



***All of our best marketing offerings under our hood.***

As our membership continues to grow, we are expanding our reach to more than 50k automotive service and repair professionals.



***PARTNER  
OPPORTUNITIES***



# PACKAGES WE OFFER

Select your sponsor package level, and your marketing is done for the year! By choosing a package, you are taking advantage of your best value on marketing opportunities with ASA! Reach our buying audience of mechanical service and collision repair shop owners through these prime opportunities.

## LUXURY \$25,000

You SAVE \$56,024

- \$1,500 Associate Membership in ASA
- 1 Sponsored Content Slot per month for 6 months on AutoInc.org (\$15,000 value)
- 1 Banner ad per month for 6 months on AutoInc.org (\$15,000 value)
- 1 Banner ad per month for 6 months in ASA News-Network (\$10,800 value)
- 1 Banner ad per month for 9 months on ASAshop.org (\$11,124 value)
- 9 Social Media Ads (\$3,600 value)
- 1 Vendor Partner Announcement upon joining and renewing (\$500 value)
- Premier ASA events sponsorship included

## COLLECTOR \$15,000

You SAVE \$31,716

- \$1,500 Associate Membership in ASA
- 1 Sponsored Content Slot per month for 3 months on AutoInc.org (\$7,500 value)
- 1 Banner ad per month for 3 months on AutoInc.org (\$7,500 value)
- 1 Banner ad per month for 3 months in ASA News-Network (\$5,400 value)
- 1 Banner ad per month for 6 months on ASAshop.org (\$7,416 value)
- 6 Social Media Ads (\$3,400 value)
- 1 Vendor Partner Announcement upon joining and renewing (\$500 value)
- Premier ASA events sponsorship included

## LEGEND \$7,500

You SAVE \$20,808

- \$1,500 Associate Membership in ASA
- 1 Sponsored Content Slot per month for 1 month on AutoInc.org (\$2,500 value)
- 1 Banner ad per month for 3 months on AutoInc.org (\$7,500 value)
- 1 Banner ad per month for 3 months in ASA News-Network (\$5,400 value)
- 1 Banner ad per month for 3 months on ASAshop.org (\$3,708 value)
- 3 Social Media Ads (\$1,200 value)
- 1 Vendor Partner Announcement upon joining and renewing (\$500 value)
- ASA event sponsorship - Discount Opportunities

## PERFORMANCE \$2,500

You SAVE \$12,108

- \$1,500 Associate Membership in ASA
- 1 Sponsored Content Slot per month for 1 month on AutoInc.org (\$2,500 value)
- 1 Banner ad per month for 3 months in ASA News-Network (\$5,400 value)
- 1 Banner ad per month for 3 months on ASAshop.org (\$3,708 value)
- 1 Vendor Partner Announcement upon joining and renewing (\$500 value)
- ASA event sponsorship - Discount Opportunities

## CLASSIC \$1,500

You SAVE \$950

- \$1,500 Associate Membership in ASA
- One-time member list
- General listing in the directory (\$250 value)
- Specialized logo (\$200 value)
- 1 Vendor Partner Announcement upon joining and renewing (\$500 value)

### Individual Ad Options

#### AutoInc. Banner Ads

728x90 ROS - \$3,368 1x net rate per month  
300x250 - \$1,349 1x net rate per month

#### ASAshop.org Banner Ads

728x90 - \$1,236 1x net rate per month  
300x250 - \$1,236 1x net rate per month

#### News-Network

Leaderboard 728x90 - \$2,245 1x net rate per month  
Banner Ad - \$1,236 1x net rate per month

**Classified Ad** - Free for ASA members; \$500 per ad for non-members

**Sponsored Content AutoInc.** - \$2,500 per month

# OPPORTUNITIES

## Online Banner Advertising



### AutoInc.org

AutoInc.org boasts an appealing look and innovative features, making it interactive and informative for its loyal readers. The site contains much of the great content of the print version of the magazine with the added capabilities of online access and search functions. Since the site was launched in 1999, AutoInc.org has become a reliable and important “go to” resource for automotive service and repair professionals, as well as consumers.

### ASAshop.org

The association website is an ideal medium for reaching automotive professionals. ASA is known as a leading source of valuable information, member interaction and training with the website being an essential part of supplying that information to members and others within the industry. It stands to reason that ASA’s website is a perfect place to gain added visibility. Visitors access the site by its URL or by linking to it from one of the many search engines and related websites where ASA is referenced.



### Sponsored Content

Educate your audience about the value of your product or service through Sponsored Content. This highly visible opportunity allows you an abundance of space to connect with your target market.

## ASA NEWS-NETWORK

Get your target message in front of weekly readers with the ASA News-Network.

This electronic e-newsletter is delivered to 3,300 subscriber in-boxes directly bringing online interaction back to the family of ASA sites, including ASAshop.org and AutoInc.org. Partnering this with the ASA website advertising, can push real traffic to your site and deliver your message to those key buyers you want to reach.



# ASA EVENTS

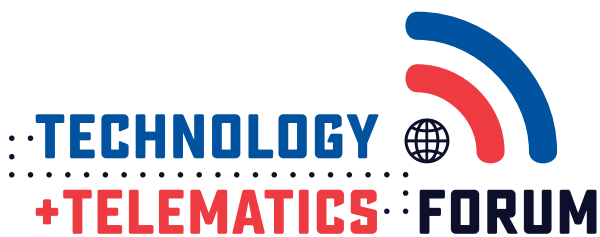


## **ASA Annual Business Meeting**

ASA's Annual Business Meeting is an opportunity to bring together members and nonmembers from the service and collision repair sectors in an energetic and informative training setting. The multi-day event is packed with educational offerings, association meetings, and unique networking opportunities designed for maximum interaction and positive growth.

## **Multishop Symposium (MSO)**

The MSO Symposium is an event led and attended by experienced, high-growth executives from the leading MSOs (multi-shop operators) within North America. Attendees of the Symposium gain useful and original information from key decision-makers, while engaging in unique opportunities to exchange business knowledge with many leaders from within the collision repair industry. The MSO Symposium program is relevant for owners of large, yet independent collision repair facilities, OEM collision repair program managers, insurance professionals and members of multi-shop operators.



## **Technology & Telematics Forum**

The Technology & Telematics Forum (TTF) provides the opportunity to discuss next-level issues facing mechanical and collision repairers. TTF is made up of panel discussions and engaging sessions with leading industry experts who are driving the technology in automobiles today. By attending this event, attendees have access to the latest technological advancements to repair their customers' vehicles.

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**Automotive Service Association®**  
**ONE VOICE** for your industry.

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