editor@asashop.org

**Advertising Office:**

Mohanna & Associates Inc.  
305 W. Spring Creek Parkway Suite 101C  
Plano, Texas 75023-4646  
(800) 800-0341 • Fax (972) 985-8069  
E-mail: info@mohanna.com

# MEDIA PLANNER

<b>Editorial Commitment</b>	<b>2</b>
<b>Readership</b>	<b>3</b>
<b>Print Ad Rates</b>	<b>4</b>
Advertising Unit Dimensions	<b>6</b>
Advertising Policies	<b>7</b>
<b>ASA Web Site Advertising and ASA News-Network</b>	<b>8</b>
<b>E-newsletter</b>	<b>9</b>
<b>Editorial Calendar</b>	<b>10</b>
Special Issues	<b>12</b>

# 2

## EDITORIAL COMMITMENT

### Our Distinction

*AutoInc.* has the distinction of being the official publication for the largest not-for-profit trade association of its kind, the Automotive Service Association (ASA). As the official publication, *AutoInc.* adheres to the same standards of quality and excellence that have made ASA the industry leader for 58 years.

The 57-year-old publication serves automotive service business owners and managers. Our most recent readership survey indicates that approximately 28,000 automotive professionals read *AutoInc.* each month. *AutoInc.* covers every aspect of the automotive service industry, from the latest regulatory information to nuts-and-bolts technical articles to shedding light on how to manage a business.

The privilege of being the official publication of ASA not only brings *AutoInc.* a qualified and motivated readership, it gives the publication the responsibility of appealing to the entire industry, as well as being a credit to the association.

### Our Mission

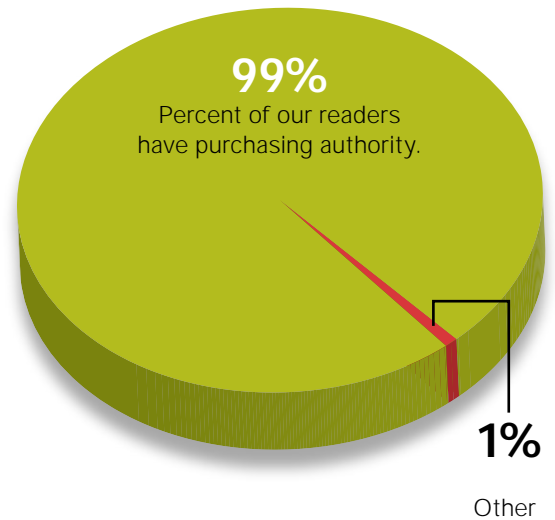
The mission of *AutoInc.*, the Automotive Service Association's official publication, is to be the informational authority for ASA and industry members nationwide. Its purpose is to enhance the professionalism of these members through management, technical and legislative articles, researched and written with the highest regard for accuracy, quality and integrity.

# READERSHIP

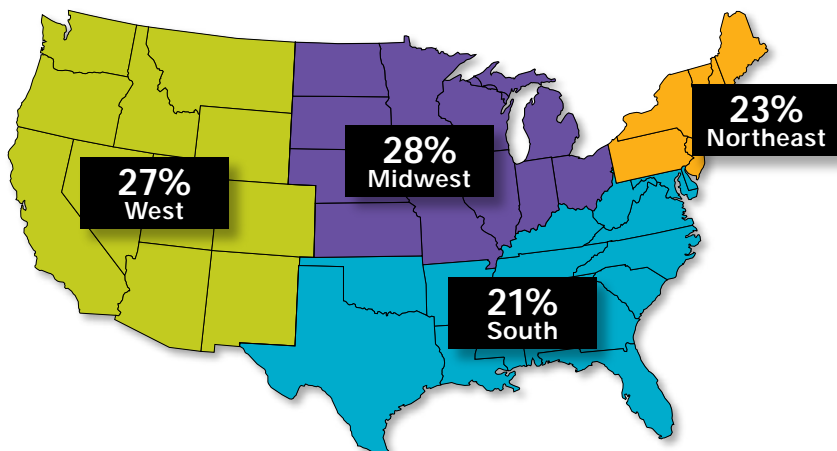
## Reader Loyalty

ASA members receive the most comprehensive benefit package available to the independent automotive service and repair professional; benefits created to help them boost customer satisfaction and build profits. Member benefits command member loyalty – a loyalty that readily transfers to *AutoInc.*, the association's official publication.

### READER PROFILE



### *AutoInc.* READERSHIP HAS A GOOD MIX OF GEOGRAPHICAL DIVERSITY.



### READER SATISFACTION

# 83%

*AutoInc.* readers rate the article content very good to excellent.

Based on a 2008 readership study of 500 randomly selected ASA members with a 19 percent response rate.

# 4

## AD RATES

The number of insertions placed within one year from the date of the first insertion of the contract period determines the frequency discount advertising rate.

BLACK AND WHITE						
	1x	3x	6x	12x	18x	24x
Full	\$2,680	\$2,600	\$2,410	\$2,280	\$2,140	\$2,010
Half island	\$1,840	\$1,790	\$1,750	\$1,670	\$1,580	\$1,480
Half horizontal	\$1,590	\$1,540	\$1,500	\$1,430	\$1,350	\$1,270
Quarter page; horizontal, vertical and square	\$1,350	\$1,310	\$1,280	\$1,220	\$1,140	\$1,080

COLOR						
	1x	3x	6x	12x	18x	24x
Spread	\$6,010	\$5,880	\$5,600	\$5,400	\$5,200	\$5,000
Full	\$4,070	\$3,990	\$3,800	\$3,670	\$3,530	\$3,400
Half island	\$2,870	\$2,820	\$2,780	\$2,700	\$2,610	\$2,510
Half horizontal	\$2,620	\$2,570	\$2,530	\$2,460	\$2,380	\$2,300
Quarter page; horizontal, vertical and square	\$2,380	\$2,340	\$2,310	\$2,250	\$2,170	\$2,110

**Rate Card #023 effective Dec. 1, 2008. No bleed charge.**

### COVER POSITIONS

**Inside front cover:** Color rate plus 15%

**Inside back cover:** Color rate plus 10%

**Back cover:** Color rate plus 20%

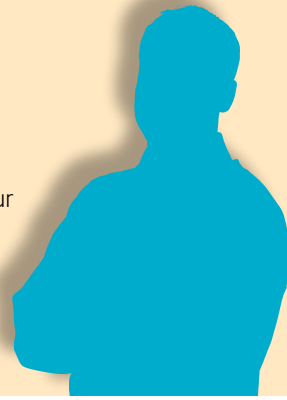
Covers and centerspread are sold to contract advertisers only.

Ask about gatefolds and other special designs.

"Moving Targets has advertised nonstop in *AutoInc.* for nearly a decade. We have found it to be a good way to reach independent auto repair shops. It has made us hundreds of customers. I measure all of our advertising by the ROI it returns and *AutoInc.* has proven to be a winner."

**Jay Siff**

MOVING TARGETS, PERKASIE, PA.



**PREFERRED POSITION RATES**

Preferred positions are sold at the color rate, plus the following:

**Additional Charges**

Centerspread	15%
Facing second cover	20%
Facing third cover	15%
Other guaranteed positions	10%

**Rates on this rate card #023 apply to all orders received and accepted for 2009 advertising.**

**DIGITAL AD SPECIFICATIONS**

*AutoInc.* is printed web, saddle-stitched.

**Trim size** → 8-3/8" by 10-7/8".

**File Format** → 266 dpi at 100 percent for contone images.

**Accepted Formats** → PDF file preferred (press optimized), high resolution (300 dpi) flattened TIF file, QuarkXPress® 6.5 for Macintosh with all associated support images and fonts provided (collect for output), Adobe Illustrator CS2 with all associated support images and fonts provided, outline fonts as appropriate.

**Media** → Macintosh-formatted CD

**Color** → Send all files CMYK. Convert all RGB or Pantone colors to CMYK. Supply a color match print at 100 percent.

Advertisers may upload their electronic files to AutoInc.'s FTP site by following these directions:

**For PC**

ftp://autoinc@ftp.autoinc.org

Password: advertiser

**For Mac**

ftp.autoinc.org

User ID: autoinc

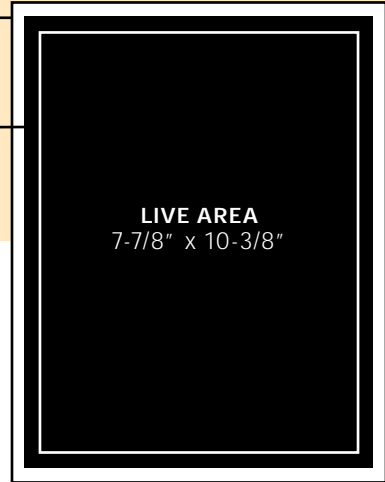
Password: advertiser

Advertisements must be supplied at exact size including bleeds. If ads are not the appropriate size, advertisers must submit new artwork conforming to the correction specifications. If replacement art is not received by the print deadline, the publisher has the discretion of either running the ad as is or holding the ad for a future issue until correct specifications are met. Allow an additional 1/8" image on all four sides, beyond the trim, if the ad is intended to bleed. Keep live matter at least 1/4" inside the trim. All media must conform to all specifications above.

# 6

**BLEED**  
8-5/8" x 11-1/8"

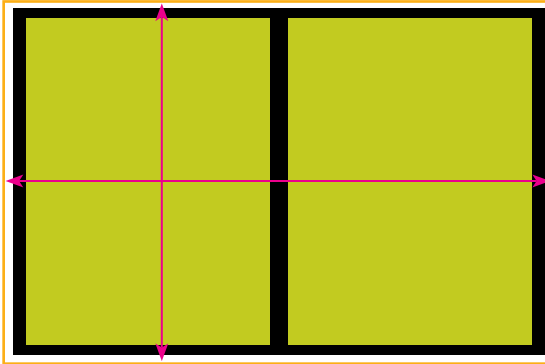
**TRIM**  
8-3/8" x 10-7/8"



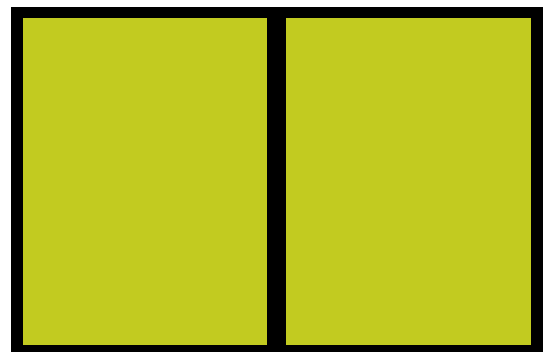
## Advertising Unit Dimensions

*AutoInc.* is a three-column page layout, measurements shown are width x depth.

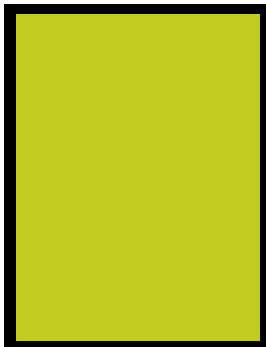
**BLEED SPREAD**  
17" x 11-1/8"



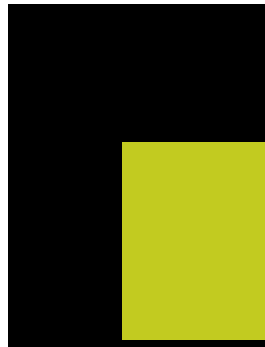
**SPREAD (LIVE AREA)**  
16-1/4" x 10-3/8"



**1 PAGE (LIVE AREA)**  
7-7/8" x 10-3/8"



**1/2 ISLAND**  
4-1/2" x 7"



**1/2 HORIZONTAL**  
6-7/8" x 5"



**1/4 HORIZONTAL**  
6" x 2-1/2"



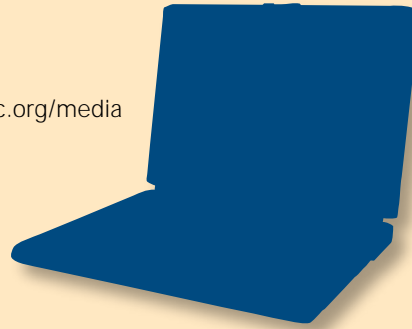
**1/4 SQUARE**  
4-1/2" x 3-3/4"



**1/4 VERTICAL**  
2-1/8" x 7-1/2"



Visit *AutoInc.*'s online Media Kit at [www.AutoInc.org/media](http://www.AutoInc.org/media)



PRINT

## Advertising Policies

### SHIPPING INSTRUCTIONS

Digital ads and a color match print are required. Send CD with orders and production materials (except preprinted inserts) to: *AutoInc.*, Advertising Department, P.O. Box 929, Bedford, Texas 76095-0929. Courier shipping address: 1901 Airport Freeway, Bedford, Texas 76021-5732. Contact Trisha Baker, manager of graphics and production, at (800) 272-7467, ext. 225, with questions regarding advertising production.

Advertisers may also upload files to *AutoInc.*'s FTP site (see *Electronic File Transfer instructions below*).

### TERMS

Net 30 days from date of invoice. Prepayment is required with first order. Open accounts are subject to credit approval.

Agencies are allowed 15 percent commission on gross billings on space and color. All accounts must be paid within 30 days of billing date. Agency commission will not be granted on past-due accounts.

Contract advertisers will be billed at the earned rates. If a greater frequency discount is earned within one year of the first insertion, credit will be earned. Advertisers who do not fulfill their contract will be subject to short-rate billing.

### ADVERTISING RESPONSIBILITY

Advertisers and advertising agencies assume liability for all content of advertisements printed in *AutoInc.* and also assume responsibility for any claims arising against the publisher. The publisher reserves the right to reject any advertising. Advertising that simulates editorial style must be approved by the publisher and will be identified with the word "Advertisement" by the publisher.

### ELECTRONIC FILE TRANSFER

Advertisers may upload their electronic files to *AutoInc.*'s FTP site by following these directions:

**PC Users** → FTP via Web browser: <ftp://autoinc@ftp.autoinc.org> **Password** → advertiser

**Mac Users** → FTP via FTP client: [ftp.autoinc.org](ftp://autoinc.org) **User ID**: autoinc **Password** → advertiser

### INSERTS

Insert rates are 50 percent of the black and white rate plus \$150/M. Trims required: 1/8" head, 1/8" foot, 1/8" thumb edge. Ship printed inserts folded and untrimmed directly to printer. Call *AutoInc.* at (800) 272-7467, ext. 219, for mailing instructions.

# 8

## WEB SITE ADVERTISING

### ONLINE BANNER ADVERTISING

#### DIMENSIONS

Digital advertising dimensions are based on the Ad Unit Guidelines provided by the Interactive Advertising Bureau (IAB), an organization representing more than 300 interactive companies that actively engage in and support the sale of interactive advertising.

Dimensions for all digital ads are provided in the online ad rate charts and are provided in interactive marketing units (IMU).

#### RATES AND PREFERRED POSITIONS

Positioning of advertisements is at the discretion of the publisher except where a request for a specific preferred position is made and accepted. For premium ad placement, banner ads are available on a first-come, first-served basis.

Ad rates include color and free links to advertisers' Web sites. Rates are subject to change upon notice of the publisher. ASA Web site advertising requires prepayment.

#### [www.ASAshop.org](http://www.ASAshop.org)

The ASA Web site is an ideal medium for reaching automotive professionals. Because ASA is viewed as a source of valuable information, and the Internet is a medium of exponential growth and is accessible worldwide, it stands to reason that ASA's Web site is a perfect place to gain added visibility.

Visitors access the site by its URL or by linking to it from one of the hundreds of search engines and related Web sites where ASA is referenced.

#### SUGGESTED PREFERRED POSITIONS

Multiplacement rates based on 6- and 12-month runs.

#### ASA Web Site, Banner Ads

	1X	6X	12X
Home Page, Leaderboard Ad (728 x 90 pixels)	\$3,000	\$7,000	\$10,000
Home Page, Banner Ad (468 x 60 pixels)	\$1,500	\$3,000	\$4,000
Find Nearest ASA Shop	\$1,200	\$1,500	\$2,500
Related Links	\$1,000	\$1,200	\$1,500
Membership Benefits	\$1,000	\$1,200	\$1,500
Employment Classifieds	\$1,000	\$1,200	\$1,500
ASA Events	\$1,000	\$1,200	\$1,500

**ASAshop.org AVERAGE MONTHLY TRAFFIC\***

Page Views	615,881
Visits	280,051
Hits	2.51 million

\*Source: NetStrategies LiveStats Report, January 2008-August 2008

**AutoInc.org AVERAGE MONTHLY TRAFFIC\***

Page Views	41,527
Visits	93,763
Hits	3.96 million

\*Source: NetStrategies LiveStats Report, January 2008-August 2008

**www.AutoInc.org**

Redesigned in 2007, AutoInc.org boasts a new look and innovative features, making it more interactive and informative. The site contains all of the great content of the print version of the magazine with the added capabilities of online access and search functions. Since the site was initially launched in 1999, AutoInc.org has become a reliable and important "Go To" resource for automotive service and repair professionals.

**AutoInc. Web Site**

	1X	6X	12X
<b>AutoInc. WEB SITE, Leaderboard</b> (728 x 90 pixels)	\$3,000	\$5,500	\$7,000
<b>AutoInc. Top Banner Run of Site</b> (234 x 60 pixels)	\$1,200	\$6,000	\$9,600
<b>AutoInc. Banner Home Page</b> (468 x 60 pixels)	\$1,000	\$4,800	\$8,500

**ASA NEWS-NETWORK**

Put your special message in front of readers regularly with the ASA News-Network. This biweekly electronic newsletter is delivered directly to more than 7,300 direct-subscriber in-boxes, and directs traffic back to the family of ASA sites, including ASAshop.org, AutoInc.org and TakingTheHill.com. Partnered with Web site advertising, this package can push real traffic to your site and deliver your message to those key buyers you need to reach.

**Newest Ad Option!****ASA News-Network e-Newsletter\***

	1X	6X (3 months)
<b>Leaderboard</b> (728 x 90 pixels)	\$2,000	\$3,000
<b>Banner Ad</b> (468 x 60 pixels)	\$1,000	\$2,000
<b>Half Skyscraper</b> (120 x 240 pixels)	\$500	\$1,500

**FYI**

**Page Views** are the total number of times Web pages were viewed over a breakdown of the selected report period.

**Visits** are the total number of times that people visited and interacted with the Web site over a breakdown of the selected report period.

**Hits** are the total number of requests for files that the Web server received over a breakdown of the selected report period.

\* ASA publishes an additional e-newsletter, *AutoLinks*, through a third party. For information, please call (972) 702-7741.

# 10

## 2009 EDITORIAL CALENDAR



JANUARY	<p><b>Special Issue → Top 10 Web Sites</b></p> <p><b>Mechanical:</b> <i>Fuel Pump Manufacturers Provide Online Resources for Technicians</i></p> <p><b>Collision:</b> <i>Future of Salvage Parts Use</i></p> <p><b>Management:</b> <i>Red Light, Yellow Light, Green Light: What Kind of State Is Your Business In?</i></p>	ADVERTISING DEADLINES	Ad closing Nov. 28 Ad material due Dec. 3 Estimated Ship/Mail Jan. 2
FEBRUARY	<p><b>Mechanical:</b> <i>Touching the Future by Serving on Advisory Boards</i></p> <p><b>Collision:</b> <i>Proper Paintless Dent Repair Estimating</i></p> <p><b>Management:</b> <i>It's All About the Customer: How Are They Doing?</i></p>	ADVERTISING DEADLINES	Ad closing Jan. 2 Ad material due Jan. 7 Estimated Ship/Mail Jan. 28
MARCH	<p><b>Special Issue → Membership Issue Spectacular!</b></p> <p><b>Mechanical &amp; Collision:</b> <i>Power of Belonging to ASA</i></p> <p><b>Management:</b> <i>The Multi-Generational Workplace</i></p>	ADVERTISING DEADLINES	Ad closing Jan. 30 Ad material due Feb. 4 Estimated Ship/Mail Feb. 25
APRIL	<p><b>Mechanical:</b> <i>Constantly Variable Torque Transmissions</i></p> <p><b>Collision:</b> <i>Deciphering "Assignment of Proceeds"</i></p> <p><b>Management:</b> <i>Everyone Loves Consistency – Designing and Implementing Systems and Processes</i></p>	ADVERTISING DEADLINES	Ad closing March 6 Ad material due March 11 Estimated Ship/Mail April 1
MAY	<p><b>Special Issue → Technology Issue</b></p> <p><b>Mechanical:</b> <i>Update on Tire Pressure Monitoring Systems</i></p> <p><b>Collision:</b> <i>What is Reflashing and How Can It Become a Revenue Source?</i></p> <p><b>Management:</b> <i>Best-Kept Secrets to Selling Maintenance</i></p>	ADVERTISING DEADLINES	Ad closing April 3 Ad material due April 8 Estimated Ship/Mail April 29
JUNE	<p><b>Special Issue → Green Issue</b></p> <p><b>Mechanical:</b> <i>Servicing Hybrids: What Your Shop Needs to Know</i></p> <p><b>Collision:</b> <i>Collision Shops Face Structural Material Challenges</i></p> <p><b>Management:</b> <i>The Great Divide: Is Your Shop Thriving or Surviving?</i></p>	ADVERTISING DEADLINES	Ad closing May 1 Ad material due May 6 Estimated Ship/Mail May 28

"I look forward to *AutoInc.* more than any other publication I get. I consider it 'my magazine' since it contains more things that are of importance to me than any other. I enjoy reading about other shops, the issues that ASA is working on and the management tips. It's a valuable member benefit."

**George Witt, AAM, Owner**

GEORGE WITT SERVICES INC., LINCOLN, NEB.



<b>JULY</b>	<b>Special Issue → Software Issue</b>	<b>ADVERTISING DEADLINES</b>	Ad closing	June 5
	<b>Mechanical:</b> <i>Female Customers – Friends or Foes?</i>		Ad material due	June 10
	<b>Collision:</b> <i>Development of Collision Repair Standards</i>		Estimated Ship/Mail	July 1
	<b>Management:</b> <i>Walk the Talk ... Guide to Ethical Management</i>			

<b>AUGUST</b>	<b>Special Bonus Distribution</b>	<b>ADVERTISING DEADLINES</b>	Ad closing	July 3
	<b>Mechanical:</b> <i>Being Coolant Savvy: Avoid Mistakes and Get it Right the First Time</i>		Ad material due	July 8
	<b>Collision:</b> <i>Exploring New Business Opportunities for Collision Shops</i>		Estimated Ship/Mail	July 29
	<b>Management:</b> <i>The Day After Training ... Now What?</i>			

<b>SEPTEMBER</b>	<b>Special Issue → Dot-Com Issue</b>	<b>ADVERTISING DEADLINES</b>	Ad closing	July 31
	<b>Mechanical &amp; Collision:</b> <i>Dot-Com Issue: Harnessing the Web 2.0</i>		Ad material due	Aug. 5
	<b>Management:</b> <i>Winning Women Customers</i>		Estimated Ship/Mail	Aug. 26

<b>OCTOBER</b>	<b>Special Issue → NACE/CARS Show Issue</b>	<b>ADVERTISING DEADLINES</b>	Ad closing	Sept. 4
	<b>Mechanical &amp; Collision:</b> <i>Marketing to Generation X&amp;Y</i>		Ad material due	Sept. 10
	<b>Management:</b> <i>Supervisor, Manager or Leader: Which Are You?</i>		Estimated Ship/Mail	Sept. 30

<b>NOVEMBER</b>	<b>Mechanical:</b> <i>Service Information is a State of Mind</i>	<b>ADVERTISING DEADLINES</b>	Ad closing	Oct. 2
	<b>Collision:</b> <i>Rekeying of Estimates</i>		Ad material due	Oct. 7
	<b>Management:</b> <i>Five Unique Sources for Job Candidates</i>		Estimated Ship/Mail	Oct. 28

<b>DECEMBER</b>	<b>Special Issue → "How's Your Business?" Survey Issue</b>	<b>ADVERTISING DEADLINES</b>	Ad closing	Oct. 30
	<b>Mechanical &amp; Collision:</b> <i>Results of ASA's Annual "How's Your Business?" Survey</i>		Ad material due	Nov. 4
	<b>Management:</b> <i>Implementing a Top-Notch Billables/Receivables Department</i>		Estimated Ship/Mail	Nov. 25

<b>JANUARY 2010</b>	<b>ADVERTISING DEADLINES</b>	Ad closing	Nov. 27
		Ad material due	Dec. 2
		Estimated Ship/Mail	Jan. 4

## Special Issues

**JANUARY** → This special issue showcases *AutoInc.*'s annual Top 10 Automotive Repair Web Sites and what makes these sites unique. Celebrating its 12th year, the issue profiles some of the most creative and effective Web sites of independent automotive shops across the country. Readers of *AutoInc.* have come to rely on this issue for great ideas and information.

**MARCH** → The March issue provides exceptional value to advertisers because it reaches an additional 2,000 readers at no extra cost. Packed in this issue is valuable information on the importance of belonging to associations and how ASA can help today's shop owners take their business to the next level. The management feature discusses the challenges as well as the benefits of working in a multi-generational workplace.

**MAY** → *AutoInc.*'s annual technology issue will provide an update on tire pressure monitoring systems and also look at what reflashing is and its potential as a revenue source for collision shops.

**JUNE** → With the growing accountability of OEMs to the environment, "green issues" are a priority for shops. Learn what repair professionals need to know about servicing hybrids.

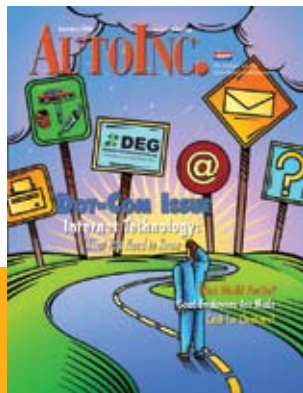
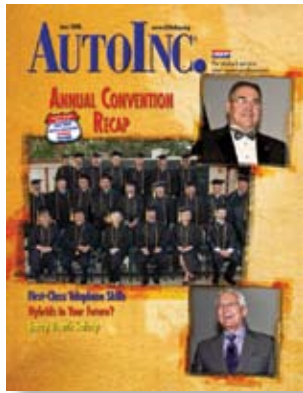
**JULY** → Always a favorite among readers, the July issue will feature our 19th Annual Shop Management Software Guide.

**AUGUST** → As ASA uses the August issue to recruit new members, advertisers can use it to reach an additional 2,000 readers at no added cost: another opportunity to maximize your advertising dollars with *AUTOINC.*

**SEPTEMBER** → In our annual Dot-Com issue, we will look at what automotive service and collision repair shops need to know about the World Wide Web in the context of the 21st century and how it can help their businesses run more efficiently and successfully.

**OCTOBER** → **Special ASRW show issue!** ASA sponsors the International Autobody Congress and Exposition (NACE) and the Congress of Automotive Repair and Service (CARS), both of which take place during Automotive Service and Repair Week (ASRW) in Las Vegas. Providing comprehensive show coverage, *AutoInc.* is the "inside source" for Industry Week attendees. In addition to our regular circulation, this issue will be distributed at ASRW.

**DECEMBER** → This issue features ASA's annual "How's Your Business?" survey results. Readers look to this report for a glimpse of how other automotive service businesses across the country are doing, and for a report on the most challenging issues facing shops. Also in this issue: post-show coverage of NACE and CARS.



[www.ASAshop.org](http://www.ASAshop.org)

[www.AutoInc.org](http://www.AutoInc.org)

