



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

4251 FM 2181 Ste 230-501 Corinth, TX 76210

972-241-1124

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.

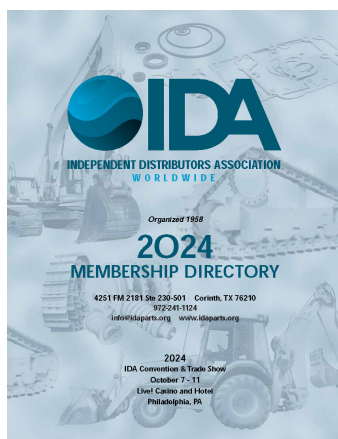


IDA UNIVERSAL

The IDA member magazine delivers invaluable insights on every aspect of the heavy equipment industry—from equipment trends and environmental concerns to managerial, legal, and financial updates, along with essential technical and mechanical knowledge. *The Universal* keeps your company ahead of the curve. With unlimited digital copies available for your key team members, staying informed has never been easier. And with our expanded email circulation, we've tripled our reach, ensuring even more industry professionals stay in the know.

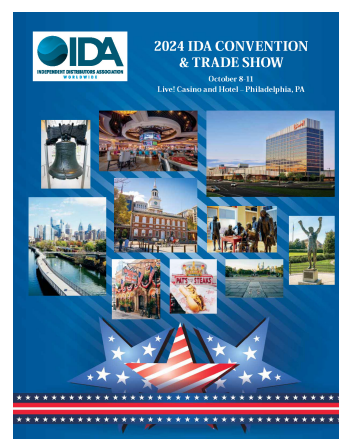
MEMBERSHIP DIRECTORY

This year-round reference guide is an essential tool for businesses, promoting member services both within the Association and often beyond, opening doors to new business opportunities. It features members alphabetically by company, individual contacts, country, and specialty, making it easy to find the right connection. For maximum visibility, you can enhance your listing by highlighting your company name in bold red, along with a description of your products and services, and your logo—all for just a few extra dollars.



CONVENTION/TRADE SHOW BOOK

The IDA Convention and Trade Show is a global event, hosted annually in dynamic locations like Canada, Mexico, Puerto Rico, Europe, and across the United States. This guidebook is a must-have for all attendees, packed with everything from local activities and restaurant recommendations to area maps and essential convention and trade show details—including attendee listings. Long after the event wraps up, it remains a valuable resource for reconnecting with new friends and potential clients you've met along the way.



UNIVERSAL MAGAZINE

COLOR		10% Discount for 5 issues paid in advance
Full Page	\$899	\$809 x 5 = \$4,045
Half Page	\$669	\$602 x 5 = \$3,010
1/4 Page	\$449	\$404 x 5 = \$2,020

TWO COLOR

Full Page	\$599	\$539 x 5 = \$2,695
Half Page	\$445	\$400 x 5 = \$2,000
1/4 Page	\$289	\$260 x 5 = \$1,300

BLACK & WHITE

Full Page	\$529	\$476 x 5 = \$2,380
Half Page	\$400	\$360 x 5 = \$1,800
1/4 Page	\$269	\$242 x 5 = \$1,210

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

April/May - February 15

June/July - April 15

August/September - June 15

November/December - October 15

MEMBER DIRECTORY - January 15

CONVENTION/TRADE SHOW BOOK - August 15

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.

MEMBER DIRECTORY

COLOR

Full Page	\$545
Half page	\$435

TWO COLOR

Full Page	\$435
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PRIME PLACEMENT (all Publications)

Inside Front Cover	\$950
Face Inside Front Cover (Page 1)	\$925
Inside Back Cover	\$925
Back Cover	\$999

ADD LOGO \$100

BRANCH LISTINGS \$50 per branch

**COMPANY NAME IN RED
AND DESCRIPTION** \$150

CONVENTION/TRADE SHOW BOOK

COLOR

Full Page	\$675
Half Page	\$425

TWO COLOR

Full Page	\$550
Half Page	\$425

BLACK & WHITE

Full Page	\$475
Half Page	\$375

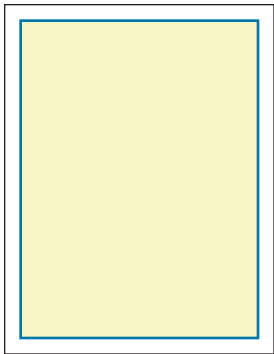
PRIME PLACEMENT

Inside Front Cover	\$950
Inside Back Cover	\$950
Back Cover	\$999

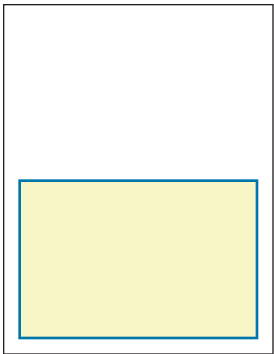


SIZE SPECIFICATIONS

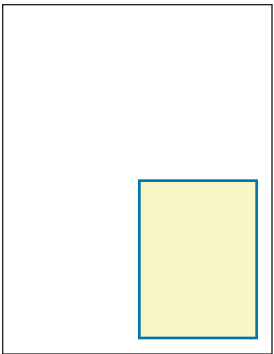
Full Page
7.5" x 10"



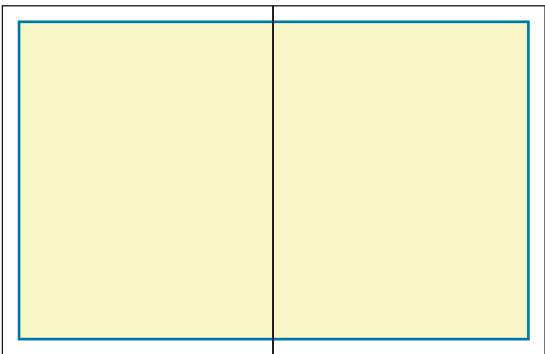
Half Page
7.5" x 5"



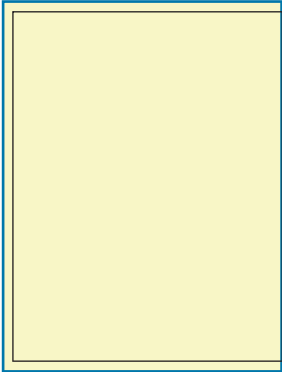
1/4 Page
3.675" x 5"



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.

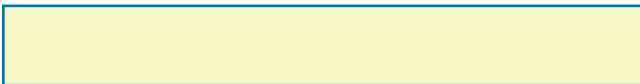
Lastly, our new weekly electronic newsletter, THE REPORT, offers the opportunity to place banner ads as well. For more information please call the IDA office at 972-241-1124.

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

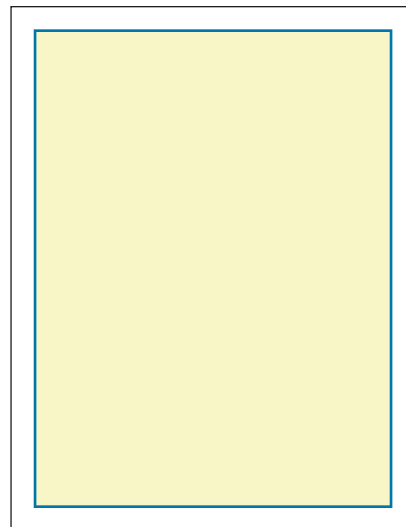
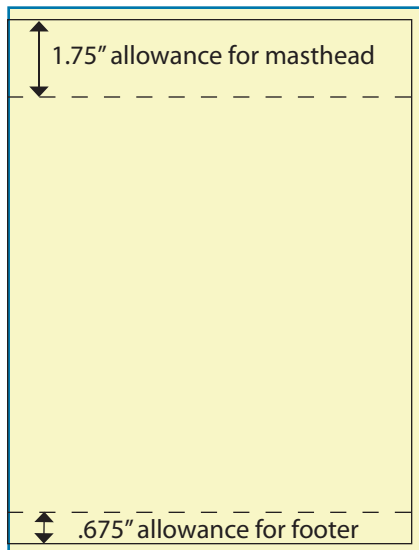
Boosting your company's visibility is essential to its success, and association membership offers a powerful way to achieve that. In fact, the exposure you gain through an association can be as valuable as a \$15,000 marketing campaign! Isn't this what every manufacturer, dealer, and distributor strives for—getting their name out there? It's why logos and company names are proudly displayed on vehicles, parts, packaging, and more. But the real challenge is breaking into new markets, some of which you may not even know exist yet.

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.

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

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