

PAID ADVERTISING

WSADA publishes industry bulletins each month which are sent electronically to all Dealer members and their staff, as well as Associate members when appropriate. In addition, Behind the Wheel, a public relations newsletter, is sent via US Mail a minimum of three times a year. Opportunities to submit paid advertising are ongoing.

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(\$500 per insert or 3 inserts for \$1,000)

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

- Letter of Approval from your attorney stating the product or service is legal in the state of Washington
- Content must be pre-approved by WSADA
- A limited number of advertisements (no more than 2) will be inserted in one of WSADA's publications
- Advertising flyers will be sent to dealers no more than once each month
- WSADA will only accept full-page flyer inserts - which must be produced by the Associate member
- Any Associate member may have up to 3 advertisements in a one year period placed in a bulletin or newsletter - first come, first served (i.e. placed in order of receipt)
- Non-electronic advertisements must be ready to mail
- Associate member status must be maintained to advertise
- It is understood that paid advertisements through WSADA do not constitute an endorsement and 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."

To place an ad in a WSADA publication, please contact Jamie Rawlings at 206-433-6300 or jrawlings@wsada.org