

WEBSITE / MAGAZINE / EMAIL / PODCAST / MARKETPLACE / CONFERENCE

MEDIA KIT 2025

Your strategic partner in
broadening your network
connections to North America's
Equipment Dealers

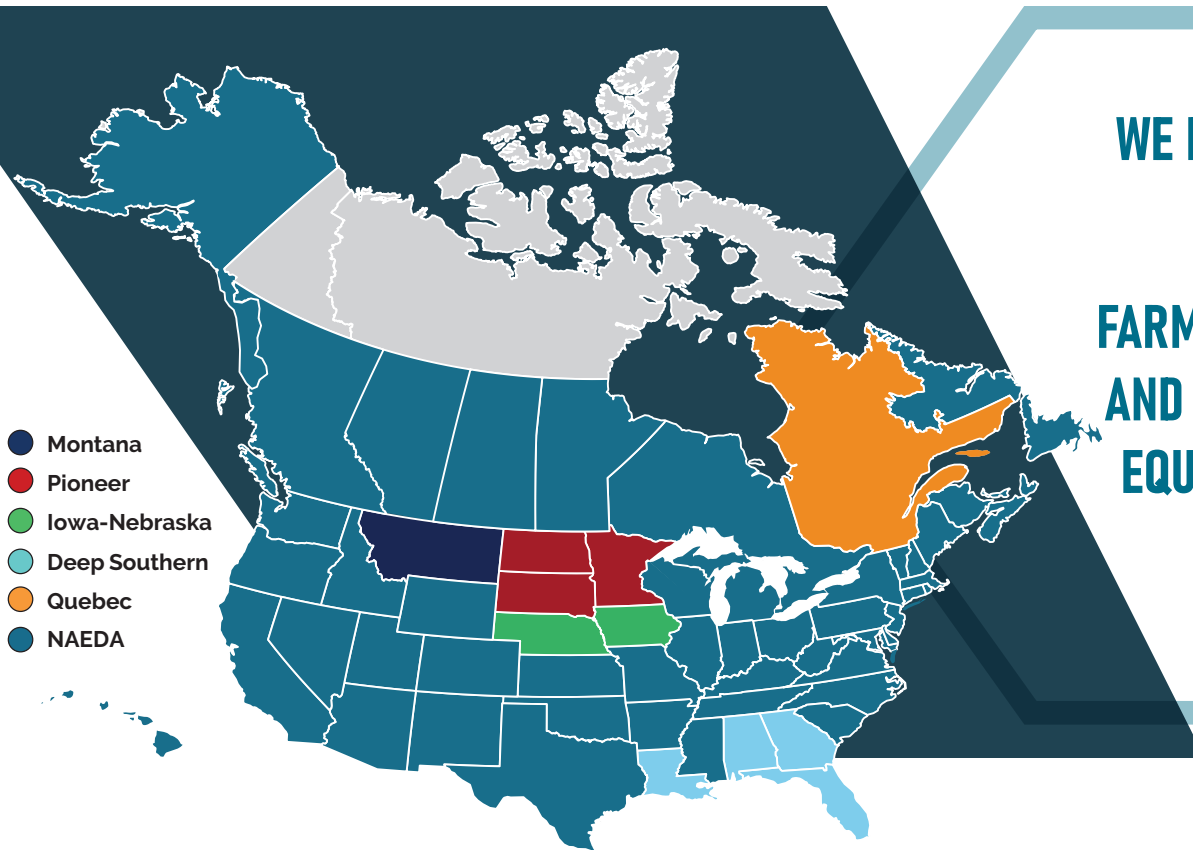
WWW.EQUIPMENTDEALERMAGAZINE.COM

To explore your marketing options contact
Jennifer Luce / jluce@naeda.com / (800) 762-5616



Our Members. **Your** Networking Connection.

NAEDA is pleased to offer you – our valued sponsors and advertising partners – new, innovative and creative digital solutions to reach your target market audience. All of our programs can be customized to not just meet, but exceed your marketing goals!



WE REPRESENT OVER
4,000
FARM, CONSTRUCTION,
AND OUTDOOR POWER
EQUIPMENT DEALERS
ACROSS NORTH
AMERICA.

About NAEDA

Founded in 1900, the North American Equipment Dealers Association (NAEDA), is a non-profit trade organization representing retail equipment dealers in agricultural, construction, industrial, forestry, outdoor power, lawn and garden, and/or turf equipment. NAEDA provides essential value to its members by enhancing the dealer-manufacturer relationship and advocating for a positive legislative and regulatory environment. NAEDA is headquartered in Kansas City, MO, and its Canadian office is located in Calgary, AB.

To explore your marketing options contact
Jennifer Luce / jluce@naeda.com / (800) 762-5616



Our Flagship Publication

Dealers remain engaged with our flagship publications, *Equipment Dealer Magazine* (U.S. and Canadian editions). Business to Business (B2B) magazines continue to be highly read by dealership executives. Your advertising message showcasing your products and services or simply showing your support for our industry gets noticed.

Print Magazine Advertising

Each issue of the *Equipment Dealer Magazine* features some of the equipment industry's most notable experts in dealership management. Magazine columnists with real dealership experience provide topical information related to industry trends, such as: used equipment marketing, succession planning, employee training, human resources, regulatory and legislative issues, data security, risk management, and more. Issues can also feature dealer profiles, which highlight successful dealers and their contributions to the equipment industry.

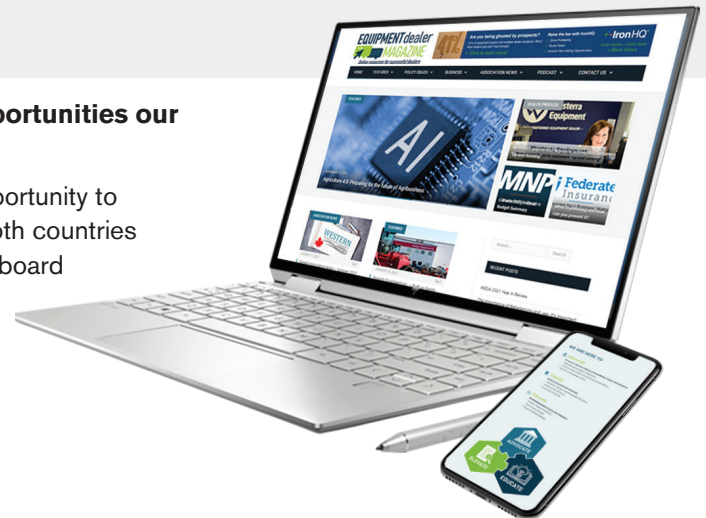
With a focus on "Will it Help the Dealer?" dealership executives read and rely on our magazines.



Bright Ideas. Fresh Initiatives.

We're excited to share digital advertising and sponsorship opportunities our magazine microsite at www.EquipmentDealerMagazine.com

We are excited to offer our partners, advertisers and sponsors the opportunity to deliver their message to dealers in Canada or the United States (or both countries simultaneously), using Interactive Advertising Bureau standard Leaderboard and Big Box sizes. We offer our advertising partners increased reach and digital programs targeted directly to best support your target audience. All of our programs can be customized to help you reach your marketing goals.



Digital Advertising

Feedback from our dealers has been overwhelmingly positive since we began publishing our magazines digitally. This approach increased the reach by giving dealers and others in the dealership an optional way to access and share the valuable content. Mailed copies of the magazine go to our database of over 7,100 farm, industrial, and outdoor power equipment dealers across North America including associate members representing manufacturers, distributors and industry service providers.

All ads will run in rotation based on the packages described below. We will require you to provide both ad sizes for the rotation – no exceptions.

LEADERBOARD



- **1 Leaderboard** (728x90) ad will run at the top of the home page plus an additional Leaderboard displayed halfway down the home page.
- **PLUS 1 Leaderboard** (728x90) ad displayed at the top of each subsequent page.
- **PLUS 2 Big Box** (300x250) ads displayed on the right hand side of every page (other than the home page).

Advertorials Digital & Print

Share your story with our audience of thousands, across all dealership segments from executive management, aftermarket, wholegoods, human resources and financial management. Advertorials are a cost effective and targeted means to tell your story, without the constrictions of traditional advertising. Our marketing team can assist in writing your advertorial copy which includes three printed magazine pages for copy and images, plus additional details and links provided on our magazine microsite, EquipmentDealerMagazine.com

Podcast Messaging



Since launching our podcasts, dealer feedback has been overwhelmingly positive.

Whether travelling between dealership locations, to a meeting or waiting to catch their flight, our podcasts have become a tool for dealers to stay in touch with the latest industry news and information.

BIG BOX



Marketplace Profile Packages

Are you launching a new model, product line, or just want to breathe some new life into an existing product or service? Showcase your products in our magazines and online with the Product Profile packages described below.

Marketplace Plus

- **Digital** – Marketplace level ROS (Run Of Site) Big Box ads.
- **Print** – 4 quarter page ads published in our fall, winter, spring & summer issues (one ad per issue).

Marketplace Business

- **Digital** – Marketplace level ROS (Run Of Site) Big Box ads.
- **Print** – 4 business card ads published in our fall, winter, spring & summer issues (one ad per issue).




We offer a variety of ad sizes, plus preferred placement and multi-issue opportunities. Please refer to our Advertising Rate Card for detailed pricing.

Widen your Digital Reach with EDM

Feedback from our dealers has been overwhelmingly positive towards the digital editions of **Equipment Dealer Magazine**.

We've increased your advertising reach by giving dealers and others in the dealership an optional way to access and share valuable content. All dealerships and associate members in our North American membership base receive the **EDM** straight to their in-boxes in a scheduled, timely fashion, and include either U.S. or Canadian-based content to engage your target audience.

INDUSTRY INSIGHT



Corpay[^]

Fall orders? Protect your margins on Spring delivery

A sound FX approach can be a key component of your dealership's financial performance.

It can be a good practice to evaluate your currency FX budget rates and processes from time to time, and the end of the year is as good a time as any. Understanding your currency exposures and setting a budget level for your expected currency needs can give you a benchmark for your forward planning.

Here are some questions you might consider:

- How did my prior budget rate hold up in the market?
- Did currency volatility affect my profit margins?
- Where am I exposed to currency risk?
- Am I entering new markets, or using new suppliers?
- Were my projected currency needs accurate?
- Do I have enough flexibility in my hedging strategy?

You can't predict the future, but you can prepare for it. It's generally common for businesses to keep an eye on their long-term goals, but remain flexible enough in planning to change course and seize opportunities as they arise—particularly in today's fast-moving and unpredictable global markets. To learn more about setting a budget rate and managing risk, read and download our whitepaper here:

Industry Insight eBlast

Your custom content... in a dedicated email profiling your product or service.

\$3,000 / eBlast

Volume discounts available.



NAEDA CONNECT
NEWS FOR EQUIPMENT DEALERS
PROPANE AND ITS IMPACT ON THE AGRICULTURAL INDUSTRY

NAEDA CONNECT

Our host in conversation with your expert... promoting your product or service.

\$3,500 / Podcast

EquipmentDealerMagazine.com

Leaderboard and Big Box prime advertising on our industry-leading website.


\$1,000 / month



Equipment Dealer News

Your Leaderboard and/or Big Box featured prominently in our bi-weekly e-newsletter.

\$500 / week



Online resources for successful dealers

A publication of the North American Equipment Dealers Association

NAEDA News October 3, 2024

NAEDA.COM NAEDA COMMUNITY

NAEDA Hosts Dealer Demonstration on Right to Repair

NAEDA hosted its fifth dealer demonstration in Canada to discuss current farm equipment technological capabilities as it relates to Right to Repair, the industry's commitment to address repair issues and increase uptime, and to participate in an equipment demonstration to better understand how manufacturers, dealers and producers are working together to create solutions.

[Read More](#)

8 Ways to Deal with Bad Reviews

A negative review on the first page of search results can cost a business 22% of its customers, according to Moz.

Customers often leave negative reviews due to dissatisfaction or to warn others, which can seriously impact your reputation. Since reviews heavily influence purchase decisions, it's important to address them proactively. While striving for only positive feedback is ideal, it's essential to manage dissatisfaction effectively.

[Read More](#)

Manage your inventory effectively

Get convenient, competitive financing for equipment

[Learn more](#)

Enroll in Dealer Institute Courses

[Parts Counter Sales Training | Online](#)
November 12
December 17
January 7, 2025
June 24, 2025

[OPE Dealer Management | Indianapolis](#)
Module 3-4 | November 6-7
Module 5-8 | January 28-29, 2025

[Iron Management | Minneapolis](#)
October 22-24

[Service Counter Sales Training | Online](#)
November 14

[Ag Dealer Management | Minneapolis](#)
Module 1-2 | January 14-16, 2025
Module 3-4 | March 11-13, 2025
Module 5-8 | May 13-15, 2025

[Service Warranty & Recovery Training Online](#)
March 18, 2025

Harvest 2024 ▶ **Free Equipment Market Trends Webinar**
Tuesday, Oct. 8 | [Register Now!](#)

Choose Your Investment Level

Our all-inclusive Media Packages are designed for our Preferred Endorsed Partners and Sponsors, for those wanting to profile a new product or service, or somewhere in between.

- Pricing is in CAD or USD, dependant on which region you choose to advertise in.
- The below rates are per the U.S. or Canada only - not both.
- Receive a 10% discount when you advertise in both editions of the EDM.
- Your chosen NADC Add-On Package details will be discussed prior to the event.



**Our Premier Event.
Your Prime Opportunity.**

Upcoming NADC to be held
November 17-19, 2025, in
Orlando, FL. Venue TBD.

The North American Dealer Conference (NADC) has become an industry “must attend” event. Every year we bring industry experts and key dealership executive management together to learn, discuss and connect on the latest industry opportunities and challenges. Feedback from dealership executives has proved they highly value the content, speakers, presentations, and networking this industry leading conference provides.

Our investment packages can be customized to suit your marketing and promotional needs. Contact us today to explore your multi-level advertising options.

Jennifer Luce
(800) 762-5616 / jluce@naeda.com

www.EquipmentDealerMagazine.com

➤ **Platinum** ANNUAL INVESTMENT - **\$29,900** (+ APPLICABLE TAXES)

Our endorsed partners, key advertisers and sponsors will want to take advantage of our top level connections to dealerships in Canada or the U.S.

- **Digital** – Preferred prominent ROS (Run Of Site) Leaderboard and Big Box ads
- **Email** – 1 dedicated Email Blast per year – available July to June
- **Podcast** – 1 dedicated Podcast per year – available July to June
- **Print** – 4 full page ads, one per quarter – fall, winter, spring & summer issues
- **Advertorial** – 1 three-page advertorial – fall, winter, spring or summer issues
- **North American Dealer Conference**
Premium positioning in pre-event promotion and on-site event placement

➤ **Gold** ANNUAL INVESTMENT - **\$17,900** (+ APPLICABLE TAXES)

At the gold level, key advertisers, sponsors and partners can detail their products and services in a prominent position across our full suite of advertising and promotional opportunities.

- **Digital** – Gold Level ROS (Run Of Site) Leaderboard and Big Box ads
- **Email** – 1 dedicated Email Blast per year – available July to June
- **Podcast** – 1 dedicated Podcast per year – available July to June
- **Print** – 4 full page ads, one per quarter – fall, winter, spring & summer issues
- **North American Dealer Conference**
Top tier advertising in pre-event promotion and on-site event placement

➤ **Silver** ANNUAL INVESTMENT - **\$9,900** (+ APPLICABLE TAXES) WITH **NADC Add-On - \$5,000** (+ TAXES)

Silver level provides advertisers and sponsors key positioning across multiple advertising and promotional opportunities.

- **Digital** – Silver Level ROS (Run Of Site) Leaderboard and Big Box ads
- **Email** – 1 dedicated Email Blast per year – available July to June
- **Print** – 4 full page ads, one per quarter – fall, winter, spring & summer issues
- **North American Dealer Conference Add-On** - Advertising in pre-event promotion and on-site event placement

➤ **Bronze** ANNUAL INVESTMENT - **\$7,500** (+ APPLICABLE TAXES) WITH **NADC Add-On - \$2,500** (+ APPLICABLE TAXES)

Bronze level provides advertisers and sponsors key positioning across multiple advertising and promotional opportunities.

- **Digital** – Bronze Level ROS (Run Of Site) Leaderboard and Big Box ads
- **Print** – 4 full page ads, one per quarter – fall, winter, spring & summer issues
- **North American Dealer Conference Add-On** - Advertising in pre-event promotion and on-site event placement

Engaging Your Dealer Audience

The **Equipment Dealer Magazine** is a quarterly publication that centers on providing “Resources for Successful Dealers.” Advertisers that purchase ad space in both the U.S. and Canadian editions will receive a 10% discount on their advertising order (Platinum, Gold, Silver and Bronze Packages exempt). Rates do not include applicable taxes.



PERIODICAL AD RATES

	1x	2x	4x
3 Page Advertorial Spread	\$ 3,650	\$ 3,500	\$ 3,150
Double Page Spread	\$ 2,750	\$ 2,600	\$ 2,350
Full Page	\$ 1,900	\$ 1,750	\$ 1,500
Half Page	\$ 1,000	\$ 950	\$ 850

PREMIUM AD RATES

Inside Front Cover	\$ 2,350	\$ 2,250	\$ 2,000
Inside Back Cover	\$ 2,250	\$ 2,100	\$ 1,850
Outside Back Cover	\$ 2,250	\$ 2,100	\$ 1,850

MARKETPLACE PROFILE PACKAGES

Marketplace Plus	\$ 3,150		
Marketplace Business	\$ 1,850		

NAEDA MEDIA MARKETING PACKAGES

Platinum	\$ 29,900		
Gold	\$ 17,900		
Silver	\$ 9,900	+ NADC Add-On =	\$ 14,900
Bronze	\$ 7,500	+ NADC Add-On =	\$ 10,000

ABOUT

Our Publication

The **Equipment Dealer Magazine** is circulated to equipment dealers across North America. Readers own and operate dealerships with annual sales and service volume from \$20 million to more than \$1 billion.

Over 7,100

COPIES DISTRIBUTED.

The content of the **Equipment Dealer Magazine** is also available online at: www.EquipmentDealerMagazine.com

PUBLICATION SPECIFICATIONS

Equipment Dealer Magazine (U.S. and Canadian editions)

All measurements are in inches

Trim Size: 8.5" x 11"

Bleed Size: 8.75" x 11.75"

Live Ad Area: 8 x 10.5

ARTWORK REQUIREMENTS

All digital color and artwork must be supplied at 300 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. **All color artwork must be in CMYK mode.** RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift.

All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

Note: Text placed outside the live area within any full page ad may be cut off. Please keep text within the live area at all times.

PROOFS AND REVISIONS

\$75/hour artwork surcharge for artwork creation or changes.

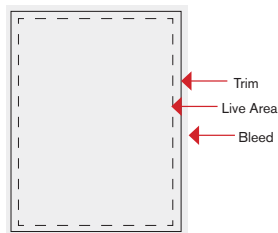
This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

SUBMITTING MATERIAL

Submit to **Joanne Olson**, Managing Editor

jolson@naeda.com

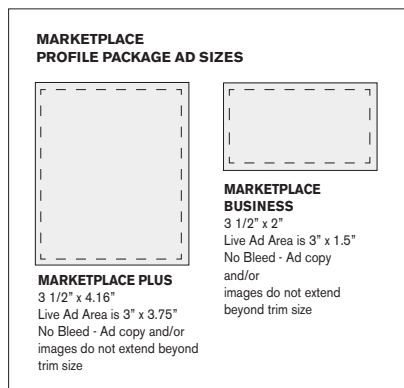
All artwork must be provided in an electronic format via email or secure file transfer site (eg: WeTransfer, DropBox). Please compress files to less than 7 MB. **Ad proofs will be provided BY REQUEST ONLY and final approvals to print are required via email.**



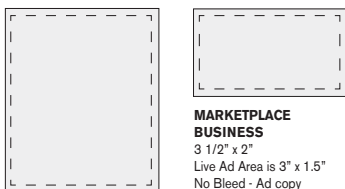
FULL PAGE / FULL PAGE ADVERTORIAL

With Bleed
Trim Size is 8 1/2 x 11
Live Ad Area is 8 x 10.5
PLUS 1/4" bleed all sides

Without Bleed
Trim Size is 8 1/2 x 11
Live Ad Area is 7 1/2 x 10



MARKETPLACE PROFILE PACKAGE AD SIZES



MARKETPLACE BUSINESS
3 1/2" x 2"
Live Ad Area is 3" x 1.5"
No Bleed - Ad copy and/or images do not extend beyond trim size

MARKETPLACE PLUS
3 1/2" x 4.16"
Live Ad Area is 3" x 3.75"
No Bleed - Ad copy and/or images do not extend beyond trim size

ADVERTISING SPECIFICATIONS

Color specifications

All advertisements must be CMYK. Lab, Duotone, Pantone or Multichannels will be converted; we will not be responsible for any resulting alteration or loss.

Black text

For best results, it is recommended that black be used for text. Note that Adobe Photoshop files are not recommended as that software may convert to four-colour process.

Accepted electronic file formats

PDF: CMYK, accurate format, 300 dpi, no transparency, embedded fonts. **ILLUSTRATOR:** CMYK, accurate format, embedded images, 300 dpi, text converted to outlines.

PHOTOSHOP: EPS, PSD and TIFF: CMYK, 300 dpi, accurate format, all art flattened. **JPEG:** CMYK, 300 dpi, accurate format, all art flattened, compression quality 12 (maximum quality), standard baseline format. **INDESIGN CC** (or earlier): all fonts, images (photos, logos, etc.) must be supplied.

FILE COMPRESSION: We accept .zip files and WeTransfer links.

Fonts

Because they are more recent and multiplatform, OpenType fonts are recommended.

Unacceptable file formats

CorelDraw, Paint, Excel, Word, PowerPoint, Publisher, AutoCad, FrameMaker and other non-standard electronic publishing software files will not be accepted. Low-resolution GIF and JPEG downloads are not recommended. If the above mentioned formats are the only files available, we will not be responsible for print quality. Compressed PC files (.exe, .rar, etc.) will not be accepted.



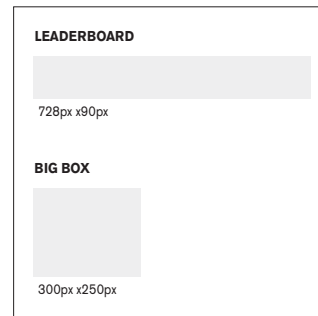
HALF PAGE HORIZONTAL Bleed
With bleed Live Ad Area is 8 1/2" x 5 1/4"
Plus 1/4" bleed all sides

Without Bleed Live Ad Area is 7 1/2" x 4 7/8"



HALF PAGE VERTICAL Bleed
With bleed Live Ad Area is 4 1/4" x 11"
Plus 1/4" bleed all sides

Without Bleed Live Ad Area is 3 5/8" x 10"



LEADERBOARD

728px x 90px

BIG BOX

300px x 250px

COMPANY NAME		WEBSITE	
ADDRESS		CITY	PROV / STATE
PHONE			POSTAL CODE / ZIP CODE
BILLING ADDRESS (IF DIFFERENT)			
CONTACT NAME		EMAIL	
PHONE		AGENCY (IF APPLICABLE)	

I WOULD LIKE MY ADVERTISING TO BE PUBLISHED IN:

- Equipment Dealer Magazine (U.S. - USD)**
- Equipment Dealer Magazine (CDN - CAD)**
- BOTH PUBLICATIONS** Advertisers who choose this option will receive a **10% discount** on their advertising order. (Platinum, Gold, Silver and Bronze Packages exempt).

BOOKING DEADLINES

Spring / Jan. 31, 2025 **Summer** / Apr. 11, 2025
Fall / Aug. 8, 2025 **Winter** / Oct. 24, 2025

ARTWORK DEADLINES

Spring / Feb. 14, 2025 **Summer** / May 16, 2025
Fall / Sept. 5, 2025 **Winter** / Nov. 14, 2025

Billing Instructions and Advertising Disclaimer: All prices subject to applicable taxes. Payment in full due upon receipt of invoice. A \$50 charge is applicable to changes after ad sign off. Any amount unpaid is subject to a late charge at the rate of 2% per month. Payments can be made by cheque, VISA or MasterCard. All ads are accepted and published entirely on the representation that the advertiser and/or the agency is authorized to publish the entire contents and subject matter thereof. In consideration of the publication and the participation ads – the advertiser and the agency will indemnify, defend and hold the publisher harmless from any claims or lawsuits arising from the relationship created by this agreement. Publisher's liability in the case of any error or omission shall in no event exceed the amount that the advertiser paid for the aforementioned ad. Cancellations must be received five days prior to the artwork deadlines. All premium advertising space is non-cancellable. Ads will appear in an online version of the publication at www.EquipmentDealerMagazine.com

I have read and understand the above advertising terms.

X

SIGNATURE

NAME (PLEASE PRINT)

DATE (MM/DD/YYYY)

PERIODICAL AD RATES

	1x	2x	4x
3 Page Advertorial Spread	<input type="checkbox"/> \$ 3,650	<input type="checkbox"/> \$ 3,500	<input type="checkbox"/> \$ 3,150
Double Page Spread	<input type="checkbox"/> \$ 2,750	<input type="checkbox"/> \$ 2,600	<input type="checkbox"/> \$ 2,350
Full Page	<input type="checkbox"/> \$ 1,900	<input type="checkbox"/> \$ 1,750	<input type="checkbox"/> \$ 1,500
Half Page	<input type="checkbox"/> \$ 1,000	<input type="checkbox"/> \$ 950	<input type="checkbox"/> \$ 850

PREMIUM AD RATES

Inside Front Cover	<input type="checkbox"/> \$ 2,350	<input type="checkbox"/> \$ 2,250	<input type="checkbox"/> \$ 2,000
Inside Back Cover	<input type="checkbox"/> \$ 2,250	<input type="checkbox"/> \$ 2,100	<input type="checkbox"/> \$ 1,850
Outside Back Cover	<input type="checkbox"/> \$ 2,250	<input type="checkbox"/> \$ 2,100	<input type="checkbox"/> \$ 1,850

MARKETPLACE PROFILE PACKAGES

Marketplace Plus	<input type="checkbox"/> \$ 3,150
Marketplace Business	<input type="checkbox"/> \$ 1,850

NAEDA MEDIA MARKETING PACKAGES

Platinum	<input type="checkbox"/> \$ 29,900
Gold	<input type="checkbox"/> \$ 17,900
Silver	<input type="checkbox"/> \$ 9,900 <input type="checkbox"/> + NADC Add-On = \$ 14,900
<input type="checkbox"/> Other Tactics - describe:	
\$	
Bronze	<input type="checkbox"/> \$ 7,500 <input type="checkbox"/> + NADC Add-On = \$ 10,000
<input type="checkbox"/> Other Tactics - describe:	
\$	