



Iowa Automotive Recyclers

Your partners in advancing the auto recycling industry Iowa!

Associate Member **Mediakit**

Media Products:

- ✓ Who's Who in Salvage – Membership directory with distribution to 400 buyers
- ✓ The Iowa Automotive Recyclers NEWSPRESS – 6 publications per year
 - Members are encouraged to submit a company profile to the newsletter with a business card graphic – FREE of CHARGE
- ✓ www.iowaAutoRecyclers.com website
- ✓ Conference calls for IAR Vendor members
- ✓ 2013 Summer Outing/Trade Show – May 31 – June 1, 2013 Maquoketa, Iowa

Iowa Automotive Recyclers Associate Membership Application

Company Name: _____

Contact Person & Title: _____

Address: _____

City, State & Zip: _____

Email: _____ Website: _____

Telephone: _____ Fax: _____

Membership

Enclosed is my IAR annual membership check:

- ☐ \$250 Associate Member
 - ☐ Out-of-state trading partner (dismantle and sell used automotive parts)
 - ☐ Vendor of goods and services to automotive recyclers

Signature _____

Date: _____, 20____

Membership is subject to approval by the IAR Board. Please return form and the membership dues to:

Iowa Automotive Recyclers – 2214 Regal Avenue – Waterloo, Iowa 50702

Phone & Fax 319-233-7970

Who's Who in Salvage **DIRECTORY**



Iowa Automotive Recyclers

Who's Who in Salvage Directory

Advertise in the Iowa Automotive Recyclers **Who's Who in Salvage Directory**. Reach your target market! Mailed out to hundreds of insurance adjusters, automotive recyclers and relevant businesses throughout Iowa and beyond.

MAKE SURE YOUR AD IS INCLUDED!

ADVERTISING RATES & ORDER FORM
Please indicate which ad size you prefer.

<i>Advertisement Size</i>	<i>Rate</i>
<input type="checkbox"/> Double Page (7 ½" wide x 6 ½" high)	\$375
<input type="checkbox"/> Full Page (3 ¾" wide x 6 ½" high)	\$250
<input type="checkbox"/> Half Page (3 ¾" wide x 3 ¼" high)	\$175
<input type="checkbox"/> Business Card (3 ¾" wide x 2" high)	\$125

Copy of ad should be *Black and white/camera ready*. Ad copy is subject to the approval of the publisher.
Deadline for submission is February 15th.

SAVE the DATE **SUMMER OUTING**

Maquoketa, Iowa – May 31 – June 1, 2013

Jackson County Fairgrounds

The Iowa Auto Recyclers *Summer Outing* is our traditional gathering of members for networking and education. The "outing" format gives us the opportunity to thank our vendor members for their continued support. The amenities at the outing are supported through sponsorship.

Friday – May 31, 2013 – 6:30-9 pm

Trade Show Opening at 6:30 pm

Vendor Show with a dinner and bar service is the event for Friday networking.

Saturday – June 1, 2013 9 am – 3:00 pm

TRADE SHOW Noon- 3:00 pm

Training Seminars & Vendor Show with Lunch

Bus to Nugent Auto Parts & Sales from Hotel and Jackson Co. Fair Grounds

Saturday – June 1, 2013 6:00 pm FEATURE EVENT at Nugent Auto Parts & Sales

Equipment Demos, Yard Tour, Dinner & Auction followed by Band to dance the night away

– Sponsored by the Nugent family

Iowa Automotive Recyclers NEWSLETTER

Recyclers NewsPress

Advertising Rates 2013

Base ad Rates -All advertisement can be in full color

Ad Size	Dimensions	One Time Rate	Six Time Rate (1 year)
Business Card	2" x 3.5"	\$75	\$60 per issue = \$360
¼ Page Ad	3.5" x 4.75"	\$115	\$90 per issue = \$540
½ Page Ad	7.25" x 4.75"	\$250	\$200 per issue = \$1200 per year
Full Page Ad	7.25" x 10"	\$300	\$1800 per year
Inside Cover	7.25" x 10"	\$425	\$2550 per year
Back Cover	7.25" x 7.25"	\$425	\$2550 per year

In 2013, the Iowa Automotive Recyclers and Sue Schauls, Executive Director of IAR, will begin to self-managed and publish the Iowa Auto Recyclers NEWSLETTER. We have appreciated your advertising support in the past and hope that you will continue to advertise in the future.

With the changes in management of the newsletter we hope to decrease the "pen to print" turnaround time and enable the newsletter to provide more timely information. Additionally, the association will be rewarded through your advertising fee and a more streamlined system to add recipients to the mailing list. **Currently the Iowa Auto Recyclers newsletter is sent to 552 Auto Recyclers in the Midwest and related businesses throughout the US.**

New to the printing process is the full color enhancement. All pages of the newsletter will be in full color at no additional charge for advertising. Preferred format in a graphics file such as jpg, tif or bmp, but any format can be accommodated such as pdf. Please send copy ready advertisements to Schauls3@mchsi.com

Company Profile – all members are encouraged to submit a company profile to be featured in the newsletter.

Publishing Schedule six times per year for the bi-monthly newsletter and the deadlines will be:

<u>Deadline</u>	<u>Issue</u>	<u>Theme</u>	<u>Delivery Date (Estimated)</u>
Mar 1, 2013	March / April	Earth Day	March 10, 2013
Apr 20, 2013	May / June	Summer Outing	May 10, 2013
Jun 20, 2013	July / August	Innovations	July 10, 2013
Aug 20, 2013	September / October	Safety Issue	September 10, 2013
Oct 20, 2013	November / December	Charitable Issue	November 10, 2013



IAR Website

www.iowaAutoRecyclers.com

The Iowa Automotive Recyclers website has information about the association, the members & associate members have email and website links active from the listings pages. Member Profiles will also be link as downloadable pdf documents, if provided. The website highlights events and sponsors of events during the registration period and as follow up to the function. The newsletters are also available for download from the website. There is no paid advertising on the website but “soft” advertising opportunities are available as a feature on the front page.

Associate Member Conference Calls

The Iowa Automotive Recyclers invite all associate vendor members to participate in quarterly conference calls. Lead by past President, Mike Waterbury, conference calls will take place for about 90 minutes every quarter and prior to sponsored events to make sure the needs of vendor members are being met. IAR appreciates the support our vendor members provide to the association and to the members directly. This **new conference call discussion forum** is an opportunity for the Board of Directors and staff to hear from the associate members.

1-218-936-4700
Access Code 5880801
Teleconference

Invitation will be sent out prior to scheduled conference calls. Tentative schedule is set:

March 6, 2013 – 9 am CST

April 3, 2013 – 9 am CST

May 1, 2013 – 9 am CST

May 22, 2013 – 9 am CST