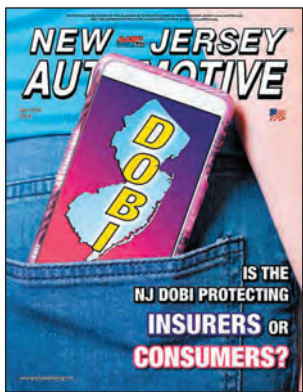


TGF INC.

2024 MEDIA KIT



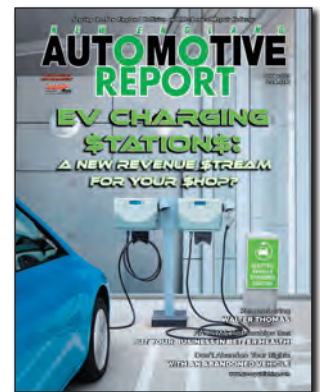
**NEW JERSEY
AUTOMOTIVE**



**TEXAS
AUTOMOTIVE**



**HAMMER
& DOLLY**



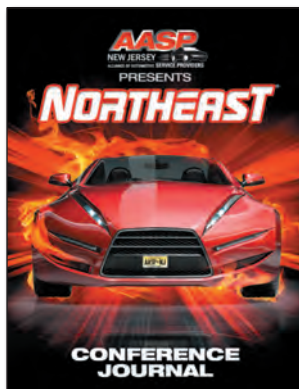
**NEW ENGLAND
AUTOMOTIVE
REPORT**



**ALLIANCE
AUTOMOTIVE SERVICE PROVIDERS
MINNESOTA NEWS**



**MIDWEST
AUTOMOTIVE**



**NORTHEAST
CONFERENCE JOURNAL**



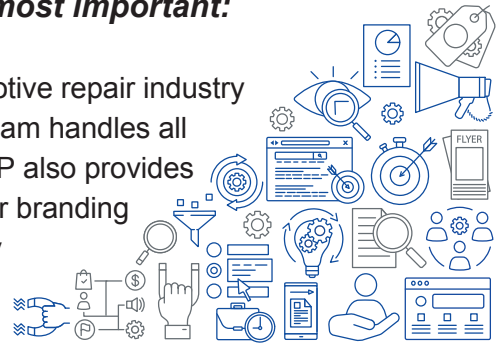
**TEXAS
AUTO BODY TRADE SHOW GUIDE**

GIVING YOUR INDUSTRY A VOICE IN PRINT, ONLINE & BEYOND!

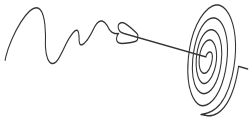
We do all of the heavy lifting so you can focus on what's most important:

GETTING YOUR MESSAGE OUT THERE.

Thomas Greco Publishing (TGP) has successfully served the automotive repair industry for over 30 years in print, online and as an association liaison. Our team handles all pre-press production in-house, from ad design to editorial layout. TGP also provides a variety of different services to cover our clients' needs, expand their branding and facilitate day-to-day business to foster the success of all industry stakeholders.



TARGETED, ASSOCIATION-BASED PUBLISHING



TGP provides our advertisers with the unique opportunity to provide local, regional and national information to potential customers in their specific regional market(s). Our publications are tailored to each market area they serve, placing advertisers' messaging directly into the hands of consumers most in need of their product.

Between our publications' longstanding presence in the automotive repair industry and our relationship with trade associations, it's no wonder why advertisers featured in our magazines see results; we offer the ability to connect them to over 100,000 automotive repair professionals every month.

INTERACTIVE, ONLINE EXPOSURE

Full issues of all titles are posted online at grecopublishing.com every month and are available to read for free. Print ads are automatically digitized and come alive with interactive, clickable links, allowing readers to contact companies directly with the click of a mouse. Archived issues remain live online, ensuring that all content can be viewed again and again long after the issues have hit the streets. Issues are also promoted on the TGP, Inc. social media outlets (Facebook, Twitter; Instagram, LinkedIn) and monthly e-newsletters, continuing to drive traffic to digital issues every month. As of 2023, Greco Publishing is proud to announce digital advertising opportunities on grecopublishing.com, to drive even more traffic to your company!

- ◆ 15,122 average unique monthly visitors to grecopublishing.com
- ◆ Average read time of our digital issues: 11:45 minutes
- ◆ 23% of online engagement comes from mobile usage

EVENT MANAGEMENT CONNECTION

NORTHEAST



TGP is dedicated to not only informing the industry, but also to helping it to grow. Our work to facilitate communications between distributors and end users, industry heads and local shops has recently expanded to include trade show management. TGP has served as event managers for AASP/NJ's NORTHEAST® Automotive Services Show since its relocation to the Meadowlands Exposition Center in 2008, and most recently, the Auto Body

Association of Texas (ABAT)'s Texas Auto Body Trade Show in 2019. **Our magazines are the ONLY ones officially authorized and endorsed by these associations to promote their events.**

ASSOCIATION ADMINISTRATION

TGP's commitment to trade association success expands to clerical administrative services as well. For nearly 20 years we have served as AASP/NJ's Administrative Office, and in 2018 we became AASP/MA's Administrative Office as well, providing services from mailings and member communication to meeting coordination, member dues facilitation and everything in-between.



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!

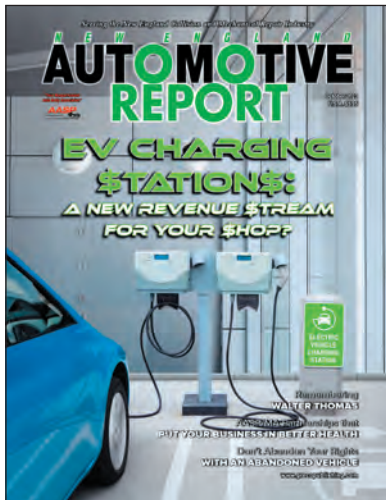
COVER STORY: A long-form, in-depth look into the industry's most pressing issues.

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 Papageorgis 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.

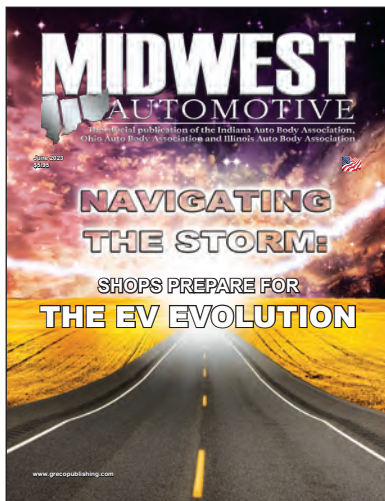
LEGISLATIVE UPDATE: Lobbyists Sam Richie and Shannon Mitchell provide monthly updates on association legal activity.

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.



States Reached: IN, OH, IL

Monthly Print Circulation: 3,500 pieces (est.)

Pass-Through Circulation:
17,500 readers per month (est.)

Midwest Automotive, the newest title to be produced by Greco Publishing, will represent the Indiana Auto Body Association, Ohio Autobody Association and Illinois Auto Body Association!

Our inaugural issue is scheduled to launch in January 2024.

NEW TITLE - LAUNCHING WITH JANUARY 2024 ISSUE!



IN EVERY ISSUE

OFFICER MESSAGES: Association leaders update readers on recent and upcoming endeavors and activities.

FEATURES: Industry insights on topics and events affecting collision repairers' daily operations.

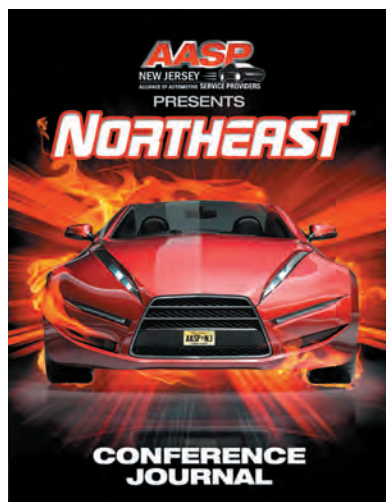
LOCAL, REGIONAL & NATIONAL NEWS: Updates and highlights from your shop to around the nation!

MEMBER SPOTLIGHT: Learn more about new member shops.

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

ASK MIKE: Industry legend Mike Anderson offers advice and information on industry challenges.

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



Circulation: 6,500 / year

Audience Reached:

All show attendees

NORTHEAST 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).

NORTHEAST[®]

CONFERENCE JOURNAL

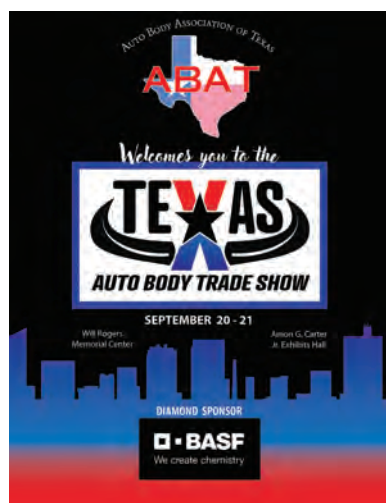
The OFFICIAL show guide for AASP/NJ's
NORTHEAST[®] Automotive Services Show at the Meadowlands

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

Plus Our Exclusive "Profiles in Support" - All Conference Journal advertisers receive a free company profile to briefly highlight your products and services!



Circulation: 1,000 / year

Audience Reached:

All show attendees

TEXAS 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.



AUTO BODY TRADE SHOW GUIDE

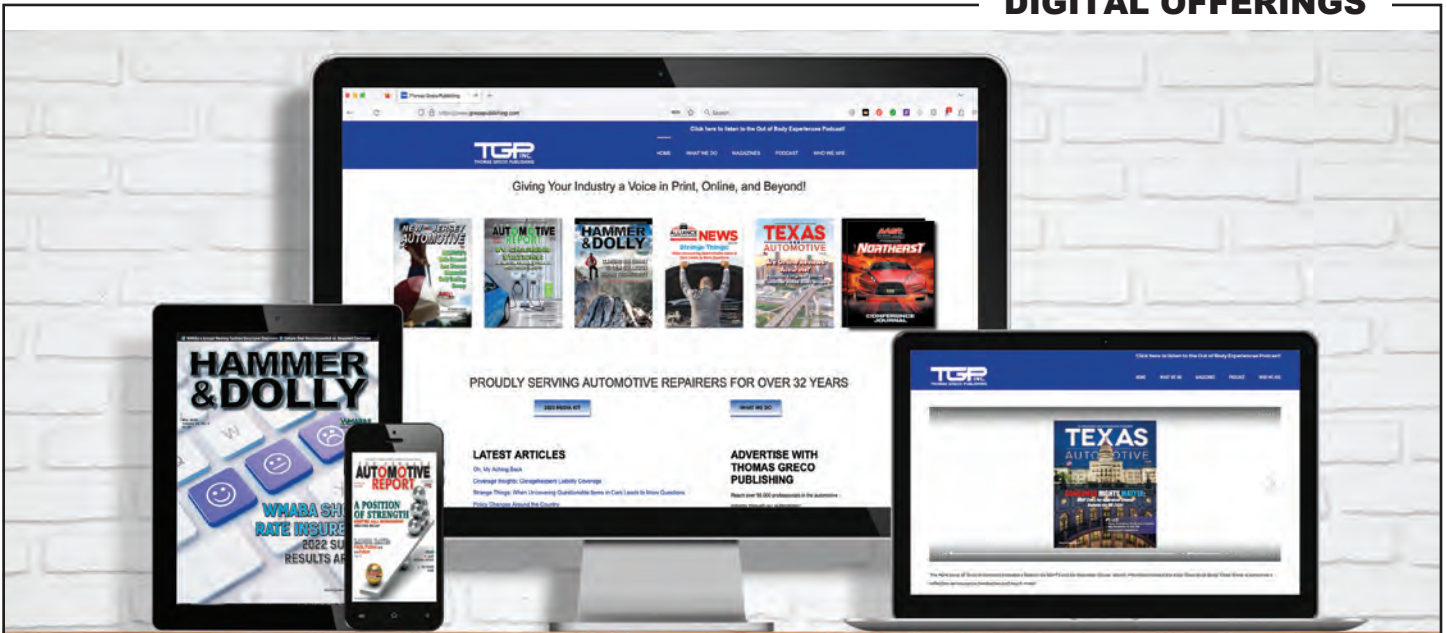
The OFFICIAL show guide for ABAT's Texas Auto Body Trade Show

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

Plus Free Advertiser Profiles - All advertisers receive a free company profile to highlight your products and services.



EXPANDED DIGITAL PRESENCE ON 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. In response to client demand, TGP is now proud to also include **digital advertising opportunities** to help your messaging reach even more customers!

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. (800 x 150 px)

E-NEWSLETTER SPONSORSHIP

◆ TGP sends out monthly e-newsletters for each magazine 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. (300 x 600 px)

“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.

CLOSE DATES

	SPACE	MATERIALS		SPACE	MATERIALS
January	11/27/23	12/4/23	July	6/3/24	6/7/24
February	1/3/24	1/8/24	August	7/1/24	7/8/24
March	2/5/24	2/9/24	September	8/5/24	8/9/24
NE Conference Journal	2/22/24	2/26/24	TX Auto Body Show Guide	8/5/24	8/9/24
April	3/4/24	3/8/24	October	9/3/24	9/6/24
May	4/1/24	4/5/24	November	10/2/24	10/7/24
June	5/1/24	5/8/24	December	11/4/24	11/8/24

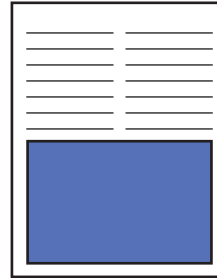
AD SPECIFICATIONS



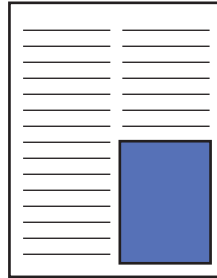
2-Page Print Spread



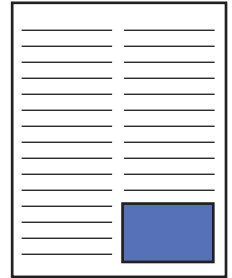
Full Page Print



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