Cherokee Media Group (CMG) is the publisher of leading business-to-business media brands for the auto remarketing, auto finance and used-car industry in the United States and Canada. CMG has delivered news to this industry for over 25 years; reaching franchised and independent dealers, remarketers, auctions, OEM executives, captives, independent finance companies, banks and more.

CMG also produces a number of conferences that bring together the automotive and auto-finance industries to address the trends impacting the retail, finance, repossession and wholesale sectors.
Technological advances hardly imagined just 5-10 years ago, such as how smartphones open paths between consumers and retailers, have changed the way automotive and auto-finance companies service and communicate with their customers. The newest endeavor from Cherokee Media Group — Auto Fin Journal — delivers informative and thought-provoking content and business intelligence that examine these kinds of advancements and more.
### RATE INFORMATION

- Rates are 4-color
- Back Cover: additional 25%
- All Spreads: additional 25%
- Sequential Pages or Special Placement: additional 25%
- Inside Cover: additional 15%

<table>
<thead>
<tr>
<th>AD UNIT</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page*</td>
<td>$6,265</td>
<td>$5,510</td>
<td>$5,185</td>
</tr>
<tr>
<td>Spread*</td>
<td>$9,400</td>
<td>see ad rep for rates</td>
<td></td>
</tr>
<tr>
<td>Junior Page</td>
<td>$5,080</td>
<td>$4,430</td>
<td>$4,105</td>
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<tr>
<td>Junior Page Spread</td>
<td>$7,620</td>
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<tr>
<td>1/2 Page Horizontal/Vertical</td>
<td>$3,780</td>
<td>$3,345</td>
<td>$3,130</td>
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<tr>
<td>1/2 Page Horizontal Spread**</td>
<td>$7,560</td>
<td>see ad rep for rates</td>
<td></td>
</tr>
<tr>
<td>1/4 Page Square/Horizontal/Vertical</td>
<td>$2,050</td>
<td>$1,835</td>
<td>$1,725</td>
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<tr>
<td>1/8 Page Horizontal/Vertical</td>
<td>$1,185</td>
<td>$1,075</td>
<td>$970</td>
</tr>
<tr>
<td>Post-It Note</td>
<td>$10,000</td>
<td>see ad rep for rates</td>
<td></td>
</tr>
<tr>
<td>Front Cover Wrap</td>
<td>$17,500</td>
<td>see ad rep for rates</td>
<td></td>
</tr>
<tr>
<td>Cover Peel</td>
<td>$2,500</td>
<td>$2,500 + full-page ad in same issue</td>
<td></td>
</tr>
<tr>
<td>Gatefold</td>
<td>$20,000</td>
<td>see ad rep for rates</td>
<td></td>
</tr>
<tr>
<td>Print Edition Sponsor</td>
<td>$12,500</td>
<td>see ad rep for rates</td>
<td></td>
</tr>
</tbody>
</table>
FILE SPECIFICATIONS

» CMYK digital artwork, 300 DPI

» High-resolution PDF, TIF, EPS and JPEG files.

» Please include all fonts and graphics if needed.

» If color is critical, a certified color accurate proof can be submitted.

We cannot be responsible for color variations and quality on files submitted not following these guidelines.

* Spreads and full-page ads have an 1/8” (.125”) bleed on each side; live area is 1/4” (.25”) inside trim.

** 1/2-page horizontal spread has a bleed on left, right and bottom
Nobody's got you covered like your GO-TO.

From search to sold, your GO-TO has got your back.

Your GO-TO for more leads and engagement.
Your GO-TO for clear-cut sales attribution.
Your GO-TO for accelerating shoppers into signatures.

With over 20 years experience, and an exciting year ahead, nobody has more to offer dealers than Autotrader.

Get going with your GO-TO today.

From search to sold, your GO-TO has got your back.

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Front Cover Wrap

Outside Flap Specs:
4.66” x 8.8125”
.125” bleed on all sides

Inside Flap Specs:
4.66” x 12.5”
.125” bleed on all sides
PLUS!

Extended networking breaks in the expo hall featuring over 50 vendors and service providers, all happening at a gorgeous oasis located in Palm Springs, California.

Register by October 13th to save $300.

www.usedcarweek.biz

Can’t Miss Experiences!

Monday Night Football Evening Reception
Monday, Nov. 13 at 5 p.m.

NAAA President’s Party
Thursday, Nov. 16 at 9 p.m.

Inaugural Used Car Awards Luncheon
Tuesday, Nov. 14 at 12 p.m.

Evening Reception
Tuesday, Nov. 14 at 4 p.m.

Annual 5K Fun Run
Wednesday, Nov. 15 at 7 a.m.

Evening Reception
Wednesday, Nov. 15 at 5:15 p.m.

Best Auto Auctions Breakfast
Thursday, Nov. 16 at 7:30 a.m.

Auto Auctions of Tomorrow: Planning for Changing Times
Featuring Keynote Speakers
Thomas Frey, DaVinci Institute
Glenn Mercer, GM Automotive LLC
Thursday, Nov. 16 at 8:45 a.m.

Auto Remarketing’s 40 Under 40 Awards Luncheon
Thursday, Nov. 16 at 12:15 p.m.

Evening Reception
Thursday, Nov. 16 at 4:00 p.m.

Black Book Cocktail Reception
Thursday, Nov. 16 at 6 p.m.

NAAA Presidential Gala
Thursday, Nov. 16 at 7 p.m.

sponsored by

IN PARTNERSHIP SINCE 2016

NRC
NATIONAL REMARKETING CONFERENCE

+ USED CAR WEEK 2017
NOVEMBER 13-17. LA QUINTA. CA

PRESENTED BY

Early bird registration is now open! Register by October 13 to save.

www.usedcarweek.biz

Previously known as the CPO Forum, Pre-Owned Con will expand beyond certified pre-owned to address the overall used-car market.

ALL ACCESS
1ST BLOCK
Nov. 13 - 17
Nov. 13 - 15

Previously known as the SubPrime Forum, Auto Fin Con will focus on the full-spectrum of auto financing in the used-car market.

Previously known as the Re3 Conference, Repo Con will focus on solving pain-point issues for managing repossessions, recoveries and regulations.

The combined National Remarketing Conference / NAAA Convention will feature the traditional NAAA Convention schedule in conjunction with NRC's educational sessions.

IN PARTNERSHIP SINCE 2016

NRC
NATIONAL REMARKETING CONFERENCE

2ND BLOCK
Nov. 14 - 17

A new and improved experience that gives you the flexibility to personalize your agenda and take advantage of cross-learning opportunities.

Full-Page Specs:
Trim Size: 10.4375” x 12.5”
Bleed Size: 10.6875” x 12.75”

Spread Specs:
Trim Size: 20.875” x 12.5”
Bleed Size: 21.125” x 12.75”
Front Cover Peel

Available to select advertisers who also purchase a full-page ad in the same print edition of Auto Fin Journal.

Total size including bleeds:
5.25” x 5.25”

Live area:
3” x 3.5” triangle in the lower right of ad

Bleed is very important on the right and bottom of artwork. Please keep text .125” from right and bottom trim.

Post-It Note

Specs:
3” x 3”
.125” bleed on all sides

Corners are rounded.
White or yellow paper available.

*Post It Note page positioning may appear different than shown.
Print Edition Sponsor Package

Package includes:

- Logo on the cover.
- Logo on feature section pages.
- Full-page ad adjacent to the section opening.

**SPONSORSHIP PACKAGE PER ISSUE**

$12,500
EDITORIAL CALENDAR

JANUARY FEBRUARY
Ad Materials Due: January 14

NADA Convention & AFSA Vehicle Finance Conference issue
We connect with leaders of both associations who share their insights of what’s happening in the automotive industry now and what might be ahead for dealerships and finance companies.

Special Advertising Section
Highlight your footprint at the NADA Convention and/or AFSA Vehicle Finance Conference. We’ll have a special section featuring booth location, logo and insights on the solutions your company provides the automotive industry.

MARCH/APRIL
Ad Materials Due: March 10

Automotive Intelligence Summit issue
A preview of AIS 2020 topics. Plus the 2020 class of Emerging 8: Leading, growth-phase fintech solution companies.

Special Advertising Section
Automotive Intelligence Summit sponsors and the 2020 class of Emerging 8 have the opportunity to leverage the strength of a full page to include both marketing creative and address what the industry needs to know about your company.

MAY/JUNE
Ad Materials Due: May 5

Tech-Titans + The Money Behind Automotive Innovation
A look at tech savvy dealers and how they’re winning with forward thinking. We’ll also examine how fintech and CX developers are finding financial resources from venture capitalists and private equity.
JULY/AUGUST
Ad Materials Due: June 23

Women in Auto Finance
A look across the automotive spectrum and where you can find AI making a difference. Plus a listing of the AI service providers helping the auto industry leverage data to make better decisions.

Special Advertising Section
Companies selected for this special AI service provider section will have the opportunity to share more about how their services are making companies smarter. We’ll feature your logo, the type of customer you serve, and facts about your successes.

SEPTEMBER/OCTOBER
Ad Materials Due: September 1

Best Companies to Work For
Honoring the most dedicated and talented female professionals in the auto-finance industry.

Special Advertising Section
Complimentary to this annual feature of leading women in the auto-finance field, we’ll feature a listing of companies with diversity and inclusion initiatives, along with those success stories.

NOVEMBER/DECEMBER
Ad Materials Due: October 13

Auto Finance Executive of the Year
In-depth profile of the 2020 honoree, and a preview of the high-interest topics on tap for Used Car Week.

Special Advertising Section
Used Car Week sponsors and exhibitors leverage the strength of a full page to include both marketing creative and address what the industry needs to know about your company.
Cherokee Media Group is committed to excellence in automotive industry news and information. We’ve brought that excellence into the world of digital media publishing. From our email marketing service to our website, we have a digital advertising solution that generates measurable results.
Autofinjournal.com maintains a mobile optimized version.

This mobile-friendly and adaptable site is designed to keep our readers informed as they access Auto Fin Journal’s industry-leading content from their mobile device.

An average of 35% of our website content is currently viewed via mobile device on autofinjournal.com.

<table>
<thead>
<tr>
<th>AD UNIT</th>
<th>SIZE (PX)</th>
<th>RATES</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Leaderboard</td>
<td>320 x 170</td>
<td>$200/cpm</td>
</tr>
<tr>
<td>2. In-Content</td>
<td>300 x 250</td>
<td>$150/cpm</td>
</tr>
<tr>
<td>3. Infinite Scroll</td>
<td>300 x 250</td>
<td>$100/cpm</td>
</tr>
</tbody>
</table>
WEBSITE ADVERTISING

Home Page

Content Page

<table>
<thead>
<tr>
<th>AD UNIT</th>
<th>SIZE (PX)</th>
<th>RATES</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Super Leaderboard</td>
<td>970 x 90</td>
<td>$150/cpm</td>
</tr>
<tr>
<td>2. Medium Rectangle</td>
<td>300 x 250</td>
<td>$150/cpm</td>
</tr>
<tr>
<td>3. Medium Rectangle (in content)</td>
<td>300 x 250</td>
<td>$150/cpm</td>
</tr>
<tr>
<td>4. Filmstrip (up to 5 slides)</td>
<td>300 x 600</td>
<td>$150/cpm</td>
</tr>
<tr>
<td>5. Horizontal Bar</td>
<td>728 x 90</td>
<td>$150/cpm</td>
</tr>
<tr>
<td>6. Interstitial</td>
<td>800 x 600</td>
<td>$800/day</td>
</tr>
<tr>
<td>7. Slide In</td>
<td>300x250</td>
<td>$750/wk</td>
</tr>
<tr>
<td>8. Page Takeover - OR - Page Takeover with Interstitial</td>
<td>See ad rep for details</td>
<td>$1,200/day - OR - $1,500/day</td>
</tr>
</tbody>
</table>
FILE REQUIREMENTS

File type: JPG or GIF
If file type is Flash, the advertiser must provide a static image for browsers that do not support Flash.

Website ads file sizes (max):
1. Super Leaderboard – 40KB
2. Medium Rectangle – 40KB
3. Medium Rectangle (in content) – 40KB
4. Filmstrip – (Static or animated gif) – 100KB
5. Horizontal Bar – Same as leaderboard
6. Interstitial – (Static or animated gif) – 80KB
7. Slide In – 40KB
8. Page Takeover – See ad rep for details

» For more specialized ads (i.e. pushdown), IAB recommends 10 business days to assemble and test final ad unit provided all assets are fully functional and built according to spec.

» For ad demonstrations and other details, see the IAB guidelines here: iab.net guidelines/508676/508767 displayguidelines
Email newsletters allow Cherokee Media Group to put the most current automotive industry news and information in front of key audiences. Our newsletters are only sent to subscribers, so advertisers can be certain that their message is getting to the right consumers.

**Targeted Email Newsletters**

Auto Fin Journal covers how data and technology are impacting the automotive industry. It’s distributed every Monday and Wednesday to almost 25,000 subscribers.

**FILE REQUIREMENTS**

- Maximum file size is 700K for JPG or GIF.
- We cannot accept Flash animation in these ads.
- If sending an animated GIF, please be sure to create with desired number of repetitions as well as a properly branded final frame.
- Please provide target URL.
- Please ensure that the first frame for animated GIF email placements contains your branding message. In some email clients (such as Outlook 2007) only the first frame of an animated GIF will come through. In order to reach audiences in all email clients, the first ad frame must include this information.
Custom Email Marketing (Eblast)

Let Auto Fin Journal deliver your exclusive message to our subscribers.

Custom emails are a great alternative to direct ‘snail mail’ marketing as they are delivered in a timely, measurable manner.

- $4,500 per email
- Maximum of 80 characters for the subject line
- **Format:** HTML
- **Maximum File Size:** 200KB (html + images)
- **Recommended width:** 500-700 pixels
- Use inline CSS only
- All content must reside BETWEEN `<body>` and `</body>`
- **Image formats allowed:** GIF or JPG only
- All graphics must be 72 dpi
- **Text:** Maximum of 300 words
- If hosting the images on the S&A Cherokee Web server, be sure to provide all images.
Your weekly dose of auto-industry news and conversation with top executives, specifically tailored for the used-car side of the business. Subscribe today via iTunes or Google Play.

SPONSORSHIP OPPORTUNITY PER MONTH - $5,500

Exclusive leaderboard ad on podcast website page

Verbal company mention at beginning and during the podcast.
By hosting an exclusive webinar, you provide the topic, presenters and presentation materials. Cherokee Media Group will manage the process and help promote the event.

With an exclusive webinar, you receive the following:

» **Custom marketing campaign**

» **45-minute presentation** with a 15-minute Q&A session.

» **Full data on all registrations (not just attendees!).** This includes names, company, title phone number, email address and any questions asked during webinar.

» **Post event metric reporting** on marketing campaign.

» **Archived webinars** on autofinjournal.com.
Digital Magazine Sponsor Package

1. **Presentation Page (9.5” x 11.5”)**
   
   The presentation page is an ad that runs to the left of the front cover of the digital edition. Please submit a 300 dpi, CMYK, PDF for all ads. If the ad is animated, please submit a SWF file in addition to the PDF. Only Flash animation is accepted. If animated, the first frame of the ad cannot be blank. Tracking URLs for Flash ads must be embedded in the file. There is no maximum file size, but the ad should be as small as possible for optimal page loading.

2. **Skyscraper ad (120px x 600px)**
   
   The skyscraper displays in the right margin of the digital edition. These ads can be submitted as PNG, JPG, GIF or SWF. If animated, the first frame of the ad cannot be blank. A static image must be submitted with the animated file. Tracking URLs for Flash ads must be embedded in the file. There is no maximum file size, but the ad should be as small as possible for optimal page loading.

3. **Exclusive leaderboard ad (728px x 90px)**
   
   The exclusive leaderboard ad will appear on the digital magazine delivery email. These ads can be submitted as JPG or GIF. We cannot accept Flash animation for this ad. If sending an animated GIF, please be sure to create with desired number of repetitions as well as a properly branded final frame. The first frame of the animated GIF cannot be blank. Maximum file size: 700KB.

SPONSORSHIP PACKAGE PER ISSUE
$5,500
SAVE THE DATE

November 16-20, 2020

WESTIN KIERLAND RESORT & SPA, SCOTTSDALE, AZ