



## NEW ADVERTISING FEE PAID ADVERTISING REQUIREMENTS

Washington State Auto Dealers Association will accept paid advertising under the following conditions:

1. "Letter of Approval" from your attorney stating the product or service is legal in the State of Washington.
2. The content must be pre-approved by WSADA.
3. A limited number of advertisements (1 or 2) will be inserted in one of WSADA's publications.
4. Advertising flyers will be mailed to dealers no more than once each month.
5. WSADA will only accept full-page flyer inserts (which can be front and back).
6. Advertisements must be ready to mail.
7. **The cost is \$500 per flyer insert, payable to WSADA at time of acceptance, or 3 flyers inserts for \$1,000.**
8. Any firm that would like to advertise must maintain Associate Member status. Current annual Associate dues are \$500.
9. It is understood that paid advertisements through WSADA do not constitute an endorsement.
10. All accepted full-page flyer inserts must clearly state: "Paid Advertisement."
11. WSADA publications containing advertisements will disclose the following statement:  
"The inclusion of any paid advertisement in this publication is not to be construed as an endorsement by WSADA of the product or service offered."