



## Online Revolving Ad Media Sheet

Vendors who offer products and/or services to the franchised new car and truck retailer industry in New Jersey are invited to submit a tile ad that will run on both the public and member sides of the NJ CAR website ([www.njcar.org](http://www.njcar.org)).

**Location of ad:** Top, right-hand corner of the NJ CAR website ([www.njcar.org](http://www.njcar.org)). The ad will run on all public and member pages of the website.

**Term of ad:** The ad will run for a minimum of 12 months from the date of posting. The vendor may elect a longer term.

**Cost of ad:** \$50 per month, with a minimum of 12 months (\$600). If the vendor chooses to be billed quarterly, the cost will be \$150 per quarter. If the vendor chooses to pay for the entire run upfront, **the rate is discounted to \$500 per year**.

Most vendors use a form of the company's logo as their tile ad, but you may choose to do something different. **You can also change your ad during the course of the term as often as you like, at no additional cost.** When submitting an ad, however, it is imperative that the specifications below are followed explicitly.

### **Revolving Ad Specifications**

Format:	(JPEG)
Resolution:	72 dpi
Dimensions:	Minimum: 133 pixels (width) x 103 pixels (height)
	Maximum: 175 pixels x 125 pixels
	Recommended: 165 pixels x 115 pixels
Compression:	Keep the compression of the image between 50% and 70%.
Html address:	Your ad will also serve as a link to your website if provided.

If you are interested in placing a revolving tile ad on the NJ CAR website, please fill out the attached Response Form and Advertising Agreement. We will invoice you for the appropriate amount. If you have any questions please contact Brian Hughes, NJ CAR Director of Communications at [bhughes@njcar.org](mailto:bhughes@njcar.org) or 609.883.5056, ext. 315.



## Online Revolving Ad Response Form

**Company Name:** \_\_\_\_\_

**Contact:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Phone Number:** \_\_\_\_\_

**Email Address:** \_\_\_\_\_

**Billing choice:** \_\_\_\_\_ Quarterly- (*\$150 every three months= \$600 per year*)

\_\_\_\_\_ Upfront- (*\$500 per year*)

**Please return this completed response form to:**

**NJ CAR  
Attn: Brian Hughes  
P.O. Box 7510  
856 River Road  
Trenton, NJ 08638**

We will supply an invoice when the response form is received. Your term will not begin until the ad has been posted.



## Online Revolving Ad 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, 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 revolving tile advertisement (hereinafter referred to as “advertisement”) on NJ CAR’s Website for a term of twelve (12) months commencing on \_\_\_\_\_ and terminating on \_\_\_\_\_ at a rate of \$50/month. Advertiser shall advise NJ CAR as to whether it desires to be invoiced quarterly in the amount of \$150 or pay a discounted rate of \$500, prior to signing this Agreement.

Advertiser must comply with the Revolving Ad Specifications as set forth on NJ CAR’s Online Revolving Ad 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 NJCAR 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.

The interpretation and construction of this Agreement, and all matters relating to this Agreement, shall be governed by the laws of the State of New Jersey.

Dated: \_\_\_\_\_

New Jersey Coalition of Automotive Retailers, Inc.

By: \_\_\_\_\_

Dated: \_\_\_\_\_

***(INSERT ADVERTISER'S NAME)***

By: \_\_\_\_\_