

Up *to* Speed

LADA'S QUARTERLY NEWSLETTER



RAM
REGIONAL MEETINGS

SHREVEPORT | LAFAYETTE | BATON ROUGE | METAIRIE

NADA CHAIRMAN ADDRESS
PAUL WALSER, 2021 CHAIRMAN

LADA CHAIRMAN Q&A
TOMMY HARVEY, JOHN HARVEY TOYOTA

LEGAL CORNER
FUTURE PAYDAY FOR STUDENT ATHLETES



ISSUE #7
QUARTER 1 | 2021



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Calling all dealers! Join LADA at one of our 4 regional meetings. This year, we're also offering each meeting virtually. Turn to page 15 to see the line up of speakers and meeting location dates.



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2021 NADA Chairman Paul Walser shares his insight & plans for the year ahead.



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CHECK IT OUT ONLINE



MESSAGE FROM THE PRESIDENT

NEW YEAR, SAME CHALLENGES

WILL H. GREEN
LADA PRESIDENT | LADA-SIF FUND ADMINISTRATOR



We may have entered a new year but looking around it appears old challenges remain. Businesses continue to struggle and many, especially restaurants and retail outlets, have had to shutter. Supply chain disruptions continue leaving many of you with limited inventories. Making matters worse for an already struggling industry, the President announced a moratorium on new oil and gas leasing on U.S. lands just days after suspending federal drilling permits.

In Louisiana, dealers have fallen behind the national average when it comes to charging doc fees. Dealers pay an inventory tax that has been repealed in all but a small minority of states, and we still do not have a centralized sales tax structure adding chaos to an already complicated and burdensome Louisiana tax structure.

Despite an aggressive and successful push by dealers to digitize and automate much of the car buying process, OEM's still mandate costly and unreasonable facility upgrades. We still have dealers struggling to get fair rates from their OEM's for parts and labor. Many of you are forced to deal with complicated and costly data agreements, and there seems to be threats to the franchise system around every corner.

This all weighs heavy on me and the LADA Board as we know Louisiana dealers anchor many of the small and large communities we serve. That is why it is crucial now more than ever for us to be focused and united as we prepare to fight with one voice as we enter the 2021 Legislative Session in April. If we channel the same desire that we have to serve our communities, customers and employees into these vital legislative matters, no one can stop us.

I have said many times what an honor it is to represent you. Our success is Louisiana's success, and our success injects life into our communities. I take that responsibility serious and I know you do too!



Here for Louisiana. Then and Now.

A lot has changed since Casey & Casey began helping dealers with their title & registration needs back in 1957. But one thing will never change: our commitment to giving every dealer the personalized service they deserve.

Amy Casey - Director of Operations, Dealertrack

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EXPRESS**
PRIVATE MOTOR VEHICLE OFFICE

Dealertrack is proud to be the exclusively-
endorsed Reg & Title partner of the Louisiana
Automobile Dealers Association (LADA).



NADA CHAIRMAN ADDRESS

PAUL WALSER, 2021 NADA CHAIRMAN



2021 brings rapid change and a host of new opportunities for America's automobile dealers. Despite pressing challenges brought on by a global health crisis and social justice issues, NADA and its dealers have constantly rallied together. I commend the Louisiana Automobile Dealers Association for ensuring the safety and security of its member dealerships, customers and employees through a remarkable time.

Louisiana is home to over 270 dealerships, employing more than 30,000 hard working men and women throughout the state. Your work through COVID-19 has been critical to the safety and transportation needs of your customers. And this year I challenge fellow dealers to look at all aspects of our business through the lens of the customer—and be open to a mindset of doing things a different way.

The most significant change in our country is a new presidential administration in Washington. NADA will continue to work to advance the dealer landscape, no matter who is in the White House. NADA's advocacy team continues to work around the clock, submitting critical input on stimulus programs and federal guidelines. With President Biden at the helm and a change in Senate leadership, NADA has already reached out

to the administration and incoming members of Congress. I urge all dealers to stay informed on the issues that affect our day-to-day operations.

Dealers continue to battle challenges brought on by the pandemic, but our industry began 2021 on an optimistic note. Franchised new-car dealerships reached 14.5 million new-vehicle sales last year. Despite the lowest monthly SAAR on record (8.7 million units last April), signs of the new-vehicle sales recovery began in the second half of 2020. As the year continues, NADA anticipates sales of 15.5 million new units (an increase of 7.2% from 2020). But we are cautious of several potential roadblocks: COVID-19 cases could lead to production disruptions along the vehicle supply chain; supplies could be impacted by a global shortage of semiconductor microchips used for auto production; and customers may experience tight inventory on dealer lots. But tailwinds can bring favorable conditions, including an economic boom later this year and low interest rates.

Recovering from a pandemic and regaining momentum in the retail sector is our initial challenge. But strengthening our franchise system—and a willingness to do things a different way—is our long-term goal. Every dealer has a responsibility to make the franchise system

stronger. In my incoming remarks as NADA chairman, I identified three areas that—if improved—can make us stronger: Diversity and inclusion; dealer-OEM relationships; and dealer involvement. Fostering diversity in the automotive industry is not only the right thing to do, it's good for our business. One of my favorite quotes highlights this:

“Diverse teams have a broader range of experiences, knowledge, and skills...and diverse teams produce higher quality solutions and they do it faster.”

I'm proud that NADA will work to advance its own diversity initiatives throughout the year, so we can attract a more diverse workforce, create opportunities for women and other underrepresented groups, and help more minority dealers succeed. We will look at many avenues to new pathways, including more tools and resources, business training, coaching and mentoring, access to capital and, ultimately, creating partnerships.

To that end, we will also work to improve dealer-OEM relationships for the benefit of our customers. We're living in a rapidly changing business environment. And the fact remains: customers don't want to spend four hours understanding the price of a car. We must improve our operations so that customers are drawn to our speed, transparency, and control in the process. Shortening the transaction time is critical to our future. In the past 90 days, I've spoken to the North American leadership of most of the manufacturers that sell cars in this country. There's an appetite on their part to work with

dealers to strengthen the franchise system and improve the customer experience.

As you can see, we have a lot of work ahead. And the best way to approach this year is for all members to get involved and stay engaged. Please be aware of the issues that affect your business. Start building relationships with your elected officials who create the laws that impact our industry, because this process doesn't happen overnight. One of the best ways to effectuate positive change is by helping state legislators and members of Congress understand our business and what we do. And as always, stay involved with your state and national trade associations, as they are the first lines of defense.

The beauty of our industry is that anyone can thrive—even through market turmoil, changing culture and even a pandemic. I commend Louisiana's dealers for your resilience through these unprecedented times. This year, we will continue to show what we're made of!

Stay well and I look forward to working with LADA in the year ahead!

GET THE MOST FROM YOUR LADA MEMBERSHIP

Are you taking full advantage of your LADA membership? We offer a wide array of services to help carry out our mission of promoting the automotive trade and enhance the operations of our member dealers. From access to our on-retainer labor & legal counsel to staying connected with your industry peers to equipping your staff with our new Accelerate Educational Series, LADA is here to be an extension of your dealership or company and help you grow and succeed.



Legislative Representation

We are your voice in both state and national legislative issues. Through its various contacts, our staff works to monitor the everchanging landscape of governmental relations. Areas include, and are not limited to, titles, taxes, leasing, insurance, and dealer licensing.

Will Green
LADA
wgreen@lada.org



On-retainer CPA

With over 60 years of service to auto and truck dealers, Hannis T. Bourgeois provides a wealth of experience to handle special accounting and tax needs for dealerships. The HTB team is ready and at your service to provide timely and tested planning strategies and advice.

Glen M. LaBorde, CPA
glaborde@htbcpa.com

Stephen M. Huggins, CPA
shuggins@htbcpa.com



Workers' Compensation

As a member of LADA, you have access to our top of the line workers' compensation program. The LADA-SIF leads the industry with low rates, low expense ratios, and consistent surplus returns, with over \$90 million in member distributions payable returned to the members since the Fund's inception in 1982.

Jean Robert
Risk Management Services
jrobert@rmsla.com



REMINDERS

10m ago

Renew your LADA dues for 2021!

Don't miss out on all of our amazing benefits.



Stay in the Know

LADA keeps you on the forefront of issues that affect our industry. Dealer Alerts, Legislative Updates, and Legislative Alerts are just a few communications you will see from our office that provide important and relevant information to your business.

Katherine Carver
LADA
kcarver@lada.org



On-retainer Labor & Legal Counsel

Many questions may arise as more regulations and mandates affecting your businesses are put in place, especially in today's climate. As an LADA member, you have access to our on-retainer labor and general counsels.

Timothy Scott
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tscott@fisherphillips.com

Claude F. Reynaud, Jr.
Breazeale, Sachse & Wilson,
L.L.P.
claudio.reynaud@bswllp.com



Networking & Events

LADA hosts and participates in many in-person and virtual events throughout the year where you can network with old friends and build relationships with dealers and associates from across the state. Regional Meetings, the Annual Convention, and the Golf Tournament & Shrimp Feast are our biggest events that you can look forward to annually.

Katherine Carver
LADA
kcarver@lada.org

GET READY DEALERSHIPS: FUTURE PAY DAY FOR STUDENT-ATHLETES COMING SOON

For years, the NCAA has prohibited student-athletes from profiting from their name, image, and likeness (“NIL”). Examples of such prohibited activities include, but are not limited to, signing autographs, personal appearances, promoting a business, social media endorsements, and representations in video games. But student-athletes may soon be able to profit from their NIL.

The NCAA rule prohibiting student-athletes from profiting from their NIL is set to be revised, and by the Fall of 2021 student-athletes could start receiving money for their NIL from local businesses and parties seeking to use student-athletes for promotional activities and endorsement deals. This would allow automobile dealers to hire student-athletes to make personal appearances at dealerships and utilize student-athletes in advertising campaigns. For example, if this rule was in place in 2020, a car dealership could have hired Joe Burrow, while he was still enrolled at LSU, to make a personal appearance at the dealership or be the focus of a marketing campaign. Once passed, this rule will allow a car dealership to use the next big college star to promote their business. A draft of the rule has been released, giving us a glimpse of the final rule.

The proposed legislation allows student-athletes to do the following and use their NIL to:

- Develop businesses and partake in business activities, including establishing camps and clinics and providing private lessons, as long as the student-athlete does not use school logos, colors, or marks.
- Endorse products through commercials and appearances, and participate in other business adventures as long as the student-athlete does not use their school name, logo, colors, or other identifying information related to the school that they attend.
- Participate in and be compensated for autograph sessions, as long as the session does not occur during a school event, and school logos or marks are not used during the session, including any apparel worn by the student-athlete.
- Profit from crowdfunding efforts, such as GoFundMe, to raise money for non-profits or charities, family hardships, and educational experiences.

It’s important to note that if an automobile dealership engages a student-athlete to partake in a NIL activity, that the student-athlete in no way can use school marks, logos, and other identifying information to link a student-athlete to a specific school. Furthermore, student-athletes will be prohibited from profiting from the following NIL activities:



- Profit from commercial activities involving a product or service that conflicts with current NCAA legislation and rules, such as sports betting or gambling.
- Receive compensation for NIL activities that conflict with existing school sponsorship arrangements and deals or other institutional values.

The vote on the final NIL rule was scheduled to take place in January 2021, but has since been postponed. Instead, the NCAA Division I Council adopted a resolution to commit to modernizing the NIL rules. The NCAA did not provide any information as to when the NIL legislation will potentially be voted on but have stated that they remain dedicated to updating and revising the NIL rules.

While the final legislation remains to be seen, both student-athletes and businesses will see financial impacts from NIL activities and may have an increased need for legal and financial services. For example, if an automobile dealership intends to enter into a NIL arrangement with a student-athlete, the dealership should execute a contract between the parties setting out both parties' obligations to ensure they are protected. In addition, it can also help ensure that the arrangement does not violate any NCAA rules.

The proposed NIL legislation is going to change the world of collegiate athletics as we know it. If an automobile dealership is thinking about venturing into any NIL activities, it is important to seek advice from professionals who are

familiar with the legislation and business impacts surrounding NIL decisions and arrangements. Breazeale, Sachse, and Wilson is monitoring the progress of the NIL legislation closely to be ready to provide any advice and guidance to student-athletes, business owners, and any other parties who are seeking to participate in NIL activities.



David Fleshman, Partner
Breazeale, Sachse, & Wilson
Baton Rouge



Christine "C.C." Colwell, Associate
Breazeale, Sachse, & Wilson
Baton Rouge



Our attorneys can help you steer through the labor laws affecting the car business. Since 1943, we have been the labor lawyers of choice for automobile dealers. Fisher Phillips is dedicated to helping the members of the Louisiana Automobile Dealers Association with their labor and employment legal matters. We're driven to help you succeed.



Timothy H. Scott

tscott@fisherphillips.com

201 St. Charles Avenue, Suite 3710 | New Orleans, Louisiana 70170

Phone (504) 529-3834 • Fax (504) 529-3850

Join LADA for our 2021 Regional Meeting Series, where we provide dealers and industry partners with the latest updates on important legislative and regulatory issues affecting our industry. The 2021 lineup of meetings will be offered both in-person and livestreamed virtually to accommodate for the latest COVID-19 gathering and social distancing guidelines. Register online at lada.org to reserve your spot today!

SCHEDULE

March 22, 2021

Shreveport
Shreveport Hilton
12:00 - 1:30 PM

March 23, 2021

Lafayette
Oakbourne Country Club
4:30 - 6:00 PM*
**Attendees are invited to join the Lafayette Auto Dealers Association for their annual crawfish boil following our meeting.*

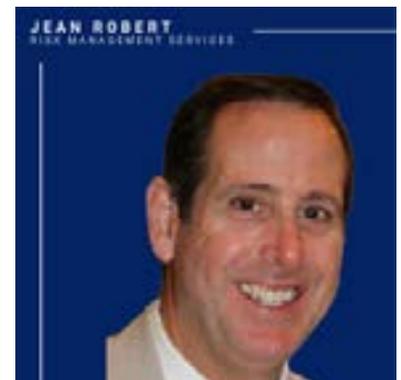
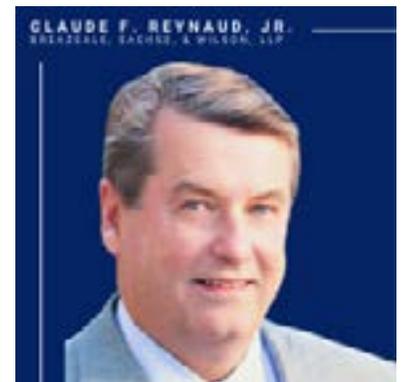
March 25, 2021

Baton Rouge
Baton Rouge Country Club
12:00 - 1:30 PM

March 30, 2021

Metairie
Metairie Country Club
12:00 - 1:30 PM

SPEAKERS



*These meetings are limited to dealer members and sponsors representatives only.
Contact LADA at (225) 769-5500 if you have any questions.*

CHAIRMAN Q&A

We sat down (virtually of course) with the 2020-2021 LADA Board Chairman Tommy Harvey to take a closer look at what got him involved with LADA and why he chose The Cloister at Sea Island, Georgia, for our 2021 Annual Convention destination.

Q: How did you first get involved with LADA and the LADA Board?

A: As with most dealers, our dealerships had always been members of LADA. I began to get more involved when Mark Hebert discussed with me the possibility of joining the LADA board. After having the support of our local dealer association, The Shreveport - Bossier City New Car Dealers Association, I joined the LADA board. Once on the board, I was amazed at all the things that LADA did for the dealers in protecting our franchise system and letting the state legislature know how important each dealer is in their local communities.

Q: Before the COVID-19 pandemic, what were you hoping to accomplish during your time as Chairman?

A: I was hoping to try to meet as many dealers as possible, along with the local dealer associations to thank them for their continued support of the LADA. I wanted to find out what was important to each of them to see how LADA could best serve them along with letting them know what LADA was doing to currently support them.

Q: How did that change with the pandemic?

A: As with most things, the pandemic changed many aspects of how we proceed with our daily lives and how we interact with each other. We seemingly have become a virtual community through Zoom, Microsoft Team meetings and so on. I cannot wait until we can go back to shaking hands, meeting face to face and quit wearing a mask. I personally may refuse to ever participate in a virtual meeting again if it can be avoided. Until it was taken away, you did not realize how much you would miss one on one and face to face interaction every day. If we did learn one thing, it was you can sell a vehicle online.





Q: You've been to The Cloister with your family over the years. What makes the property special and why did you want to bring the LADA Annual Convention there?

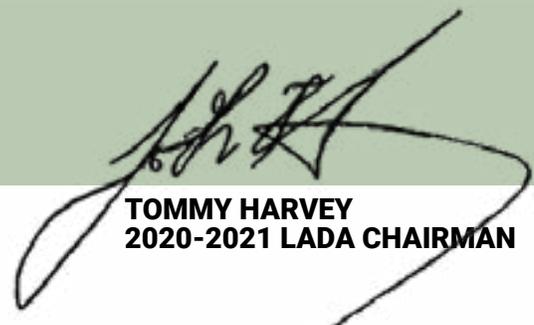
A: Yes, my family has been visiting Sea Island for many years. My wife, Ann says it is the only place that we have visited in what soon will be twenty-nine years of marriage, that I am not saying if anybody wants to go home after two days. It is truly a resort that offers something for everyone. Whether you like the beach, the pool, playing golf, a phenomenal tennis facility, skeet shooting, fishing and so on, Sea Island probably has what you enjoy on your time at a resort. Please download their activity booklet from their website, www.seaisland.com, to find your relaxing activity. A unique must see at Sea Island is a visit to The Cloister lobby which contains the conference room used for the G8 summit held in 2004. Also, it may sound silly, sign your family up to play bingo. I promise it is a fun time.

Q: What are you most looking forward to about The Cloister?

A: Having my family with me along with getting the opportunity to visit with everyone after we had to cancel the convention last year due to the pandemic.

Q: What would you tell someone who has never been to a LADA Annual Convention?

A: Come to have a great time. It is an opportunity to really enjoy being with all your fellow dealers in a very relaxed atmosphere. The LADA staff always has a tremendous program and activities scheduled to really highlight a few amazing days. Also, many of our sponsors will be there to assist LADA in putting on a truly great event year in and year out. This year may be the one of the best conventions since it is taking place at one of the best resorts in the United States. The Cloister at Sea Island has been named a Forbes Five from 2009 – 2020 along with many other numerous awards. I look forward to seeing everyone in June!



TOMMY HARVEY
2020-2021 LADA CHAIRMAN



**RMS & THE LADA-SIF
ARE PROCEEDING WITH SAFETY
& GENERATING RESULTS FOR
ALL OF OUR DEALER MEMBERS**

Since 1998, RMS has been servicing the LADA-SIF Members and their employees with workers' compensation benefits that focus on claims and loss prevention. To date, the LADA-SIF has returned over \$94 Million in Distributions as a result of our combined efforts (RMS, LADA-SIF, and you the Dealer Members) to control your workers' compensation costs.



SAFETY

Our Loss Prevention Team's mission is to always work to provide safety guidance and support to your employees. In order to assist you in maintaining a safe environment, our team is proceeding with their annual site visits. By working together, we can establish a safer work environment and have a positive impact on your Dealership's risk management efforts and your bottom line.

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hubinternational.com

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Rowland Stalter
(504) 846-4031
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BlueCare

Get care from anywhere!

Medical and behavioral health visits available!

MEDICAL

With BlueCare, you can have 24/7 online doctor visits

- Effective for non-emergency health issues like sinus infections, cold, cough, bladder infections, pink eye and more
- Less expensive than ER or urgent care
- Available on any device with internet and a camera

BEHAVIORAL HEALTH

You can also schedule BlueCare online appointments with psychology or psychiatry providers.

 Louisiana

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Let LADA help you accelerate into 2021 with our NEW educational webinar series. Throughout the year, we will offer you and your staff numerous opportunities to hear from industry experts across all sectors. Don't sit idle and let your business lag behind in growth and expertise.

Follow LADA on Facebook and watch your inbox for alerts on webinars offered throughout the year.



TURNING MASSIVE CHALLENGES INTO **MEANINGFUL CHANGE**

From retail to wholesale, we have the right people, products and solutions to help you get back on track. Whether it's working through transformative behaviors and solutions to solving long-standing problems, no one is better positioned to help you move from survive to thrive than Cox Automotive.

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vAuto
THE MARKET LEADER

VInSolutions

coxtime

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Automotive Accounting Services:

- Assurance
- Tax
- Consulting
- Accounting Resources

We are active members of the following Automotive Organizations:

- Louisiana Automobile Dealers Association (LADA), so when a member dealership needs assistance, Hannis T. Bourgeois is there to help.
- Auto Team America (ATA), a network of 11 CPA firms that serve over 2,000 auto dealerships nationwide. This gives us the chance to network and collaborate with other firms that know auto dealers as well as we do and add value to our clients' businesses.

Driving Solutions for Your Business

Running a successful automotive dealership is much more than selling cars. It's about creating a "top class" service experience that keeps customers coming back for their next car purchase, service needs, repair issues, parts orders or assistance with financing throughout the ownership lifecycle.

Ensuring that your dealership is operating at peak profitability not only requires a sharp leadership team, but also the assistance of experienced advisors to provide guidance and direction. Hannis T. Bourgeois delivers an unparalleled level of experience serving the automotive industry. We work with dealerships addressing traditional tax, audit and accounting needs.

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Hannis T. Bourgeois, CPAs & Business Advisors

BATON ROUGE | NEW ORLEANS | DENHAM SPRINGS | 225.928.4770

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PHONE: (225) 769-5500 | FAX (225) 769-2085
EMAIL: LADA@LADA.ORG
WWW.LADA.ORG

2021 Advertising Rates

(price per issue)

Artwork Specifications

(standard publication format 8.5" x 11")

SIZE / LOCATION	1x		4x*	
Back Cover	\$ 1,750.00	<input type="checkbox"/>	\$ 1,400.00	<input type="checkbox"/>
Inside Front Cover	\$ 1,250.00	<input type="checkbox"/>	\$ 1,000.00	<input type="checkbox"/>
Inside Back Cover	\$ 1,250.00	<input type="checkbox"/>	\$ 1,000.00	<input type="checkbox"/>
Full Page	\$ 900.00	<input type="checkbox"/>	\$ 720.00	<input type="checkbox"/>
1/2 Page Vertical	\$ 700.00	<input type="checkbox"/>	\$ 560.00	<input type="checkbox"/>
1/2 Page Horizontal	\$ 700.00	<input type="checkbox"/>	\$ 560.00	<input type="checkbox"/>
1/4 Page Vertical	\$ 500.00	<input type="checkbox"/>	\$ 400.00	<input type="checkbox"/>
1/4 Page Horizontal	\$ 500.00	<input type="checkbox"/>	\$ 400.00	<input type="checkbox"/>

* 20% discount per issue if you make an Annual Advertising commitment (purchase 4 ads in the same calendar year). Promotion deadline January 31.

** Please make checks payable to LADA.

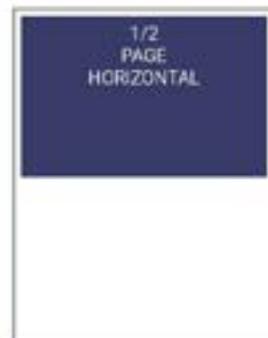
TOTAL AMOUNT DUE:

Print Advertising Specifications

- Advertising is reserved for LADA members in good standing.
- All artwork must be supplied at 300 dpi.
- High res PDF and JPEG files are accepted.
- All color artwork must be in CMYK mode. RGB mode artwork will be converted to CMYK mode for printing, which will result in a color shift.
- Ad images should not exceed dimensions listed on this form
- Submit artwork to kcarver@lada.org



8" x 10.5"



8" x 5.25"



4" x 10.5"



4" x 5.25" (v) | 5.25" x 4" (h)

Artwork Deadlines

- Quarter 1 Issue: January 29
- Quarter 2 Issue: April 16
- Quarter 3 Issue: July 30
- Quarter 4 Issue: October 22

Contact Information

COMPANY _____

CONTACT _____

PHONE _____

EMAIL _____

WEBSITE _____





Breazeale, Sachse & Wilson is proud to serve as General Counsel to Louisiana Automobile Dealers Association.



BREAZEALE, SACHSE & WILSON, L.L.P.
ATTORNEYS AT LAW

BATON ROUGE • NEW ORLEANS
Scott N. Hensgens, *Managing Partner*