

Advertise in the Iowa Automotive Recyclers NEWS PRESS Advertising Rates 2024

Base ad Rates -All advertisement can be in full color!

Ad Size	Dimensions	One Time	Six Time Rate (1 year)
Business Card	2" x 3.25"	\$75	For 6 issues = \$450 per year
¼ Page Ad	3.5" x 4.5"	\$125	For 6 issues = \$750 per year
1/3 Page Ad	5" x 5"	\$125	For 6 issues = \$750 per year
½ Page Ad	7.5" x 4.5"	\$275	For 6 issues = \$1650 per year
Full Page Ad	7.5" x 10"	\$400	For 6 issues = \$2400 per year
Inside Front	7.5" x 10"	\$475	For 6 issues = \$2850 per year <i>taken by Car-Part</i>
Inside BackCover	7.5" x 10"	\$475	For 6 issues = \$2850 per year
Back Cover	7.5" x 6.0"	\$475	For 6 issues = \$2850 per year <i>taken by Legend</i>

The Iowa Auto Recyclers NEWSPRESS is sent to 700+ Auto Recyclers in the Midwest & beyond and related businesses throughout the US. All pages of the newsletter are in full color at no additional charge for advertisers.

We decreased the “pen to print” turnaround time and enabled the newsletter to provide more timely information, updates and changes with each addition at no charge! Additionally, the association will be rewarded through your advertising fee. Contact Sue Schauls at Sue.Schauls@gmail.com for more information!

Remember ASSOCIATE MEMBERS can run an article at any time during the year! Highlight your products, introduce a new sales rep or run a special deal for members of Iowa Auto Recyclers! Contact Sue for details...

Publishing Schedule six times per year for the bi-monthly newsletter and the deadlines will be:

Deadline	Issue	Delivery Date (Estimated)
Jan 30, 2024	January/February	February
March 15, 2024	March/April	April 1 st - Summer Outing Edition
March 15, 2024	May/June	May 1 st - Summer Outing Edition
June 30, 2024	July/Aug	July
August 30, 2024	September/October	October ARA convention
October 30, 2024	November/December	November
Jan 30, 2025	January/February	February

IAR Recyclers News Press
November/December 2023

Save Money with Air Compressor Efficiency
Compressed air systems are a valuable tool in automotive salvage facilities. While it is an unavoidable business expense, air leaks could be costing more in excessive energy costs than expected. Even a small leak is an unnecessary financial drain.
Because it is easy to use and readily available, compressed air often considered a "lowly" job. In its wide industrial use, and it is likely the most expensive utility found in the facility, approximately 10 percent of the total power used in a compressed air system, even on a well-maintained one, is converted into clean, compressed air flow. **The other 90 percent is lost as heat.**

A small quarter-inch leak in a compressed air line can cost upwards of \$8,000 per year.

Giving in a Virtual World
During COVID-19 restrictions and cancellations, remote giving may be a better option than volunteering at the local animal shelter, bringing food to the local homeless shelter or stocking shelves at the food bank.

Raffle Winner
Thank you everyone who bought and sold raffle tickets to fund our annual scholarship program. Thank you for a lot of support with our new association! Please see the raffle tickets and the winning high schoolers throughout the process. He may also have won the contest for purchasing the most tickets. Take a look at page 11 to see who won the \$2000 Gift Card!

**#1 Reason to Attend ARA Virtual Convention:
To Make More Money!**

I-CARE
www.IowaAutoRecyclers.com

IAR Recyclers News Press
September/October 2023

New Board of Directors
The annual member and Board of Directors meeting for the election of the officers was held virtually on September 25, 2020. New officers and directors were nominated, duly elected and sworn in to begin their two year term from 2020 to 2022. The Board is seeking volunteers to participate in the hands-on of the association. Contact this ad for more info if you are interested in attending future Board of Director conferences and/or committee meetings. Meet the new Iowa Auto Recyclers Board of Directors on page 10.

Iowa Auto Recyclers 2020 Vice President, Jeremy Bevard, (left) & President, Pat Roof pictured above.

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I-CARE
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IAR Recyclers News Press
July/August 2023

Disaster Recovery Planning
For many companies, reliance on IT means that they would not be able to operate if their system went down. If this sounds like your company, it's crucial that you have a disaster recovery plan in place so if the worst happens, you are fully prepared to get back on the air as quickly as possible. If you aren't prepared to do it yet, we have some tips to help you put an effective disaster recovery plan together.

DISASTER RECOVERY

ARA Convention Goes 100% Virtual
Start your disaster recovery planning by identifying the most serious threats to your IT infrastructure. For example, system hardware, server, fire or power loss. Identifying these can help you put procedures in place that will recover from such.

I-CARE
www.IowaAutoRecyclers.com