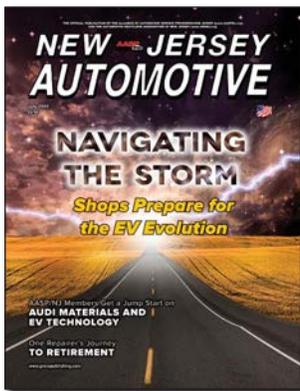


# TGP INC.

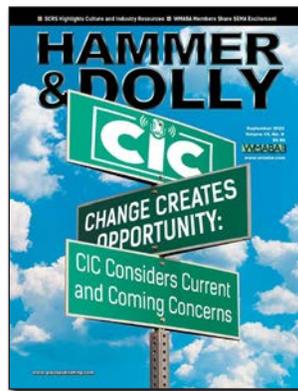
## 2023 MEDIA KIT



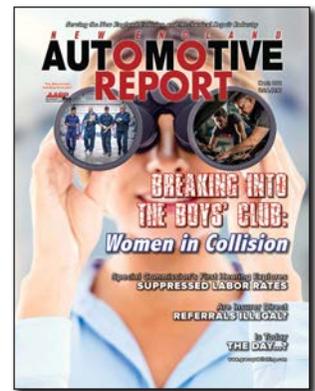
**NEW JERSEY  
AUTOMOTIVE**



**TEXAS  
AUTOMOTIVE**



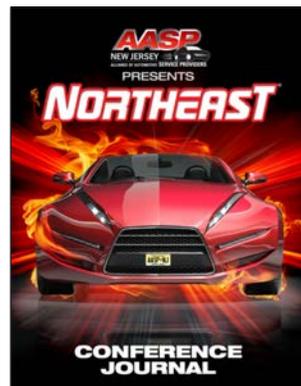
**HAMMER  
& DOLLY**



**NEW ENGLAND  
AUTOMOTIVE  
REPORT**



**ALLIANCE  
NEWS**  
MINNESOTA

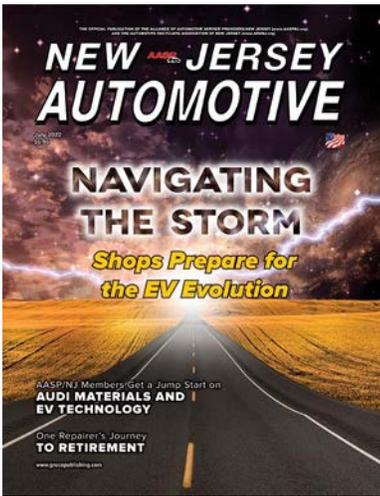


**NORtheast  
CONFERENCE JOURNAL**



**TEXAS  
AUTO BODY TRADE SHOW GUIDE**





States Reached: NJ, NY, PA, CT

Monthly Print Circulation: 4,027 pieces

Pass-Through Circulation:  
20,135 readers per month



Founded in 1963, AASP/NJ, the state's largest association

of collision and mechanical repairers, is dedicated to the success of NJ's automotive repair industry.

# NEW JERSEY AUTOMOTIVE

The official publication of the Alliance of Automotive Service Providers of New Jersey (AASP/NJ) and the Automotive Recyclers Association of New Jersey (ARANJ)

## IN EVERY ISSUE

**OFFICER MESSAGES:** AASP/NJ's President, Executive Director and Collision / Mechanical Chairmen speak out.

**OUT OF BODY (AND MECHANICAL) EXPERIENCES:** Musings from publisher Tom Greco - our most talked-about column!

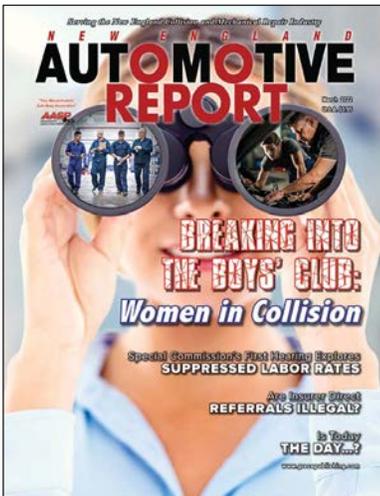
**COVER STORY:** A long-form, in-depth look into the industry's most pressing issues.

**MEMBER SPOTLIGHT:** Meet AASP/NJ member companies.

**ARANJ COVERAGE:** Activity, announcements and updates from ARANJ officers and members.

**LOCAL, REGIONAL, AND NATIONAL NEWS:** Breaking and ongoing coverage from our readers' backyard to around the nation.

**ON-SITE @ NORTHEAST:** As AASP/NJ's official magazine, we provide exclusive show coverage you won't find anywhere else.



States Reached: MA: CT, RI, NH, ME, VT

Monthly Print Circulation: 4,311 pieces

Pass-Through Circulation:  
23,710 readers per month



AASP/MA serves the independent auto repair industry in Massachusetts, serving both collision and mechanical repairers as well as the motoring public throughout the Commonwealth.

# NEW ENGLAND AUTOMOTIVE REPORT

The official publication of the Alliance of Automotive Service Providers of Massachusetts (AASP/MA)

## IN EVERY ISSUE

**OFFICER MESSAGES:** Hear from AASP/MA Board members on association activities.

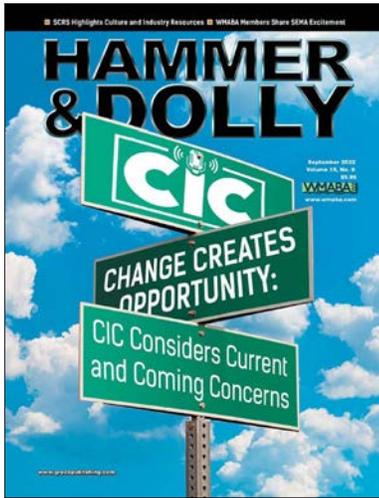
**WHERE'S LUCKY?** AASP/MA Executive Director Lucky Papageorg is always on the move - will he be in your area next?

**LEGAL PERSPECTIVE:** Attorney James Castleman explores legal issues affecting shops, from steering to expedited appraisals and everything in-between.

**COVER STORY:** A long-form, in-depth look into the industry's most pressing issues.

**LOCAL, REGIONAL, AND NATIONAL NEWS:** Breaking and ongoing coverage from our readers' backyard to around the nation.

**ASK MIKE:** The industry's most well-known expert, Mike Anderson, tackles questions from our readers.



States Reached: MD, VA, WV, PA, D.C.

Monthly Print Circulation: 4,679 pieces

Pass-Through Circulation:  
32,753 readers per month

**WMABA** Since 1968, WMABA has represented repairers across Maryland, Virginia, Washington, DC and W. Virginia, and is recognized not only regionally, but nationally as a voice for the industry.

# HAMMER & DOLLY

The official publication of the Washington Metropolitan Auto Body Association (WMABA)

## IN EVERY ISSUE

**EXECUTIVE DIRECTOR'S MESSAGE:** Jordan Hendler updates readers on association endeavors and activities.

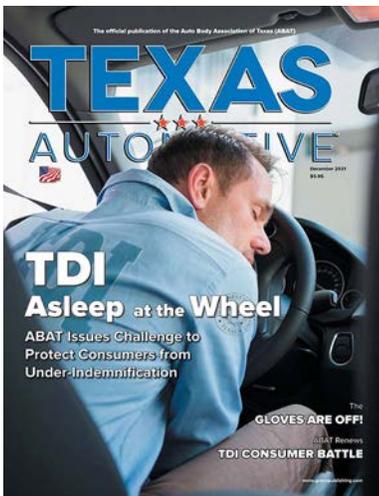
**WMABA FEATURE:** Industry insights from the Washington Metro area and association members.

**TOOL & EQUIPMENT FEATURE:** What you need to know NOW to be the best facility you can be, featuring industry experts.

**LOCAL AND REGIONAL NEWS:** Updates and highlights from your shop to around the nation!

**COVER STORY:** A long-form, in-depth look into the industry's most pressing issues.

**NATIONAL EVENT COVERAGE:** On-site reporting from the SEMA Show, the quarterly Collision Industry Conference (CIC), Society of Collision Repair Specialists (SCRS) events, and much more.



States Reached: TX, OK, LA

Monthly Print Circulation: 5,602 pieces

Pass-Through Circulation:  
33,612 readers per month

**ABAT** Since 2014, ABAT has fostered professionalism, respect, accountability, excellence, and fair and reasonable compensation for repair professionals performing safe and correct repairs. ABAT also hosts the annual Texas Auto Body Trade Show, providing two exciting days of networking and valuable education to attendees.

# TEXAS AUTOMOTIVE

The official publication of the Auto Body Association of Texas (ABAT)

## IN EVERY ISSUE

**OFFICER MESSAGES:** The latest from ABAT President Burl Richards and Executive Director Jill Tuggle.

**ASK THE EXPERT:** Resident expert on auto claims Robert McDorman answers questions from readers on hot-button issues.

**MEMBER SPOTLIGHT:** We sit down and speak with ABAT member shops.

**COVER STORY:** A long-form, in-depth look into the industry's most pressing issues.

**LOCAL, REGIONAL, AND NATIONAL NEWS:** Breaking and ongoing coverage from the ABAT community and beyond.

**ASK MIKE:** The industry's most well-known expert, Mike Anderson, tackles questions from our readers.

**ON-SITE COVERAGE AT ABAT'S TEXAS AUTO BODY TRADE SHOW:** Exclusive previews, reporting and highlights from ABAT's flagship event.



States Reached: MN, WI

Monthly Print Circulation: 4,277 pieces

Pass-Through Circulation:  
17,963 readers per month



AASP-MN is committed to helping independent repairers strengthen their business and reach their goals through education, advocacy, savings programs and access to a large peer network.



The official publication of the Alliance of Automotive Service Providers of Minnesota (AASP-MN; "The Alliance") NOW with distribution to Wisconsin!

**IN EVERY ISSUE**

**OFFICER MESSAGES:** Get the latest on the association from Alliance officers.

**LEGISLATIVE UPDATE:** Lobbyists Sam Richie and Shannon Mitchell provide monthly updates on association legal activity.

**LOCAL, REGIONAL, AND NATIONAL NEWS:** Breaking and ongoing coverage from our readers' backyard to around the nation.

**DEG ESTIMATING TIPS:** Monthly updates from the Database Enhancement Gateway (DEG).

**AASP-MN MEMBER BENEFITS:** A full list of the various amenities afforded to Alliance members, and a monthly highlight on specific programs.

**ON-SITE COVERAGE OF AASP-MN ANNUAL CONVENTION:** Previews and post-event highlights.

**ANNUAL SHOW GUIDES**

**NORTHEAST CONFERENCE JOURNAL**

The OFFICIAL show guide for AASP/NJ's NORTHEAST® Automotive Services Show at the Meadowlands



**Circulation:**  
6,500 / year

**Audience Reached:**  
All show attendees



NORTHEAST is a three-day trade event for the automotive repair industry, and is the flagship event of the Alliance of Automotive Service Providers of New Jersey (AASP/NJ).

**DISTRIBUTED TO ALL SHOW ATTENDEES**

NORTHEAST Conference Journals are distributed for free at badge pickup and contain important show information including:

- ✓ Floor plan
- ✓ Exhibitor list
- ✓ Schedule of events
- ✓ Education Schedule
- ✓ Sponsors Listing
- ✓ Area info
- ✓ Our Exclusive "Profiles in Support" - All Conference Journal advertisers receive a free company profile to briefly highlight your products and services!

**TEXAS AUTO BODY TRADE SHOW GUIDE**

**AUTO BODY TRADE SHOW GUIDE**

The OFFICIAL show guide for ABAT's Texas Auto Body Trade Show



**Circulation:**  
1,000 / year

**Audience Reached:**  
All show attendees

The Texas Auto Body Trade Show is hosted annually by the Auto Body Association of Texas (ABAT) to foster the success of the automotive repair industry across Texas and beyond.

**DISTRIBUTED TO ALL SHOW ATTENDEES**

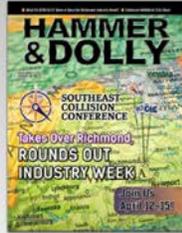
Texas Auto Body Trade Show Guides are given to all show attendees for free and contain important show information including:

- ✓ Floor plan
- ✓ Exhibitor list
- ✓ Schedule of events
- ✓ Education Schedule
- ✓ Sponsors Listing
- ✓ Area info
- ✓ Free Advertiser Profiles  
All advertisers receive a free company profile to highlight your products and services.

**WE GIVE YOUR INDUSTRY A VOICE IN PRINT...**

REQUEST MORE INFO

VIEW ARCHIVES



**EXPANDED DIGITAL PRESENCE ON [GRECOPUBLISHING.COM](https://www.grecopublishing.com) NOW AVAILABLE!**

TGP advertisers are featured in print with additional online exposure at no extra charge in our digital issues on grecopublishing.com. Starting in 2023, TGP is proud to provide advertisers with an opportunity to expand their digital presence even further, through optional digital add-ons!

**WEB BANNER ADS**

◆ Your company’s message receives highly visible placement with a clickable web banner ad featured on story posts from TGP. Top of page or sidebar placement available.

**E-NEWSLETTER SPONSORSHIP**

◆ TGP sends out a total of five monthly e-newsletters to association-specific contacts every month, sharing to five separate markets that the month’s issue is available and directing readers to specific stories. As an e-newsletter sponsor, your company’s message will be highly visible with a clickable sidebar ad, plus a linked callout in the newsletter content.

**“OUT OF BODY EXPERIENCES” PODCAST SPONSORSHIP**

◆ *The “Out of Body Experiences” podcast is back!* Co-hosted by Thomas Greco (TGP President), Eddie Day (owner, Collision Restoration) and Alicia Figurelli (TGP Vice President), “Out of Body Experiences” brings an entertaining and informative look at the collision repair industry. As an episode sponsor, listeners will hear a custom “read” detailing your company during the episode, and a web banner ad for your company will appear on the episode listing for that month’s podcast.



## SUSTAINING SUPPORTER PROGRAM



### REACH THOUSANDS OF REPAIRERS WITH YOUR MESSAGE, WHILE ALIGNING YOURSELF AS A SUPPORTER OF A TGP CLIENT ASSOCIATION!

TGP publications are produced **by** the automotive repair industry, **for** the automotive repair industry, with readership from every level of the shop floor. Each publication is tied directly in to a specific regional trade association as the official title of that group.

**TGP's new Sustaining Supporter Program** provides you with premium outreach in print, digitally and via monthly e-newsletter, with additional opportunities for targeted exposure to your customers in the title(s) of your choice throughout the year!

Your support helps TGP and our client associations continue to provide valuable insights, exclusive regional/local coverage and perspectives straight from the mouths of those most in need of your products and services.

***We are the leading information source for association member shops throughout multiple markets!***

### SUSTAINING SUPPORTERS RECEIVE:

- ✓ *Discounted pricing vs. standard ad rates*
- ✓ *Additional discounts for current association sponsors*
- ✓ *Listing as a Sustaining Supporter for particular association in chosen title(s)*
- ✓ *Listing as Sustaining Supporter in monthly magazine e-newsletter(s)*
- ✓ *One Sustaining Supporter Spotlight feature article on your company per year*
- ✓ *Dealer co-op submission services available upon request*
- ✓ *Free pop-up promotional opportunities throughout the year*
- ✓ *Additional alignment for your company as an association supporter*
- ✓ *Premium ad placement*
- ✓ *Free custom design services*
- ✓ *Free web banner advertising*
- ✓ *Annual, quarterly or monthly billing available*
- ✓ *Tier One Sustaining Supporter: Full pg. ads*
- ✓ *Tier Two Sustaining Supporter: Half pg. ads*
- ✓ *Tier Three Sustaining Supporter: 1/4 pg. ads*

**CLOSE DATES**

	SPACE	MATERIALS		SPACE	MATERIALS
January	11/28/22	12/2/22	July	6/1/23	6/8/23
February	1/4/23	1/11/23	August	7/3/23	7/10/23
March	2/1/23	2/8/23	September	8/1/23	8/8/23
April	3/1/23	3/8/23	October	9/1/23	9/8/23
May	4/3/23	4/10/23	November	10/2/23	10/9/23
June	5/1/23	5/8/23	December	11/1/23	11/8/23
NORTHEAST Conference Journal			TX Auto Body Show Guide		
	2/22/23	2/27/23		8/1/23	8/8/23

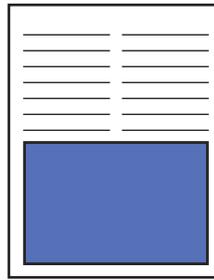
**AD SPECIFICATIONS**



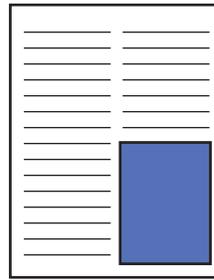
2-Page Print Spread



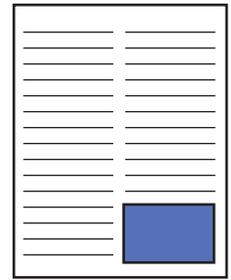
Full Page Print



1/2 Page Print



1/4 Page Print



1/8 Page Print

AD SIZE	LIVE AREA	TRIM SIZE	BLEED SIZE
2-Page Spread	15" x 10"	17" x 11"	17.25" x 11.25"
Full Page	7.5" x 10"	8.5" x 11"	8.75" x 11.25"
1/2 Page	7.5" x 5"		
1/4 Page	3.75" x 5"		
1/8 Page	3.75" x 2.5"		

**DIGITAL ADS** (submit as .jpg, .png, .gif as applicable)

**FILE MEASUREMENTS**

Horizontal web banner (grecoPublishing.com banner ad)

800 pixels W x 150 pixels H

e-newsletter sponsor digital ad

300 pixels W x 600 pixels H

**PRINTING SPECIFICATIONS & AD SUBMISSION GUIDELINES**

Printed by offset on 60# glossy text stock. Saddle-stitch binding is used.

**Trim Size:** 8.5" wide x 11" high. Keep all live materials a minimum of 0.375" from trim, and 0.375" from gutter for 2-page spreads.

**Bleed:** Only available with full page or 2-page spreads. Bleed must run 0.125" beyond trim on all sides.

**Files Accepted:** PDF, EPS, TIFF. Press-optimized PDF or Adobe Photoshop TIFF preferred, minimum resolution of 300 dpi. Fonts should be embedded or converted to outlines. Email files to: [alicia@grecoPublishing.com](mailto:alicia@grecoPublishing.com)