



## Online Static 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 static ad that will run on one (or more) pages of the NJ CAR website ([www.njcar.org](http://www.njcar.org)).

**Location of ad:** Space is available on the lower, right-hand corner of various Public and Member pages of the NJ CAR website ([www.njcar.org](http://www.njcar.org)). Advertisers will be able to select which page(s) they would like their ad to run, pending current availability.

**Term of ad:** The ad will run on a monthly (30-day) basis from the date of posting, with a minimum run of one (1) month.

**Cost of ad:** Varies depending on location (see below). Discounts provided for placement of static ads on multiple pages.

### **Public pages:**

Homepage:	\$250 per month
Title Services:	\$150 per month
NJ CAR Services:	\$150 per month
NJ CAR News:	\$150 per month

### **Member pages:**

Homepage:	\$250 per month
NJ CAR Services:	\$150 per month
Member News:	\$150 per month
NewsLetter:	\$150 per month
New Jersey Auto Retailing Magazine:	\$150 per month
Board of Trustee Meeting Updates:	\$150 per month
DSP:	\$150 per month
Title Services:	\$150 per month
Online Registrations:	\$150 per month
Motor Vehicle Licensing:	\$150 per month
DOBI Licensing:	\$150 per month

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

## **Static 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 static 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@njar.org](mailto:bhughes@njar.org) or 609.883.5056, ext. 315.



## Online Static Ad Response Form

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

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

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

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

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

**Pages on which you would like ad to appear (*pending availability*):**

\_\_\_\_\_  
\_\_\_\_\_

**Number of months you would like ad to appear (*pending availability*):** \_\_\_\_\_

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

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

We will contact you when the response form has been received to confirm availability and cost of ad placement. We will supply an invoice when all parties are in agreement on the particular details. Your term will not begin until the ad has been posted.



## Online Static 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 static advertisement (hereinafter referred to as "advertisement") on NJ CAR's Website for a term of \_\_\_ month(s) commencing on \_\_\_\_\_ and terminating on \_\_\_\_\_ at a rate of \$\_\_\_/month for a total of \$\_\_\_\_\_. If term of ad is six (6) months or greater, Advertiser shall advise NJ CAR as to whether it desires to be invoiced quarterly in the amount of \$\_\_\_ or pay a discounted rate of \$\_\_\_\_, prior to signing this Agreement.

Advertiser must comply with the Static Ad Specifications as set forth on NJ CAR's Online Static 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 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: \_\_\_\_\_

*(Signature of authorized individual)*

\_\_\_\_\_

*(Print Name)*