



**Machinery Dealers
National Association**

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Ensuring Quality, Promoting Trust

Dear MDNA Member:

Each member firm receives one free listing of its choice from the Standard Category list in the “Dealers’ Specialty” section. Additional listings from the Standard Category list are \$75 per listing. Take this opportunity to tell your company’s story through the “Specialties” Section of the *Buyer’s Guide*. The more listings you purchase, the more you tell potential customers about your company’s used equipment expertise and thus – increasing your company’s sales potential!

The MDNA also allows members to be creative in the marketing of their specialties. Members may purchase Custom Category headings of their own choice at \$150 per listing.

Member listings in the “Dealers’ Specialties” section of the *Buyer’s Guide* will have hyperlinks from the MDNA web site to the member’s own web site. You will have exposure on the Internet 24/7 at no added cost...this is a bargain too good to pass up! Members are also invited to purchase display advertising in the *Buyer’s Guide* for gaining even greater exposure. Quarter-page ads start at just \$315.

Why not take a few minutes to review the enclosed advertising information? Simply fill out the attached “[MDNA 2013 Buyer’s Guide Specialty Listing Order Form](#)” and return it to MDNA **today**.

Sincerely,

George Scott IV

George Scott IV, Chairman
Public Relations Committee

[Click here](#) for the MDNA 2013 *Buyer’s Guide* Specialty Listing Order Form