

ADVERTISING MEDIA SHEET

Vendors who offer products and/or services to the New Jersey franchised new car and new truck retailers are invited to submit a banner ad to run in an issue of the NJ CAR NewsLetter. The advertiser will serve as the **sole sponsor of that particular issue**, complete with a tease on the front page, directing readers to the advertisement that will appear on the bottom half of Page 2 of othe publication.

LOCATION OF AD – The ad will run on Page 2 of the NJ CAR NewsLetter. A link to the ad will also be included in the electronic version of the NewsLetter posted on the Member’s side of the Coalition’s Website (www.njcar.org).

TERM OF AD – Placement will be for a single issue; however, a vendor may elect a longer term or multiple placements spread out over time. With approximately 20-24 issues published per year, there are a limited number of ad placements available.

AD SPECIFICATIONS –The ad dimensions are 7.5” x 4.75”. All ads will be printed in black and white and must be submitted in press-ready PDF format.

COST OF AD – **\$800 per issue.**

If you are interested in placing a banner ad in the NJ CAR NewsLetter, please fill out the attached Response Form and Advertising Agreement. We will invoice you for the appropriate amount. Ads will print upon receipt of payment by NJ CAR. The NJ CAR NewsLetter is printed (*approximately*) every two weeks.

Questions regarding placing an ad in the NJ CAR NewsLetter should be directed to Brian Hughes, NJ CAR Director of Communications, by sending an e-mail to bhughes@njcar.org, or call 609.883.5056, Ext. 315.

NOTE: NJ CAR reserves the right to refuse any advertisement that does not completely conform to every detail, instruction, method and guideline set forth in the aforesaid Online Advertising Media Sheet and to refuse any advertisement that it deems to be inappropriate.



NEWSLETTER

ADVERTISING RESPONSE FORM

COMPANY NAME _____

CONTACT _____

ADDRESS _____

CITY/STATE/ZIP _____

PHONE No. _____ FAX No. _____

E-MAIL ADDRESS _____

BILLING CHOICE] SINGLE ISSUE \$800

] MULTIPLE ISSUES [CALL FOR REDUCED PRICING]

PLEASE MAIL OR FAX THE COMPLETED RESPONSE FORM TO:

NJ CAR
ATTN: BRIAN HUGHES
P.O. Box 7510
856 RIVER ROAD
WEST TRENTON, NJ 08638
FAX No.: 609.883.1093

NJ CAR will contact you to discuss date(s) of publication (*based on first-come, first-served availability*) prior to invoicing. You will be invoiced when suitable publication dates are agreed upon. Your ad will not run until payment is received by NJ CAR.



ADVERTISING AGREEMENT

PARTIES:

Pursuant to this binding agreement, the New Jersey Coalition of Automotive Retailers, Inc. (*hereinafter referred to as "NJ CAR"*) of 856 River Road, P.O. Box 7510, West Trenton, NJ 08628 and _____, of _____, (*hereinafter referred to as "Advertiser"*) agree to the following.

SCOPE OF ADVERTISING PURCHASE:

This Agreement is for the purchase of a half-page advertisement in the NJ CAR NewsLetter for a term of one (1) issue (*date to be determined*) at a rate of [] \$800 per issue, or for a multiple term of (__) issues at a rate of \$_____ per issue for multiple placement. Advertiser shall advise NJ CAR as to whether it desires one placement or multiple placements of its ad. Available dates shall be discussed and agreed upon prior to signing this Agreement.

Advertiser must comply with the Ad Specifications as set forth in NJ CAR's NewsLetter Advertising Media Sheet, a copy of which is attached to and forms a part of this Agreement.

RIGHT TO REFUSE UNACCEPTABLE ADVERTISING:

NJ CAR reserves the right to refuse any advertisement that does not completely conform to every detail, instruction, method and guideline set forth in the aforesaid Online Advertising Media Sheet and to refuse any advertisement that it deems to be inappropriate.

TRUTH-IN-ADVERTISING/INDEMNIFICATION FOR LIABILITY:

Advertiser is solely responsible for any legal liability arising out of, or relating to: (1) the Advertisement; and/or (2) any material to which users of NJ CAR's Website can link through the Advertisement. Advertiser represents and warrants that it holds the necessary rights to permit the use of the Advertisement and Link by NJ CAR on its Website for the purpose of this Agreement; and further represents that the use,

reproduction, distribution, or transmission of the Advertisement will not violate any criminal laws or any rights of any third parties, including, but not limited to, such violations as infringement or misappropriation of any copyright, patent, trademark, trade secret, music, image, or other proprietary or property right, false advertising, unfair competition, defamation, invasion of privacy or rights of celebrities, violation of any antidiscrimination law or regulation, or any other right of any person or entity.

Advertiser agrees to indemnify NJ CAR and to hold NJ CAR harmless from any and all liability, loss, damages, claims or causes of action, including reasonable legal fees and expenses that may be incurred by NJ CAR, arising out of, or related to, Advertiser's breach of any of the foregoing representations and warranties.

GOVERNING LAW:

This Agreement and any and all exhibits and attachments are the complete and exclusive Agreement between the parties with respect to the subject matter hereof, superseding and replacing any and all prior agreements, communications and understandings *(both written and oral)* regarding such subject matter. The terms and conditions of this Agreement will prevail over any contrary provision or inconsistent terms in any previous communication with Advertiser. This Agreement may only be modified, or any rights under it waived, by a written document executed by both parties.

New Jersey Coalition of Automotive Retailers, Inc. *(NJ CAR)*

By _____ Dated _____
(NJ CAR Representative)

(Advertiser's Name) _____

By _____ Dated _____
(Advertiser's Representative)