

**CHARGING THE FUTURE
OF AUTO RECYCLING**

2025

ARA MEDIA KIT

GET THE MARKET ADVANTAGE



PRINT POWER

Automotive Recycling



- **Automotive Recycling Magazine**
The auto recycler's strategy for success includes reading ARA's award-winning industry publication.

Insightful articles work to improve the operating efficiency of ROE—Recycled Original Equipment® auto parts businesses.



Topics include: Trends, safety & compliance, electric vehicle technology, battery recycling, equipment & machinery, as well as expert columns, best practices, profiles, and more.



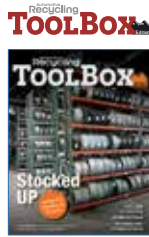
- **ARA Annual Membership Directory**
BE SEEN in the WHO'S WHO of the industry.
Every ARA member receives this powerful resource to help them stay connected to each other and to services providers to the Industry.



- **ARA Annual Buyer's Guide**
Most comprehensive GO-TO guide of industry vendors, consultants & suppliers.
This go-to Guide for Industry resources connects you to the auto recyclers looking to improve business operations.



- **ARA Annual Convention & Expo Program**
The guide to ARA's largest gathering of the auto recycling industry.
As an exhibitor, advertising in the ARA Convention Program primes the pump to have your booth become a primary stop for attendees!
(Available exclusively to exhibitors and sponsors.)



- **Toolbox Magazine**
A trade show in print!
Auto Recycler's Toolbox® magazine reaches a broad range of auto salvage facility owners and employees who may not participate in industry events and trade shows, or may not have a large network of peers to gain advice on practical information to run their business.

It is mailed complimentary to the top contact person at auto recycling companies, and is distributed at industry events. A flipbook and blog are located on autorecyclingnow.com/toolbox.

DIGITAL IMPACT

- **A-R-A.org official Website**
ARA's official website aligns your brand with the leading international association, and reaches automotive recyclers seeking critical information to make important decisions.
- **AutoRecyclingnow.com**
Automotive Recycling Now is the digital website for ARA's leading Industry publication, **Automotive Recycling** magazine. It is the total resource for timely, searchable Industry news and helpful articles that an auto recycler needs to know! Also the online home of **Toolbox!**

- **AutoRecyclingBuyersGuide.com**
The ONLINE companion to the printed guide, the digital guide highlights the top industry vendors & suppliers who have the products and services available to auto recyclers.

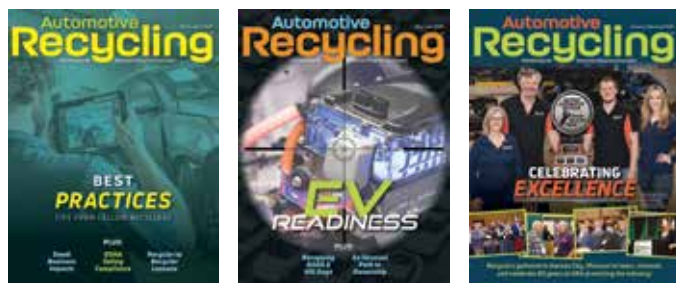
- **Custom e-Blasts**
Custom eBlasts available to reach our ARA Member audience or our **Toolbox** subscriber audience. The ARA Member audience eBlast is only available to ARA Associate Members in good standing. Take advantage of our impressive open rates and let our audiences hear directly from YOU.

- **Monthly ARA 360° e-Newsletter**
With impressive open rates averaging 40% per email & appealing click-through rate, ARA's monthly e-News delivers market intelligence to ARA members. It offers a way to keep your company fresh on the minds of people of influence. Ads per email are limited in quantity.

RATE CARD

PRINT

Automotive Recycling



Automotive Recycling bimonthly magazine reaches the Top Tier Automotive Recyclers, who lead the industry in trends, volunteerism and early adoption of new products and services. The entire ARA Membership receives this award-winning magazine as the #1 Member Benefit (determined in a membership study). The mission is to inform, educate and inspire elite auto recyclers with business intelligence, best practices, and information for strategic growth and planning. The content is also online at autorecyclingnow.com.

PREMIUM POSITIONS (PER ISSUE)

INSIDE FRONT COVER	\$1,300
INSIDE BACK COVER	\$1,300
BACK COVER	\$1,500
2-PAGE CENTER SPREAD	\$1,995

AD SIZE	1 ISSUE	3 ISSUES	6 ISSUES
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FOR MEMBERS (BEST RATES!)

FULL PAGE	\$1,200	\$1,125	\$1,000
HALF PAGE	\$850	\$775	\$700
QUARTER PAGE	\$600	\$550	\$500

NON-MEMBER RATES

FULL PAGE	\$1,400	\$1325	\$1200
HALF PAGE	\$1000	\$950	\$900
QUARTER PAGE	\$800	\$775	\$725

Net rates, non-commissionable, and subject to change.

Automotive Recycling ToolBox[®] Edition



Auto Recycler's ToolBox[®] bimonthly magazine reaches over 4,500 automotive recyclers, scrap recyclers and industry professionals in the United States and Canada. It focuses on helpful and informative Recycler-to-Recycler information from peers, as well as articles from industry vendors to help recyclers run efficient facilities. Topics include leadership, sales, dismantling, safety, certification, core processing, and more. The content is also online at autorecyclingnow.com/toolbox.

PREMIUM POSITIONS (PER ISSUE)

INSIDE FRONT COVER	\$1,300
INSIDE BACK COVER	\$1,300
BACK COVER	\$1,500
2-PAGE EDITORIAL CENTER SPREAD	\$1,995

AD SIZE	1 ISSUE	3 ISSUES	6 ISSUES
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FULL PAGE	\$1,200	\$1,125	\$1,000
HALF PAGE	\$850	\$775	\$700
QUARTER PAGE	\$600	\$550	\$500
BUSINESS CARD	\$290	\$261	\$246

RECYCLER TO RECYCLER RATES *Available ONLY to recyclers.*

AD SIZE	PER ISSUE
1 PAGE	\$600
1/2 PAGE	\$400
1/4 PAGE	\$250

Maximize your exposure to your peers and support the Auto Recycler's ToolBox[®]!

Polybagged inserts also available!
Contact Jay@DrivenbyDesign.net for prices and availability.



CARYN SMITH, EDITOR
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(239) 223-9408 | JAY@DRIVENBYDESIGN.NET

Automotive Recycling

PRINT

PUBLICATION SCHEDULE

ISSUE	COMMITMENT DUE	MATERIALS DUE:
January/February	December 13, 2024	December 20, 2024
March/April	January 24	February 3
May/June	April 4	April 11
July/August	May 22	May 30
September/October	July 25	August 1
November/December	September 19	September 26



Automotive Recycling TOOLBOX

PUBLICATION SCHEDULE

ISSUE	COMMITMENT DUE	MATERIALS DUE:
February/March	December 20, 2024	December 27, 2024
April/May	March 7	March 14
June/July	April 17	April 25
August/September	June 20	June 27
October/November	August 8	August 15
December/January	October 24	October 31



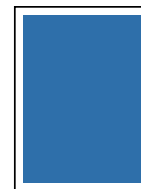
SPECIFICATIONS

FOR AUTOMOTIVE RECYCLING MAGAZINE
AND AUTO RECYCLER'S TOOLBOX®

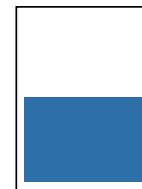
DISPLAY AD SIZE (IN INCHES)

	WIDTH	HEIGHT
Full Page No Bleed	7-1/4	9-3/4
Full Page Bleed (includes 1/8 bleed all around)	8-1/2	11-1/8
1/2-Page (horizontal)	7-3/4 (live area)	10-3/8
1/2-Page (vertical)	7-1/4	4-3/4
1/4-Page (vertical only)	3-1/2	9-3/4
2-Page Spread Bleed (includes 1/8 bleed all around)	16-3/4	11-1/8

Publication trim size: 8-1/4 width x 10-7/8 height
 Live area: 7-3/4 x 10-3/8
 Printing Process: 4-color process Sheet Fed on coated stock
 Binding: Saddlestitch



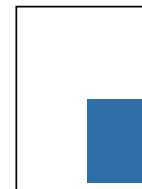
Full Page



1/2-Page
(Horizontal)



1/2-Page
(Vertical)



1/4-Page



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Share Your EXPERTISE IN EXPERT TIPS

PRINT DIGITAL

Automotive
Recycling

Sharing how your product or service solves a problem or provides ROI to Automotive Recyclers is a great way to position your company as The Experts to Trust!

Available to current advertisers!
Must have an ad contract in place for the year of placement.

FEATURED CONTENT RATE:
600 word 1-page article ("expert" column): ONLY \$795
Designed to print as a 2-page spread with your half or full page ad!



NEW! EXPANDED!

Now also includes:

- Your Expert Tips article will have a prominent Sponsored Content position on autorecyclingnow.com for two months
- One *Automotive Recycling* magazine social media post linked to your Expert Tips content.

WHY THIS WORKS

Position yourself and your company as the premier expert in your field!

Featured Content is your company's story about the amazing products and services it offers, told in a unique way. As an expert, it is an opportunity to tell the Automotive Recycling Community how your products and services solve a problem, save money, or provide the business edge!

Your content must follow these Guidelines (as determined by *Automotive Recycling*):

- One photo and one logo per article.
- Submitted articles must meet *Automotive Recycling's* high editorial standards and be approved by the Automotive Recyclers Association. *If you need assistance writing an article, we can write it for you for an additional \$200.*



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Share Your Expertise

Featured Content is your company's story about the amazing products and services you offer, told in a unique way. It is an opportunity to tell Toolbox readers how your products and services solve a problem, save money, or provide the business edge!
Additional option: Any two-page combination of ad artwork and/or text.

Only \$1,995

- One photo and one logo per article.
- Submitted articles must meet our high editorial standards and be approved by the editor.



DO:

- Write well & properly edit your piece
- Offer a solution to a problem
- Share "how-to" information
- Illustrate significant savings
- Show ways to boost the bottom line

DON'T:

- Send a press release for publication
- Mention or imply competitors
- Be negative or divisive in tone
- Stray from the topic
- Write a glorified commercial

PRINT

MEMBERSHIP DIRECTORY

The **ARA Membership Directory** is the “Who’s Who” of the industry, containing valuable contact and member benefit information for Affiliated Chapters, Automotive Recyclers, Associate Members, Committees, Industry Allies, International Organizations, and more!



This high-quality directory is sent to every ARA member. It is also included in the ARA booth display at state automotive recycling meetings and industry-related trade shows, reaching thousands of non-members as well!

The **ARA Membership Directory** is poly-bagged and mailed with an issue of *Automotive Recycling Magazine* early in the year.

RATES:

Space:	Rate:	Ad Size in Inches:
Back Cover*	\$1,995	8.5 x 11 (add 1/8 bleed on all sides**)
Inside Back*	\$1,695	8.5 x 11 (add 1/8 bleed on all sides**)
Inside Front*	\$1,695	8.5 x 11 (add 1/8 bleed on all sides**)
Tab Page Front*	\$1,395	8.5 x 11 (add 1/8 bleed on all sides**)
Tab Page Back*	\$1,395	8.5 x 11 (add 1/8 bleed on all sides**)
Full Page*	\$1,195	8.5 x 11 (add 1/8 bleed on all sides**)
Half Page	\$895	7.5 x 4.75
Quarter Page	\$495	4.75 x 4.75

NEW THIS YEAR!

ARA Direct Member-to-Member Advertising Rates

Reach other members by placing an ad within the Member Listing section

B/W Full Page ad	\$850	B/W Half Page ad	\$550
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To be eligible, you must be an ARA Direct Member in good standing.

Ad format: 300 DPI, High resolution PDF
Deadline for space Due: December 13, 2024
Ad Materials Due: December 20, 2024

* Binding: The directory will be PERFECT BOUND. The design of the ad must allow for 1/2 inch from the LEFT AND RIGHT EDGE, with live area of all text and images at 7.75 x10.5.
**Final art size is 8.75x11.25, with crop marks at 8.5x11, and live area at 7.75x10.5.

E-mail your contract & advertising artwork to Jay@DrivenByDesign.net



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AUTO RECYCLING BUYER'S GUIDE

www.AutoRecyclingBuyersGuide.com

Auto Recycling Buyer's Guide is the go-to resource for top decision-makers of auto recycling facilities!

SPACE RESERVATION DUE BY APRIL 11TH

PRINT



DIGITAL



BEST VALUE!

BONUS PRINT & DIGITAL BUNDLES

PREMIERE EXPOSURE

ARA MEMBERS, \$2,150 (COVER ADVERTISER + \$250)
NON MEMBERS, \$3,864 COVER ADVERTISER + \$350

DIGITAL Includes – Large logo on homepage of autorecyclingbuyersguide.com, dedicated web page

- Company logo featured on homepage under heading, "Premiere Automotive Recycling Industry Suppliers."
- Logo links to dedicated webpage with:
 - 600 word supplied text on your company, products or services. Use for SEO keywords!
 - Your print Buyer's Guide full page ad, when clicked, is shown large so it is readable.
 - Artwork – Up to 5 photos, 1 logo, and 1 video.
 - Complete company contact information.

Included:

PRINT: 2 Page Spread + Logo Listing

- Full-page color ad.
- 600 word company editorial, opposite page from ad.
- Logo / listing in guide portion.
- **BONUS:** Unlimited opportunity to post news / promotions on SUPPLIER BLOG.

GOLD (2ND-TIER) EXPOSURE

ARA MEMBERS, \$1,395
NON MEMBERS, \$2,925

DIGITAL Includes – Logo on homepage of autorecyclingbuyersguide.com, dedicated web page

- Smaller-sized company logo featured on homepage under heading, "Automotive Recycling Industry Supplier Roundup."
- Logo links to dedicated webpage with:
 - 300 word supplied text on your company.
 - Your print Buyer's Guide half page ad, when clicked, is shown large so it is readable.
 - Artwork – 1 photo and 1 logo.
 - Complete company contact information.

Included:

PRINT: 1 Page + Logo Listing

- Half-page color ad.
- 300 word company editorial, above ad.
- Logo / listing in guide portion.
- **BONUS:** 4 posts of news / promotions on SUPPLIER BLOG.

PRINT ONLY

The ultimate PRINT resource for the busy automotive recycling facility owner or manager. It is also included as a FLIPBOOK on ARA website.

- Poly-bagged & mailed with the May-June *Automotive Recycling* magazine for maximum exposure.
- Made available to attendees at state-level trade shows and industry events.
- Company listing is at the finger tips of auto recyclers with purchasing power.

Full Page Ad Special!

For \$1,050, you'll receive:

- A color shaded box highlights your listing
- Color logo with your listing
- Expanded 40-word detail listing

Half Page Color Ad

\$550 and includes a color company logo with listing.

Quarter Page Color Ad \$425



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DIGITAL

ARA WEBSITES DELIVER

Align your brand with the ARA mission of empowering professional automotive recyclers to advance, grow and profit. Each website delivers an aspect of ARA's Member Benefit Value – ideal to reach your target market.

Each site is a hub of industry news, information, training and expert articles you can **ONLY** get from ARA, and is tracked with Google Analytics.

Choose the Websites that meet your marketing goals.



A-R-A.org

ALIGN WITH ARA'S GLOBAL BRAND!

As the official website of the ARA, automotive recyclers visit the site often for important industry updates, news and easy access to the online Membership Directory, two blogs, resources and more!

AUTORECYCLINGNOW.COM

ADVANCE WITH ARA'S AWARD-WINNING MAGAZINE, ONLINE!

Online home of ARA's official award-winning magazine, *Automotive Recycling* and the *Auto Recycler's Toolbox* magazine. The DAILY resource for auto recyclers looking for industry relevant news, expert commentary and more.

1. Choose Your Placement

Homepage / Site-Wide Leaderboard Ad

This ad appears near the top of the homepage. (This ad may rotate with a limited number of other advertisers in the same space).

Only \$400 per month (10 spots avail.)
970px horizontal x 90px vertical

Rectangle Ad

This ad appears on the homepage. (This ad may rotate with a limited number of other advertisers in the same space).

Only \$300 per month
300px horizontal x 250px vertical

2. Specify the URL Link!

3. Sit Back and Enjoy the Click-Throughs!

ARA 360° E-NEWSLETTER

With an impressive open rate, averaging 35-40% per email & appealing click-through rate, ARA's monthly e-News delivers timely info to ARA members and provides a way to keep you fresh on the minds of people of influence.

Ads per email are limited in quantity, so you are sure to stand out!



1 ISSUE	\$250
3 ISSUES	\$525
6 ISSUES	\$750

ASK FOR SAMPLE EMAILS



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CUSTOM eBLASTS

DIGITAL

ARA CUSTOM eBLASTS Reach Every ARA Member! \$895

You can reach ARA members with your message through ARA's e-mail platform!

When an eBlast arrives in the inbox of ARA Members, they trust the source ...
Which raises the open rate!

Take advantage of that OPEN RATE and include a special offer or message to ARA Members about your company (beyond a regular press release) that will improve their operations. Your offer can be a limited time offer, special savings or other deals.



To Participate, Your Company Must be:
ARA Associate Member in Good Standing,
and a current advertiser or a confirmed ARA
Convention & Expo Sponsor or Exhibitor

YOUR EBLAST INCLUDES:

Your Company Logo • One Graphic/Picture • Call to Action • Your Contact Info • Clickable Links

You must contact Jay Mason at Jay@DrivenbyDesign.net to book your eBlast!



CUSTOM eBLASTS \$795

Our growing list consists of over 1,200 verified subscribers.
ToolBox eBlasts receive above-industry open/click through rates.

Toolbox advertisers have the exclusive opportunity to reach an audience hungry for information. They want to know what you have to offer to improve their facility operations and sales! Take advantage of that OPEN RATE and include a special offer or message about your company (beyond a regular press release) that will improve their operations. Your offer can be a limited time offer, special savings or other deals.



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PRINT

ARA CONVENTION PROGRAM GUIDE

Are you exhibiting at the ARA 82nd Annual Convention & Expo?

One way to set yourself apart from the crowd is to place an AD in the handy **ARA Convention Program Guide**, available **ONLY** to exhibitors. This advertising opportunity is a right-hand placement, and is sure to capture the attention of convention attendees!

Available Options:

- Full Page Right-Hand Placement \$900
- Inside Front, Inside Back and Back Cover \$1,100
- Center Spread \$1,600



Premium Ad Spots go fast, so check with us on availability!

Information about ARA's 82nd Annual Convention & Expo to be available soon!

Space Reservation Due: August 22, 2025
Ad Materials Due: September 5, 2025



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Have you decided on your advertising placements?

**Request your Advertising Placement Agreement TODAY
by emailing Jay Mason at Jay@DrivenbyDesign.net**

TERMS & CONDITIONS

**ARA REQUIRES FULL PAYMENT AT THE ONSET OF CONTRACT.
CONTACT ARA TO ARRANGE ALTERNATE TERMS OF PAYMENT.**

Acceptance of this insertion order by the Automotive Recycling Association ("ARA") constitutes a Contract. Payment terms are upon receipt of invoice. Interest of 1.5% per month will be charged on overDue accounts. This Contract is not binding until it has been accepted in writing by the signature of an authorized representative of each of the parties. ARA reserves the right to accept or reject any submission for any reason in its sole discretion. ARA shall not be liable under any circumstances for any incidental, special or consequential damages or economic loss, based upon breach of Contract, negligence, strict liability in tort or any other legal theory and any ARA liability under a Contract formed hereunder shall be limited to the amount paid to ARA by the customer over the prior twelve (12) month period before the particular event. The Contract may not be assigned by either party without the written approval of both parties. ARA will retain the sole original copy of this Contract in its records, and produce a copy for the customer upon request of customer. This agreement shall be covered by the laws of the Commonwealth of Virginia. Any modification, supplement or waiver with regard to this Contract must be in writing and signed by a duly authorized representative of the party against whom enforcement is sought. Waiver of any default shall not constitute a waiver of any subsequent default. In any legal suit for collection of amounts owed by customer hereunder, customer hereby consents to the jurisdiction of any court in the Commonwealth of Virginia and further agrees that any process or notice of motion may be served outside the Commonwealth of Virginia to the customer at the address set forth in this Contract, by certified or first class mail, or by personal service, provide a reasonable time for appearance is allowed. If any provision of this Contract is or becomes unenforceable because of present or future laws of any governmental body or entity, then the remaining parts of this Contract shall not be effected. Any Cancellations of/or change in this Contract must be submitted in writing 30 days prior to issue closing date. Advertisers failing to meet Contracted frequency program will be subject to shortrate.

PUBLISHER:

Automotive Recyclers Association
Sandy Blalock
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Manassas, VA 20120-5456 USA / (571) 208-0428 / www.a-r-a.org



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