

*Auto Recyclers*  
**ToolBox®**  
*A Trade Show in Print!*



# 2022 MEDIA KIT

Phone: 239-225-6137  
Email: [ToolBox@a-r-a.org](mailto:ToolBox@a-r-a.org)  
[AutoRecyclersToolBox.com](http://AutoRecyclersToolBox.com)

Automotive Recyclers Association™





**Dear Advertiser,**

We are pleased to present the 2022 Auto Recycler's ToolBox® Magazine media kit. We have included our preliminary editorial calendar for the upcoming year and highlighted events that coincide with each issue, the mail dates and the material deadlines.

Thank you for advertising in the Auto Recycler's ToolBox® Magazine – It is the **ONLY** Industry Magazine mailed **FREE** every edition to the top contact person in all automotive recycling companies (both parts & scrap yards) located in the United States and Canada.

An electronic version of each edition, with turning pages, is also broadcast to an email opt-in list of recyclers around the world! Clickable links take readers immediately to our advertiser's websites to find more information about their products and services (this benefit is **FREE** to advertisers!). You can check out the online version by visiting [www.AutoRecyclersToolBox.com](http://www.AutoRecyclersToolBox.com).

Advertisers also receive a **FREE** online version of their ad on the ToolBox webpage, and advertiser's display ads are shown at the bottom of the ToolBox home page (see ads by scrolling to the bottom of home page). Visitors can click on our advertiser's display ads to visit available websites and/or their YouTube video presentations.

If you haven't done so already, please take a moment right now to secure your spot in our pages by completing the ad order form on the last page of this Media Kit and returning it to me via email.

Once again, thank you for advertising in the ToolBox!



Warm Regards,

*Jay Mason*

ToolBoxAds@a-r-a.org  
239-223-9408

Caryn Smith - Editorial  
**239.225.6137**  
**Toolbox@a-r-a.org**



**AutoRecyclersToolBox.com**  
A Trade Show in Print. The Industry Magazine that Reaches & Teaches

Jay Mason - Advertising  
**239.223.9408**  
**Toolboxads@a-r-a.org**

# TOOLBOX MISSION STATEMENT

We deliver the Automotive Recycler Trade Show Experience to those who do not attend industry events and trade shows. We also reinforce the automotive trade show experience for those who do attend them. We accomplish our mission by being current, educational and instructional. Each edition of the Auto Recycler's ToolBox Magazine Includes the following:



- ▶ Educational and instructional “how-to” articles written by top industry professionals, leaders & trade show speakers.
- ▶ Information from providers of industry related products and service you typically see at industry events and trade shows.

## THE AUTO RECYCLER TRADE SHOW IN PRINT®

### **Why the Auto Recycler's ToolBox Magazine?**

The short answer is: most salvage yard owners don't attend industry events and trade shows and many owners aren't computerized. Many don't receive industry information electronically. The Auto Recycler's ToolBox Magazine® is a way to reach these salvage yard owners. It can give them an industry trade-show-like experience and give them industry related information and information about products and services.

### **The 80/20 business rule**

Let me explain. It's the old 80/20 business rule at work. This applies to auto recycler industry events and trade-show attendance. The 80/20 rule predicts that only 20% of an industry's business owners will attend industry events and trade shows. If you look at the attendance numbers to most events in the auto recycling industry, this percentage number rings true. It means that a whopping 80% or more of the industry misses them! It isn't

that they don't want to attend, they would probably like to if they could.

Most simply cannot attend shows for one good reason or another. Some small business owners just don't have the money to attend. Some are in critical positions in their business and have no one in place to do the work if they were gone even for a few days.

Also, according to a study by the Automotive Recyclers Association (ARA), only 40% of auto recycler companies are computerized! That means that an astonishing 60% are not computerized! So to reach these industry people you must call them on the phone or you must mail something to them. You will not reach them electronically or at industry events or trade shows.

These absent salvage yard owners need and use auto recycler products and services and they do respond to printed advertising that's sent to them.

### **Why should you advertise in the Auto Recycler's ToolBox Magazine?**

1. You get your products and services mailed to the entire auto recycling industry. Every edition is mailed free to all auto recycling companies located in both the USA and Canada.
2. Periodically it's mailed to other countries around the world such as Australia, for instance. This is an easy way for you to “test the marketing waters world-wide”.
3. An electronic version with turning pages is emailed out to a world-wide opt-in email list of Auto Recyclers. This is sent out a week or two prior to the published mail date.
4. Free hot-links are added to the electronic version to advertiser's website, email address, and/or YouTube videos.
5. The ToolBox is distributed free at a number Industry conferences and trade shows. Some shows place one in every attendee's goody bag. The magazine reaches key decision makers.
6. If you are a trade show marketer already this is a way for you to strengthen your trade show appearance. Use it to invite people to stop by and visit you at your exhibit booth. It is also a way to extend your trade show experience beyond the show.

Caryn Smith - Editorial  
239.225.6137  
Toolbox@a-r-a.org



**AutoRecyclersToolBox.com**  
A Trade Show in Print. The Industry Magazine that Reaches & Teaches

Jay Mason - Advertising  
239.223.9408  
Toolboxads@a-r-a.org

## AUTO RECYCLER'S® TOOLBOX MAGAZINE!

A Recycler Trade Show in Print!

### Each Edition Features:

Exciting "HOW-TO" Articles  
By industry experts - Many of the articles are written by auto recyclers, top conference speakers and Industry professionals.

Front Cover Teaser Headlines!  
Cover design with exciting headlines to capture the reader's attention and drive them inside to read the publication.

### It's the BEST Advertising Value!

#### Proven Results!

"We prefer using the Toolbox for our advertising. We have run ads in over a dozen publications and the Toolbox ads over the last 2 years have generated over 70 percent of all our advertising responses by new customers. Thanks to Mike and his staff for putting together a magazine where customers respond to ads."  
- Jay Svendsen, Auto Data Direct

"Advertising with the Auto Recycler's ToolBox has been great for us. The well-defined target market and personalized service from the team at Mike French & Co. make it an easy choice. I look forward to reading the magazine too!"  
- Amanda Zmolek, Industry Relations Analyst, Copart

I think The Toolbox is a great publication for Auto Recyclers. It has excellent content about all of the challenges and changes our industry faces. It's very helpful and informative for those looking for answers. It's chock full of great articles and has a wealth of ideas for all.  
- Marty Hollingshead, Owner, Northlake Auto Recyclers

"I love receiving the ToolBox Magazine! I read it from cover to cover and get lots of great help and ideas from the articles. Even though we are a small 'hole in the wall' operation, I have ordered products and services from several of the advertisers. Thanks again for sending it to me!"  
- Carl Reitnauer, Hardee Recycling, Wauchula, FL



### Take a look at what you get!

**Mailed FREE** to the top contact person at auto recycling companies in the USA and Canada to approximately 12,000 (it varies slightly each edition). The Auto Recycler's ToolBox® is the Auto Recycler Publication with the WIDEST coverage in the world!

**Distributed FREE** at auto recycling events in the USA and Canada every edition.

**FREE Online!** All display ads are posted online at the ToolBox website at no extra charge.

**FREE Hotlinks!** Readers click on your website address and are directed to your web pages and/or YouTube video.

**Free Color!** All ads are printed in FULL color at no extra charge!

**Glossy Paper!** Printed on quality glossy paper at no extra charge!

**Free Graphic Design!** You can send us your ready-to-print ads or we'll design it for you for free.

### Secure Your Ad Space Today!

Call 239-223-9408 to reserve space in upcoming editions.

To see online version and media kit visit:  
[www.AutoRecyclersToolBox.com](http://www.AutoRecyclersToolBox.com)

Caryn Smith - Editorial  
239.225.6137  
[Toolbox@a-r-a.org](mailto:Toolbox@a-r-a.org)



**AutoRecyclersToolBox.com**  
A Trade Show in Print. The Industry Magazine that Reaches & Teaches

Jay Mason - Advertising  
239.223.9408  
[Toolboxads@a-r-a.org](mailto:Toolboxads@a-r-a.org)



## 6 EDITIONS PRODUCED IN 2022

### Feb/Mar 2022

Featuring the URG Training Conference (April 7-9)

**Mail Date March 4** – Reserve Ad Space by Jan 7

**Material Deadline Jan 14**

**Focus:** Annual Industry Education & Training with articles by URG Conference speakers, and others Industry experts, writing on current industry related topics

### Apr/May 2022

Post URG Edition

**Mail Date May 14** – Reserve Ad Space by March 11

**Material Deadline March 22**

### Jun/Jul 2021

Summer Edition

**Mail Date July 2** – Reserve Ad Space by April 29

**Material Deadline May 10**

### Aug/Sep 2022

79th ARA Annual Convention & Expo Edition

**Mail Date Sept 1** – Reserve Ad Space by July 7

**Material Deadline July 12**

Featuring articles by ARA Conference speakers and other industry experts.

### Oct/Nov 2022

Fall Edition

**Mail Date Oct 11** – Reserve Ad Space by Aug. 26

**Material Deadline Sept. 6**

### Dec 2022 - Jan 2023

Post ARA Edition & Holiday Edition

**Mail Date Dec 14** – Reserve Ad Space by Oct. 24

**Material Deadline Nov. 1**

**Focus:** Holidays/New Year's Greetings

This is your opportunity to send a holiday and/or New Year's greeting to the entire automotive recycling industry.



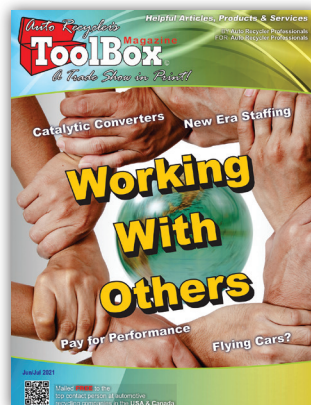
When each edition is mailed



What event the edition focuses on



Material Deadline



Caryn Smith - Editorial  
239.225.6137  
Toolbox@a-r-a.org



AutoRecyclersToolBox.com  
A Trade Show in Print. The Industry Magazine that Reaches & Teaches

Jay Mason - Advertising  
239.223.9408  
Toolboxads@a-r-a.org

# 2022 AUTO RECYCLER'S TOOLBOX AD SIZES & PRICES

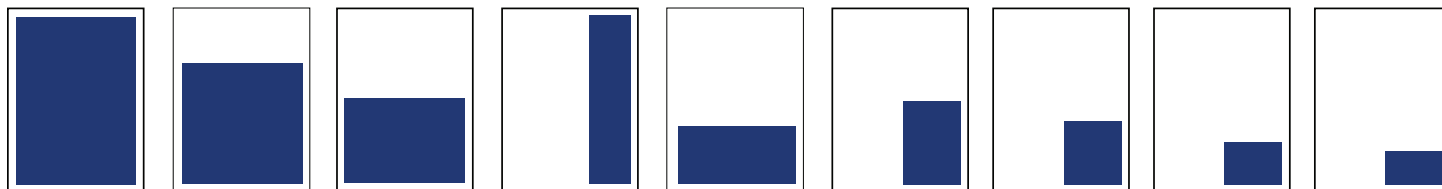
## To order Display Ads for your Company

Choose the ad size you need from the section below. Complete and email the order form to us. You have the option of sending us your composed-to-size electronic art, or our graphic department will design your ad for you at no extra charge. Once you've approved the art, it will go into the publication.

## Classified Ad Section

Classified text: \$35 for 120 words.  
Email your text to [ToolBoxAds@a-r-a.org](mailto:ToolBoxAds@a-r-a.org).  
Spot: Add a logo, photo, or anything else that will fit.  
One space: \$75, Two space: \$135

All ads printed full color on glossy paper and mailed to automotive recycling companies in the USA & Canada.



1 Page

2/3 Page

1/2 Page  
(Horizontal)

1/2 Page  
(Vertical)

1/3 Page

1/4 Page

1/6 Page

1/8 Page

Business  
Card

## Standard Inside Pages

### 2022 Material Deadlines & Mail Dates

Issues:	Reserve Space	Material Deadline
Feb/Mar	Jan. 7, 2022	Jan. 14, 2022
Apr/May	March 11, 2022	March 22, 2022
Jun/Jul	April 29, 2022	May 10, 2022
Aug/Sep	July 7, 2022	July 12, 2022
Oct/Nov	Aug. 26, 2022	Sept 2, 2022
Dec/ Holidays	Oct. 24, 2022	Nov.1, 2022

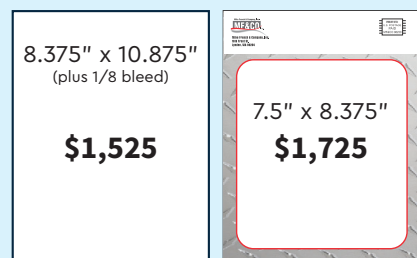
Digital files we accept: High resolution JPG at 300 dpi at ad size. High resolution PDF (for prepress), converted to curves/or lines. Send files using an online free service such as [www.yousendit.com](http://www.yousendit.com), to [ToolBoxAds@a-r-a.org](mailto:ToolBoxAds@a-r-a.org). Bleeds should be 1/8" (0.125) on all sides.

### Inside Pages - Size & Cost

Ad Size	Width" & Height"	1 Time	3 Times*	6 Times*
1 Page	7.25 x 10	\$1,369	\$1,232	\$1,164
- A full page with bleed is 8.375" x 10.875" plus 1/8 bleed all around				
2/3 Page	7.25 x 6.67	\$988	\$889	\$840
1/2 Page (Horizontal)	7.25 x 5	\$827	\$745	\$703
1/2 Page (Vertical)	3.5 x 10	\$827	\$745	\$703
1/3 Page	7.25 x 3.34	\$688	\$620	\$585
1/4 Page	3.5 x 5	\$570	\$513	\$485
1/6 Page	3.5 x 3	\$500	\$450	\$425
1/8 Page	3.5 x 2.235	\$350	\$315	\$297
Business Card	3.5 x 2	\$290	\$261	\$246

## Premium Pages

### Inside Front Cover Back Cover



Inside Two Page Spread \$1,875  
Inside Front Cover Spread \$2,650  
Inside Back Cover Spread \$2,450  
Inside Back Cover \$1,425  
Center Two Page Spread \$2,850

## Frequency Rate Savings

3, 2022 Issues = 10% Off  
All 2022 Issues = 15% Off

Must be ordered in advance for discount to apply. Ads do not have to be the same for discount to apply.

Discounts do not apply to premium pages.

Caryn Smith - Editorial  
239.225.6137  
[Toolbox@a-r-a.org](mailto:Toolbox@a-r-a.org)



**AutoRecyclersToolBox.com**  
A Trade Show in Print. The Industry Magazine that Reaches & Teaches

Jay Mason - Advertising  
239.223.9408  
[Toolboxads@a-r-a.org](mailto:Toolboxads@a-r-a.org)



# 2022 Auto Recycler's ToolBox Display Ad Order Form



Please complete and email to:  
**ToolBoxAds@a-r-a.org**

Company \_\_\_\_\_

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

Order Placed By: \_\_\_\_\_ Phone: \_\_\_\_\_ Ext # \_\_\_\_\_

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

6 editions

Please select the issue(s) in which your ad(s) is to appear  
Write in selected ad size(s) (see price sheet)

## Issues & ad sizes

	<input type="checkbox"/> Feb/Mar	<input type="checkbox"/> Apr/May	<input type="checkbox"/> Jun/Jul	<input type="checkbox"/> Aug/Sep	<input type="checkbox"/> Oct/Nov	<input type="checkbox"/> Dec/Holidays
Ad size						
Price						

- ☐ Auto Recycler's Toolbox to design ad free of charge\*
- ☐ Customer will provide ad to ToolBoxAds@a-r-a.org
- ☐ To appear in the Recycler to Recycler Section (See page 6. Available ONLY to recyclers.)

### Additional Information

Your reservation is not secured until we receive this signed verification. Please sign & email to ToolBoxAds@a-r-a.org

☐ Please call me before moving forward with this project. My number is: \_\_\_\_\_

\*Please note: In signing this form, you agree that if for any reason you need to cancel your order, there will be a minimum cancellation fee of \$50.00 for time spent on your ad as well as any graphic design or set up work that has been done. Thank you for your cooperation.

Signed \_\_\_\_\_ Date \_\_\_\_\_

Caryn Smith - Editorial  
239.225.6137  
Toolbox@a-r-a.org



**AutoRecyclersToolBox.com**  
A Trade Show in Print. The Industry Magazine that Reaches & Teaches

Jay Mason - Advertising  
239.223.9408  
Toolboxads@a-r-a.org

## RECYCLER TO RECYCLER SECTION ▶ NEW! ADVERTISING JUST FOR YOU

Are You Looking to  
Move Inventory with  
Relationships with Quality  
Automotive Recyclers?  
Do You Want to Boost Your  
Company's Industry Image?

Reach Auto Recyclers  
with **Targeted Regional  
Advertising** About Your  
Business & Inventory!

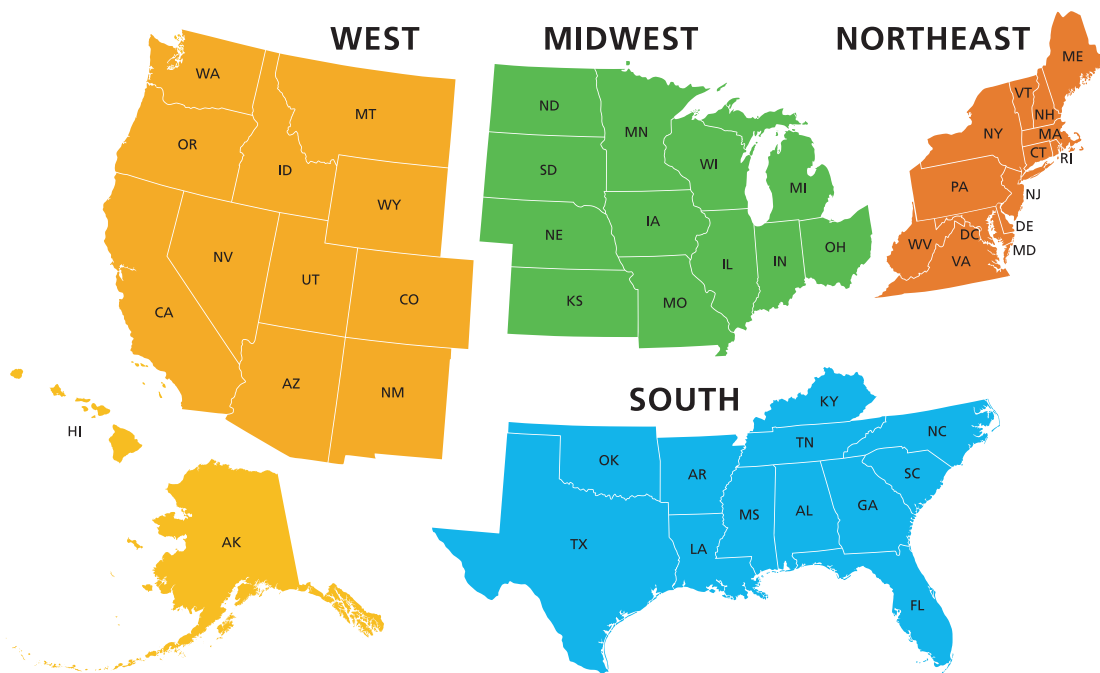


The Toolbox® offers you a unique way to reach your peers with the NEW **Recycler to Recycler** section dedicated solely to business to business connections between automotive recyclers.

Maximize your exposure by branding your company as a reliable industry partner in the Auto Recycler's Toolbox®!

### AVAILABLE ONLY TO AUTO RECYCLERS!

CHOOSE  
1, 2, 3 OR  
ALL 4



CALL US TODAY TO INQUIRE ABOUT AVAILABLE SPACE.  
239.223.9408

Jay Mason - Advertising  
239.223.9408  
ToolBoxAds@a-r-a.org

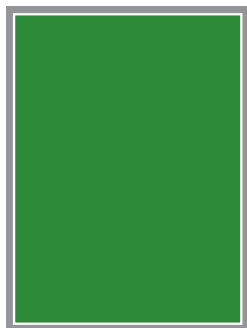


AutoRecyclersToolBox.com  
A Trade Show in Print. The Industry Magazine that Reaches & Teaches

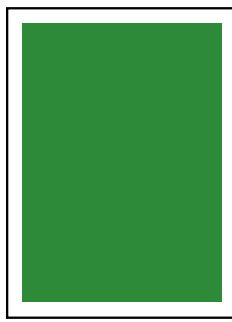
Caryn Smith - Editorial  
239.225.6137  
ToolBox@a-r-a.org



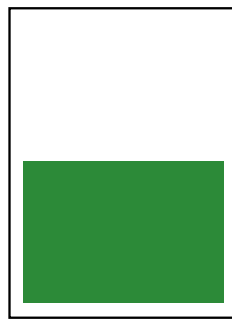
## PICK YOUR SIZE



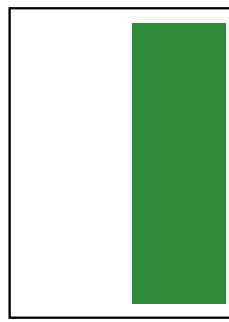
Full Page  
w/ Bleed (gray)



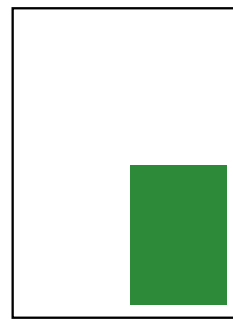
Full Page



Half Page  
(Horizontal)



Half Page  
(Vertical)



Quarter Page

## DEADLINES

### 2022 SPACE & MATERIAL DEADLINES

ISSUE	DEADLINE	MATERIALS
FEB/MARCH	JAN. 20	JAN. 27
APRIL/MAY	MARCH 11	MARCH 22
JUNE/JULY	APRIL 29	MAY 10
AUG/SEPT	JULY 7	JULY 12
OCT/NOV	AUG. 17	AUG. 23
DEC/JAN	OCT. 24	NOV. 1

#### Acceptable Digital Files:

- High resolution JPG at 300 DPI (images should not be taken from a website or social media unless they are high res).
- High resolution PDF.

All ads printed full color on glossy paper and mailed to subscribers in the USA & Canada.

Call us with your questions!  
We are happy to help!

## RECYCLER TO RECYCLER RATES/SPECS

## RATES & SPECS

Ad Size	Specs	4 Regions BEST PRICE	3 Regions	2 Regions	1 Region
Full Page (No Bleed)	7.25 x 10	\$1,050	\$835	\$650	\$500
Full Page Bleed 8.625 x 11.125	8.375 x 10.875 <small>Bleeds should be 1/8" (0.125) on all sides.</small>	\$1,050	\$835	\$650	\$500
Half Page	7.25 x 5	\$640	\$525	\$425	\$325
Quarter Page	3.5 x 5	\$440	\$380	\$300	\$250
Business Card Size	3.5 x 2	\$225	\$200	\$160	\$100

Send files via email to [ToolBoxAds@a-r-a.org](mailto:ToolBoxAds@a-r-a.org) or email us with your questions.

Jay Mason - Advertising  
239.223.9408  
[ToolBoxAds@a-r-a.org](mailto:ToolBoxAds@a-r-a.org)



**AutoRecyclersToolBox.com**  
A Trade Show in Print. The Industry Magazine that Reaches & Teaches

Caryn Smith - Editorial  
239.225.6137  
[ToolBox@a-r-a.org](mailto:ToolBox@a-r-a.org)

# 2022 Auto Recycler's ToolBox Regional Advertising Order Form



Please complete and email to:  
**ToolBoxAds@a-r-a.org**

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

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

Order Placed By: \_\_\_\_\_ Phone: \_\_\_\_\_ Ext # \_\_\_\_\_

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

## Please select the Size, Issues and Regions for your ad!

### CHOOSE SIZE

☐ Full (1.8" bleed all sides) ☐ Full (no bleed) ☐ Half ☐ Quarter ☐ Business Card

### CHOOSE ISSUE(S)

☐ Feb/Mar ☐ Apr/May ☐ Jun/Jul ☐ Aug/Sep ☐ Oct/Nov ☐ Dec/Jan

### CHOOSE REGION(S)

☐ WEST ☐ MIDWEST ☐ NORTHEAST ☐ SOUTH

### ADVERTISING DESIGN HELP IS REQUESTED

☐ YES ☐ NO We will follow up with any graphic design costs.

## INSERTION COST (Please see previous page for prices)

**TOTAL:** \_\_\_\_\_

Billing\* occurs when advertisement has been placed in an issue.  
There may be advance payment requested for new advertisers or those who are not members of the Automotive Recyclers Association.

Your reservation is not secured until we receive this signed verification. Please sign & email to ToolBoxAds@a-r-a.org.

☐ I would like to talk with a representative about my ad placement.

My number is: \_\_\_\_\_

\*Please note: In signing this form, you agree that if for any reason you need to cancel your order, there will be a minimum cancellation fee of \$50.00. Thank you for your cooperation.

Signed \_\_\_\_\_

Date \_\_\_\_\_

Jay Mason - Advertising  
239.223.9408  
ToolBoxAds@a-r-a.org



**AutoRecyclersToolBox.com**  
A Trade Show in Print. The Industry Magazine that Reaches & Teaches

Caryn Smith - Editorial  
239.225.6137  
ToolBox@a-r-a.org