



## Introducing the Chief Editor of Tennessee Dealer News Magazine



### Phyllis Sartin

**President**

Creative Marketing

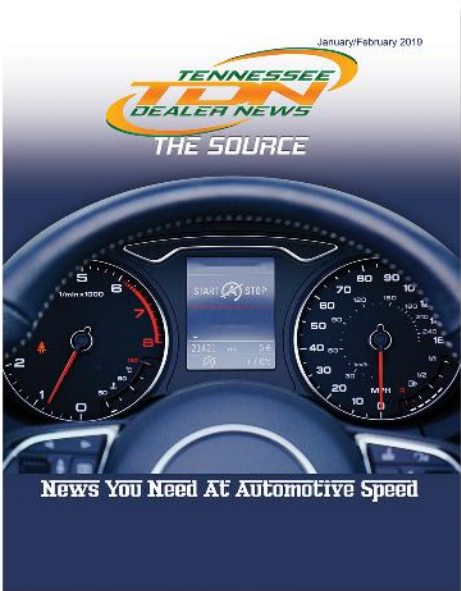
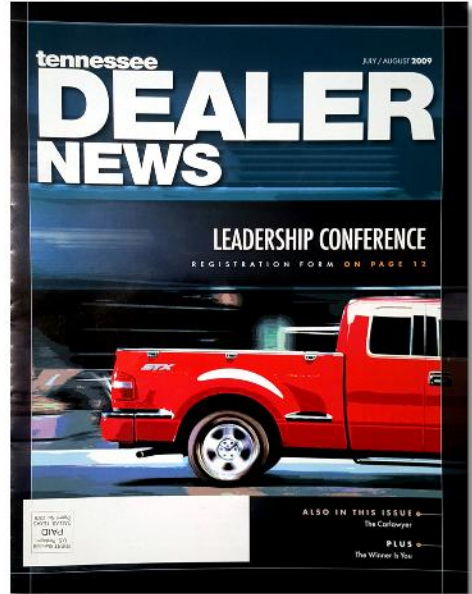
Automotive Products

TheDealerAlliance.org

Columbia State Community College

Business Management/Marketing

Phyllis Sartin is the founder and owner of Creative Marketing, an automotive firm that was formed in 2008. She takes a vision and makes it a reality through consistent processes and procedures. Her inspirational demeanor and credible personality translates into action that assures solid relationships. Prior to starting this venture, she spent time in the Financial Services, Advertising, and Automotive Retail Industries. Her first Automotive job was with the RC Alexander Group in Tennessee. Phyllis has consistently led successful business development for her clients that include Wells Fargo, NAC, Norman and Company, and Protective Insurance. She previously served for 4 years on the TNIADA Board of Directors with her last position being Executive Director.



1. Experienced Auto Dealer Representative Chief Editor.
2. Twelve Year History in the Marketplace.
3. Targets all Tennessee New and Used Car Dealer Owners (3000+)
4. Affordable with a long shelf life.
5. Affiliated Website enhances Ad results for free.
6. Website Ad Crawler and/or Block Advertisement space available.
7. Website Video Spotlight advertising available.
8. Magazine Ads boost effectiveness of other media.
9. We offer Ad Packages that fit your budget.
10. Additional focused marketing strategies using our filtered dealer list.

# MEDIA KIT 2025



*NEWS YOU NEED AT AUTOMOTIVE SPEED*

A horizontal row of blue and white squares, resembling a checkered racing flag, positioned below the slogan.

THE MAGAZINE FOR TENNESSEE'S INDEPENDENT & FRANCHISE AUTO DEALERS AND ASSOCIATED SERVICE PROVIDERS



# MISSION STATEMENT

**Tennessee Dealer News is distributed to over 3000 independent and franchise automobile dealers, associate service providers and decision makers throughout the state of Tennessee.**

The quarterly magazine provides important and timely information regarding dealer issues, legislative summaries, best practices, and messages from industry veterans. The magazine features columns on topics like industry regulation, record keeping, human resources, dealer spotlights, sales, marketing, and announcements. Tennessee Dealer News is THE SOURCE for Tennessee dealers looking for news on the automobile industry.

## CONTACT

(877) TDN-8320  
[info@tennesseedealernews.com](mailto:info@tennesseedealernews.com)



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# ADVERTISE

## Why advertise with us?

- **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 3000 independent and franchise automobile dealers who are top decision makers throughout the state of Tennessee.
- **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 large or small your business is, we have plans that are tailored to your needs.
- **Quality.** If you have quality products or service, it makes sense to advertise in a quality environment.
- **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 grow.
- **Long Shelf Life.** While a newspaper ad is here today, gone tomorrow, a magazine's impact goes on and on. Research indicates that readers will return to magazine ads repeatedly during its initial printing cycle and an astounding 47% save their issues.

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# DEADLINES

ISSUE	SPACE RESERVATION	ARTWORK DUE
SPRING	3/1	3/15
SUMMER	5/15	5/31
FALL	8/15	8/30
WINTER	11/15	11/30

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Est. 2007

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# AD SPECS

## Specifications

We accept native file extensions from **Photoshop, InDesign, Microsoft Publisher** and **Microsoft Word**.

We prefer **PDF** files but also accept **.TIFF, .PNG, .JPEG, .Indd, .PSD, and .EPS** file types. If you're working in a program not mentioned above, files must be exported as a PDF.

Please use **CYMK** images for best result. We still accept RGB images but that type can have some color shifts during printing. **FULL COLOR FILES ONLY. NO BLACK AND WHITE.** (Excluding Text)

All images need to be **300dpi or higher**.

**Color mode - CMYK** always produces best printed results, RGB files may print with color shifts.

**Advertiser will be contacted if there are any problems with their ads or images. (File extensions, color specifications, resolution etc.) We will send back your material for correction or upon request, TDN can fix the issues. (applicable charges will apply)**

## ELECTRONIC DELIVERY

Materials provided via email must be under 25MB, send to [editor@tennesseedealernews.com](mailto:editor@tennesseedealernews.com).

If you need to send material larger than that, contact us for OneDrive link, and other information.

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# AD DIMENSIONS

## Line Screen/Density

150 line, 300% maximum density

## Page Format

Three columns per page

## Printing

Web Offset

## PREMIUM SPACE DIMENSIONS

### Inside Front & Back Covers

Trim	8.5" x 11"
Bleed	8.75" x 11.25"
Safe Area	8.25" x 10.75"

### Back Cover

(mailing indicia appears in upper right corner)

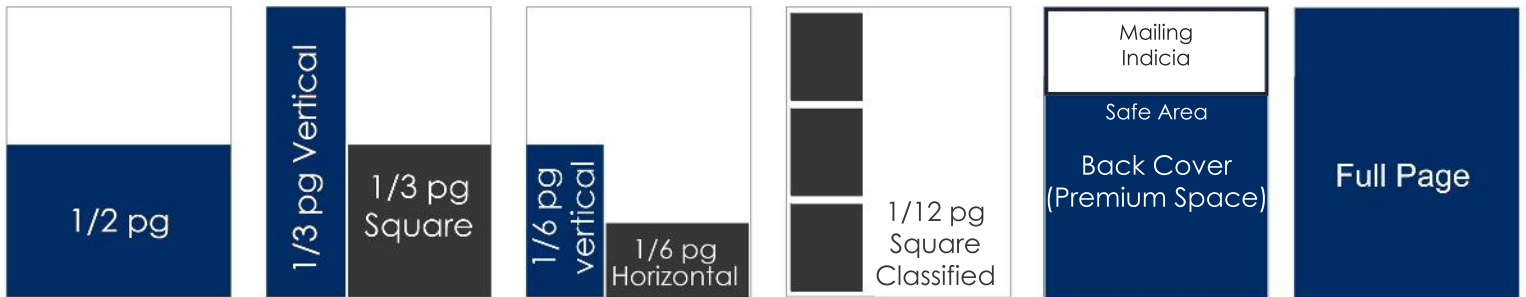
Trim	8.5" x 11"
Bleed	8.75" x 11.25"
Safe Area	8" x 7.75"

### Full Page

Trim	8.5" x 11"
Bleed	8.75" x 11.25"
Safe Area	8.25" x 10.75"

\* When creating your advertisements, account for an extra .25" for bleed. (.25" past trim area)

<b>1/2 Pg Horizontal</b>	7.5" x 5"
<b>1/3 Pg Vertical</b>	2.375" x 10"
<b>1/3 Pg Square</b>	5" x 4.75"
<b>1/6 Pg Horizontal</b>	5" x 2.375"
<b>1/6 Pg Vertical</b>	2.375" x 4.75"
<b>1/12 Pg Square</b>	2.375" x 2.375"



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# RATES

## Position

## Full-Color

Premium Space.....\$950

Inside Front Cover | Back Cover | Inside Back Cover

Full Page	\$700
1/2 Page	\$500
1/3 Page	\$350

### 4 Issue Minimum

## Online Ad

- With Full Page 4 issue order

### Includes:

- Homepage Web "Crawler" Advertisement
- Company placed under Partner Website Tab

### Advertisement Dimensions will be a maximum of:

800x425 Pixels for Crawler Advertisements.

500x500 Pixels for Block Advertisements.

## Pricing

\$400

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# INSERTION ORDER

## Tennessee Dealer News Insertion Order

### ADVERTISER INFORMATION

Company Name \_\_\_\_\_ Contact \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Agency Name & Contact (if applicable) \_\_\_\_\_

Select the issue(s) you wish to place your ad:

WINTER  SPRING  PREFERRED PARTNER

SUMMER  FALL \_\_\_\_\_

Select your ad size:

Inside front cover  Inside back cover  Back cover

Full-page  Half-page  Third-page

Select your term length:

Issue-to-issue  4-issues

### FTC Communication Consent

I understand that by providing my mailing address, email address, telephone number and fax number, I consent to receive communications via mail, parcel, email, telephone and/or fax on behalf of Tennessee Dealer News.

This consent shall remain in effect until Tennessee Dealer News receives a written revocation signed by an authorized rep

X \_\_\_\_\_

Authorized Signature

Date

### Payment Information

Check  Visa  Master Card  Cash

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Name On Card (Please Print): \_\_\_\_\_ 3 Dig: \_\_\_\_\_

TOTAL TO BE PAID \_\_\_\_\_

Billing Zip: \_\_\_\_\_

I understand that my credit card will be charged in accordance to the above insertion schedule chosen by advertiser. No cancellations will be accepted without written notice and must be received prior to the space reservation date. A cancellation fee will apply. Please note that your signature is permission for Tennessee Dealer News to periodically communicate via email and fax.

Signature \_\_\_\_\_ Date \_\_\_\_\_

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# TERMS & CONDITIONS

All orders are accepted subject to the terms and conditions of the Tennessee Dealer News rate card. TN Dealer News shall not be subject to liability for any failure to publish all or any part of any issue due to situations beyond its control. Publisher reserves the right to limit the amount of advertising in any given issue. Publisher reserves the right to hold the Advertiser and/or its advertising agency jointly and independently liable for such monies as are due and payable to the Publisher.

The parties agree that any dispute, controversy or claim arising under or in connection with the advertising agreement, or its performance by either party, shall be decided exclusively by and in the state or federal court sitting in the state of Tennessee. For such purpose each party hereby submits to the personal jurisdiction of the state and federal courts sitting in the state of Tennessee, and agrees that service of process may be completed and shall be effective and binding upon the party served if delivered by certified mail, return receipt requested, postage prepaid and properly addressed to the party as set by the Advertiser and/or its advertising agency accepting the order for the publication. Regardless of the contractual vehicle used, the Advertiser agrees to abide by all terms and conditions as set forth in the current rate card.

## Copy Acceptance

Tennessee Dealer News reserves the unrestricted right to reject any advertising at any time. Advertisements simulating Tennessee Dealer News editorial matter in appearance or style are not accepted. Tennessee Dealer News reserves the right to require any advertising matter to be labeled "Advertisement" if the Publisher deems it necessary.

## Rate Change

Publisher may change rates at any time. Rates are subject to change upon notice from the Publisher. Conditions other than rates are subject to change without notice.

## Advertiser's Responsibility

All advertisements are accepted by the publisher on the assumption that the Advertiser and/or its agency are authorized to publish the entire contents of the advertisements. In consideration of the Publisher's acceptance of such advertisements, the advertising agency and/or Advertiser will indemnify and hold the Publisher harmless from and against any loss or expense resulting from claims or suits based on the contents or subject matter of such advertisements, including, without limitations, claims or suits for libel, violations of rights of privacy, plagiarism and copyright infringement.

## Payments

Advertising fees are due in full at the time advertisement is contracted and must be paid by check or credit card to Tennessee Dealer News at PO Box 5036, Bell Buckle, TN 37020.

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