



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.

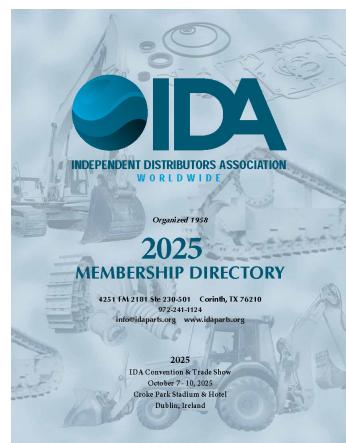


IDA UNIVERSAL

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.

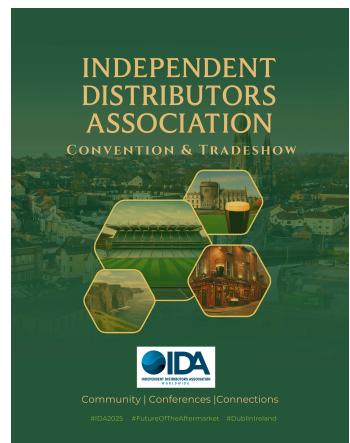
MEMBERSHIP DIRECTORY

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

Now printed Quarterly

Discounts available for

COLOR	4 issues paid in advance
Full Page	\$1,120
Half Page	\$835
1/4 Page	\$560

\$4,045 (\$435 savings)

\$3,010 (\$330 savings)

\$2,020 (\$220 savings)

TWO COLOR

Full Page	\$750	\$2,695 (\$305 savings)
Half Page	\$550	\$2,000 (\$200 savings)
1/4 Page	\$360	\$1,300 (\$140 savings)

BLACK & WHITE

Full Page	\$660	\$2,380 (\$265 savings)
Half Page	\$500	\$1,800 (\$200 savings)
1/4 Page	\$335	\$1,210 (\$135 savings)

Listed on this page are the AD rates for all 3 IDA publications (magazine, directory, convention program)
Please note that the *Universal* is now printed quarterly.

DEADLINES FOR SUBMISSION

UNIVERSAL MAGAZINE

1st Quarter Issue - December 15

2nd Quarter Issue - March 15

3rd Quarter Issue - June 15

4th Quarter Issue (Convention Recap) - September 15

MEMBER DIRECTORY - March 15 **CONVENTION/**

TRADE SHOW BOOK - September 15

When you're ready to place an ad in an IDA publication, contact us at marketing@idaparts.org or call 972-241-1124.

IDA members can now easily upload advertisements or logos directly through their member profile at www.idaparts.org.
For non-member rates, please contact the IDA office.

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	\$1,300
Face Inside Front Cover (Page 1)	\$1,285
Inside Back Cover	\$1,285
Back Cover	\$1,300

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

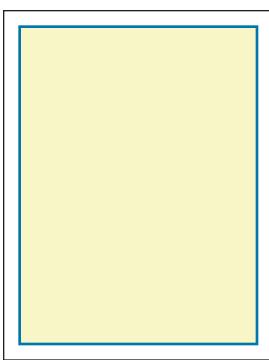
Inside Front Cover	\$950
Inside Back Cover	\$950
Back Cover	\$999



SIZE SPECIFICATIONS

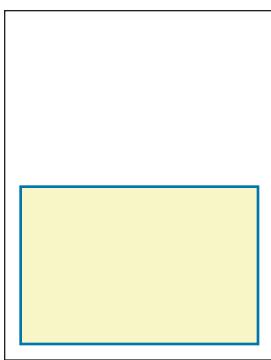
Full Page

7.5" x 10"



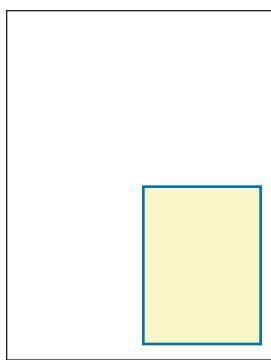
Half Page

7.5" x 5"



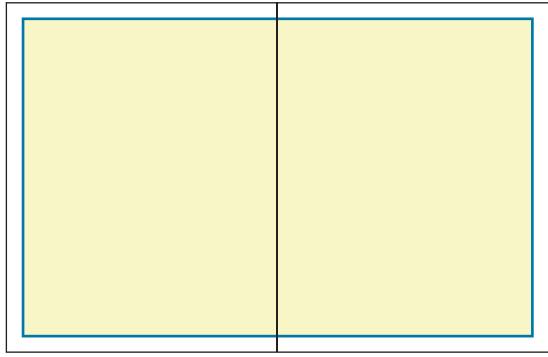
1/4 Page

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.



IDA Digital Media

www.idaparts.org

Newly redesigned, the IDA website offers a wealth of resources for visitors.

In addition to providing the latest updates on industry news, convention activities, and membership opportunities, potential members can explore testimonials highlighting the value of the association.

Active members regularly visit to access convention videos, register for upcoming events, purchase products, and conveniently pay invoices online.

Our weekly electronic newsletter, THE REPORT, also provides an excellent opportunity for banner ad placements. For more information, please contact the IDA office at 972-241-1124.

With its wide range of dynamic content, the IDA website continues to attract strong search engine visibility—bringing more traffic and greater exposure for your company's advertising.

IDA WEBSITE BANNER ADS

Home Page \$875
Any Other Page \$275
468 x 60 pixels - 72 ppi GIF or JPEG

Gain visibility and connect with industry leaders! Advertise your banner on IDAParts.org — the trusted hub for aftermarket professionals. Email marketing@idaparts.org to learn more.

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.

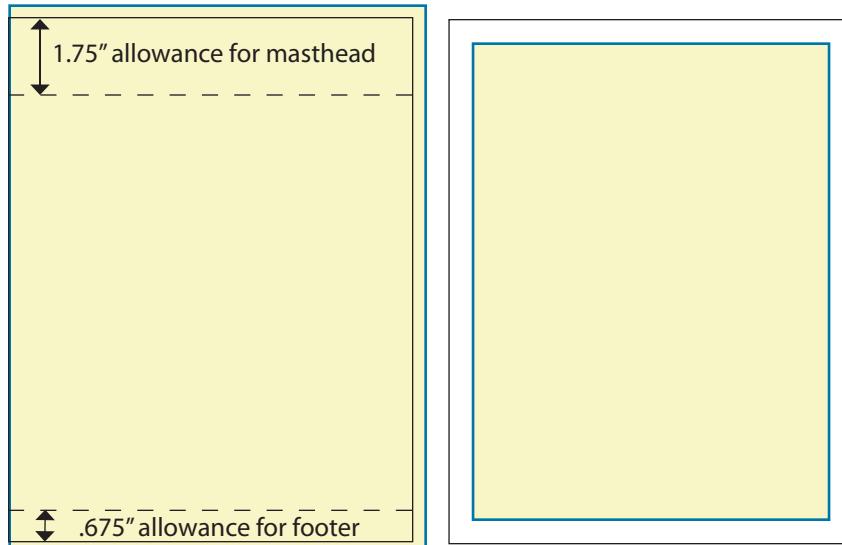
This is where the benefits of aligning with IDA become evident. IDA has the ability to promote you and your company to the right people.

Cover (bleed) 8.675" x 11.25"



Full Page Article

7.5" x 10"



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.



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 article inside....FREE. Send your submissions to marketing@idaparts.org.



**INDEPENDENT DISTRIBUTORS ASSOCIATION
WORLDWIDE**

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

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