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# WMDA/CAR

ANNUAL MEMBERSHIP DIRECTORY & BUYERS' GUIDE

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# AD PLANNER



*The WMDA/CAR Annual Directory & Buyers' Guide will be released to members in good standing spring 2021*



The Washington, Maryland, Delaware Service Station and Automotive Repair Association (WMDA), will be publishing its **36th annual WMDA/CAR Membership Directory & Buyers' Guide** shortly. The WMDA/CAR Membership Directory & Buyers' Guide is a tremendous service to all WMDA/CAR members and non-members that own service stations, repair shops, car washes, convenience stores, tire facilities and other related businesses in a tri-state area including Maryland, the District of Columbia and Delaware. The WMDA/CAR Membership Directory & Buyers' Guide is considered the "One Book" of information for the service station and automotive industry. It is also the most resourceful and effective advertising tool that works on your behalf all year.

The WMDA/CAR Membership Directory & Buyers' Guide is sent to over 800 WMDA/CAR members, and new members monthly as they join the Association. The Membership Directory & Buyers' Guide is also used as the primary source of information on the Service Station and Automotive Repair Consumer Hotline.

**The WMDA/CAR Membership Directory & Buyers' Guide is setup into two sections – the Membership Directory and the Buyers' Guide:**

- **The Membership Directory** lists service station and automotive repair shop owners, as well as suppliers who provide products and/or services to the service station and automotive repair industry. Membership Directory listings include contact names, company names, addresses, phone numbers, fax numbers, websites and email addresses.
- **The Buyers' Guide** is broken down into over 100 category listings from accounting to windshield repair. Category listings allow your company to be listed under the category that best describes your products and/or services. The Buyers' Guide puts you right at the fingertips of the service station and automotive industry. Category Listings include contact names, company names, addresses, phone numbers, fax numbers, websites and email addresses.

Receive **Unlimited Category Listings** with any size ad! Contact Swapna Sripada with any questions at [ssripadabu1@wmda.net](mailto:ssripadabu1@wmda.net), 301.390.0900.

#### AD CLOSING DATES:

The deadline for space reservations is Friday, April 16, with all ad copy to follow by Thursday, April 29.

#### AD SPECIFICATIONS:

All ads must be submitted in 300 dpi tif, eps or jpg file formats, or as print-quality pdf files, on disk or via email to [ssripadabu1@wmda.net](mailto:ssripadabu1@wmda.net). **Print-quality pdf files are the preferred format for submitting ads.** All text will be printed on white paper in black ink. All ads must fit the required dimensions specified in the WMDA/CAR Member Advertising Rates section. Production service to design ads is available. Free estimates of ad production costs are available upon request.

#### COLOR ADVERTISING RATES FOR WMDA/CAR MEMBERS:

Dimensions (width x height)	Ad Cost
Back Cover – 8 1/2" x 11"	\$1,250
Inside Front Cover – 8 1/2" x 11"	\$950
Inside Back Cover – 8 1/2" x 11"	\$950
Full Page – 8 1/2" x 11"	\$750
Half Page – (V) 3 3/4" x 9 3/4"	\$625
Half Page – (H) 7 3/4" x 5"	\$625
One Third Page – (V) 2 1/4" x 9 3/4"	\$475
One Third Page – (H) 7 3/4" x 3 1/2"	\$475
One Fourth Page – (H) 5" x 3 3/4"	\$375
One Fourth Page – (V) 3 3/4" x 5"	\$375
Business Card – 3 1/2" x 2"	\$25
Category Listing Only	\$130
Each Additional Category Listing	\$30

#### All inside cover and full page ads:

- Trim Size – 8 1/2" x 11"
- Bleed Size – 8 3/4" x 11 1/4"

**WMDA/CAR non-member advertisers must add 20% to member rates.**

#### NOTE:

Associate Membership dues must be renewed for 2021 to receive the member rate.

#### ADVERTISING RESPONSIBILITY:

All advertisements are accepted and published upon representation that the advertiser and/or agency is authorized to publish the entire contents and subject matter. In consideration of the publisher's acceptance of such advertisement for publication the advertiser and/or agency will indemnify and save the publisher from and against any loss of expense resulting from claims or suits for libel, violation or right of privacy, plagiarism and instructions which conflict with the provisions of these specifications.

#### ADVERTISING CONDITIONS:

All advertising is subject to review by WMDA/CAR staff. No advertisement shall be accepted for inclusion in the Membership Directory & Buyers' Guide if such advertisement is deemed by WMDA/CAR in its sole discretion to be deceptive, misleading, inappropriate, or in conflict with a WMDA/CAR Endorsed Program. WMDA/CAR and its officers, directors and employees have no liability in connection with the rejection of any advertisement.

#### TO VALIDATE ADVERTISING AGREEMENT:

Sign and return Advertising Agreement to WMDA by mail to the address below, fax to 301.390.3161, or email to [ssripadabu1@wmda.net](mailto:ssripadabu1@wmda.net). Contact WMDA at 301.390.0900 with any questions.



Contact information will appear in the Buyers' Guide & Associate Member Section.  
Please type or print clearly. Fax form to 301.390.3161 or email to [ssripadabu1@wmda.net](mailto:ssripadabu1@wmda.net).

Name: \_\_\_\_\_  
Company: \_\_\_\_\_  
Address: \_\_\_\_\_  
Phone: \_\_\_\_\_

Reservation Date: \_\_\_\_\_  
Contact (to appear in listing): \_\_\_\_\_  
City/State/Zip: \_\_\_\_\_  
Email: \_\_\_\_\_

I would like to place an ad:  
Ad size: \_\_\_\_\_  Horizontal  Vertical  
Unlimited complimentary Category Listings with any size ad.  
Please list categories: \_\_\_\_\_  
\_\_\_\_\_

- Continue last year's ad and/or listing(s) without any changes.
- Continue last year's ad and/or listing(s) with the following changes:  
\_\_\_\_\_
- I would like to be listed under additional Category Listing(s). Each additional Category Listing is \$30. Additional addresses and/or contact persons are considered separate listings. Please indicate category for additional listing(s) by checking box(es) below.
- I will not be submitting an ad. I would like to be listed by category only. The first category listing is \$130. Each additional category listing is \$30. Additional addresses and/or contact persons are considered separate listings. Please indicate categories by checking box(es) below.

**ADVERTISING/CATEGORY LISTING(S) COSTS:**

Ad Cost \$ \_\_\_\_\_  
Additional Category Listing(s) \$ \_\_\_\_\_  
Category Listing(s) Only \$ \_\_\_\_\_  
**Total Balance Due** \$ \_\_\_\_\_

**METHOD OF PAYMENT:**

- Bill Me  Check Enclosed (payable to WMDA)
- Visa  MasterCard  American Express
- Account #: \_\_\_\_\_
- Expiration Date: \_\_\_\_\_ CW Code: \_\_\_\_\_
- Signature: \_\_\_\_\_
- or Electronic Signature:
- Checking this box is my Electronic Signature and payment Authorization.

**CATEGORY LISTING INDEX**

- |  |  |  |
|--|--|--|
| <input type="checkbox"/> Air Compressors & Accessories           | <input type="checkbox"/> Insurance-Pollution   | <input type="checkbox"/> Signs   |
| <input type="checkbox"/> Air Conditioning Service Equipment      | <input type="checkbox"/> Insurance-Property Liability                                    | <input type="checkbox"/> State Inspection Bay Equipment                  |
| <input type="checkbox"/> Alignment & Wheel Balancing Equipment   | <input type="checkbox"/> Insurance-Underground Storage Tanks                             | <input type="checkbox"/> Tank Leak Testing & Monitoring Equipment        |
| <input type="checkbox"/> Antifreeze (Used) Pick Up               | <input type="checkbox"/> Insurance-Workers' Compensation                                 | <input type="checkbox"/> Tank Removal & Abandonment                      |
| <input type="checkbox"/> ATM Machines                            | <input type="checkbox"/> Investment  | <input type="checkbox"/> Tire Changers                                   |
| <input type="checkbox"/> Automotive Parts & Service Equipment    | <input type="checkbox"/> Jobbers/Distributors – Diesel, Gasoline, Heating Oil & Kerosene | <input type="checkbox"/> Tire Equipment, Repair & Supplies               |
| <input type="checkbox"/> Automotive Parts Supplier               | <input type="checkbox"/> Legal Service   | <input type="checkbox"/> Tire Suppliers                                  |
| <input type="checkbox"/> Body & Frame Equipment                  | <input type="checkbox"/> Lifts & Racks   | <input type="checkbox"/> Tool Boxes & Work Benches                       |
| <input type="checkbox"/> Brake Drums & Disc Lathes               | <input type="checkbox"/> Lubrication Equipment   | <input type="checkbox"/> Tools   |
| <input type="checkbox"/> Business Management Services            | <input type="checkbox"/> Management Consulting   | <input type="checkbox"/> Training-Automotive Services                    |
| <input type="checkbox"/> Car Wash Chemicals                      | <input type="checkbox"/> Maryland Lift Compliance Inspection                             | <input type="checkbox"/> Transmission Service & Equipment                |
| <input type="checkbox"/> Car Wash Equipment                      | <input type="checkbox"/> Maryland Safety Inspection Equipment                            | <input type="checkbox"/> Uniforms  |
| <input type="checkbox"/> Check Acceptance & Guarantee Service    | <input type="checkbox"/> Motor Oil Distributors  | <input type="checkbox"/> Vacuum & Air Machines                           |
| <input type="checkbox"/> Convenience Store Wholesalers           | <input type="checkbox"/> Oil-Used Pick Up & Recycling Service                            | <input type="checkbox"/> Vacuum Services-Oil/Water Separators            |
| <input type="checkbox"/> Credit Card Processing                  | <input type="checkbox"/> Overhead Doors  | <input type="checkbox"/> Water Recycling                                 |
| <input type="checkbox"/> Diagnostic Testing Equipment            | <input type="checkbox"/> Payroll   | <input type="checkbox"/> Waste Oil Heaters                               |
| <input type="checkbox"/> Electrical & Lighting Services          | <input type="checkbox"/> Petroleum Handling Equipment – Pumps, Tanks & Nozzles           | <input type="checkbox"/> Wheels-Auto & Truck                             |
| <input type="checkbox"/> Environmental Consulting Services       | <input type="checkbox"/> Pipe Benders  | List additional categories of interest below:<br>_____<br>_____<br>_____ |
| <input type="checkbox"/> Equipment Leasing & Financing           | <input type="checkbox"/> Service Station Maintenance & Repair                            |  |
| <input type="checkbox"/> Fuel Injection Cleaning Systems         |  |  |
| <input type="checkbox"/> Insurance-Employment Practice Liability |  |  |

