



# Iowa Automotive Recyclers

*Your partners in advancing the auto recycling industry Iowa!*

Direct 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](http://www.iowaAutoRecyclers.com) website
- ✓ 2015 Summer Outing/Trade Show – May 29-30, 2015, Des Moines, Iowa

## Iowa Automotive Recyclers Direct Membership Application

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Company Name: \_\_\_\_\_

Contact Person & Title: \_\_\_\_\_

Address: \_\_\_\_\_

City, State & Zip: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

### Membership \$350

Enclosed is my IAR annual membership check:

- Direct Member (Iowa business which dismantles and sell used automotive parts)

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)	\$395
<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)	\$185
<input type="checkbox"/> Business Card (3 ¾" wide x 2" high)	\$139

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**

**Des Moines, Iowa – May 29-30, 2015**

### **Prairie Meadows**

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 program and trade show at the outing are supported through sponsorship.

**Friday – May 29, 2015 – 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 – May 30, 2015 8:30 am – Noon & 1-3 pm**

**TRADE SHOW 3:00 -6:00 pm**

Training Seminars, Awards Luncheon and Vendor Show with Dinner Buffet

**Saturday – May 30, 2015 6:00 pm BUFFET & CHARITY AUCTION at Prairie Meadows**

# Advertise in the Iowa Automotive Recyclers NEWS PRESS Advertising Rates 2015

Base ad Rates - **All advertisement can be in full color!**

Ad Size	Dimensions	One Time	Six Time Rate (1 year)
Business Card	2" x 3.5"	\$75	\$65 per issue = \$390
¼ Page Ad	3.5" x 4.75"	\$115	\$105 per issue = \$630
½ Page Ad	7.25" x 4.75"	\$250	\$1500 per year – reduced rate all year!
Full Page Ad	7.25" x 10"	\$350	\$335 per issue = \$2010 per year
Inside Cover	7.25" x 10"	\$450	\$425 per issue = \$2550 per year
Back Cover	7.25" x 7.25"	\$450	\$425 per issue = \$2550 per year

**The Iowa Auto Recyclers NEWSPRESS is sent to 700+ Auto Recyclers in the Midwest & beyond and related businesses throughout the US. All pages of the newsletter are in full color at no additional charge for advertisers.** We decreased the “pen to print” turnaround time and enabled the newsletter to provide more timely information, updates and changes with each addition at no charge! Additionally, the association will be rewarded through your advertising fee.

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

Deadline	Issue	Delivery Date (Estimated)
Dec 20, 2014	January/February	January 15, 2015
Mar 20, 2015	March/April	April 1, 2015
Apr 20, 2015	May/June	May 5, 2015
Jun 20, 2015	July/Aug	July 15, 2015
Aug 20, 2015	Sept/Oct	September 15, 2015
Oct 20, 2015	Nov/Dec	November 15, 2015
Dec 20, 2015	January/February	January 15, 2016

**IAR Website** [www.IowaAutoRecyclers.com](http://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.