Original Content
Auto Remarketing Canada is THE leading publication for the used-car and remarketing industry. Our experts provide original and timely content for the industry.

Digital Presence
We are everywhere our readership needs us to be. Find the latest news on autoremarketing.com/arcanada, Twitter, LinkedIn, Facebook and now on the Auto Remarketing Podcast.

E-News
Scheduled and breaking news platforms that reach over 5,000 subscribers.

Longevity
We’ve had a footprint in Canada for almost 20 years now. Starting with our Auto Remarketing Canada Conference and then expanding to our magazine.

What sets us apart...

Live Events
Auto Remarketing Canada is THE leading conference for the used-car and remarketing industry.

Industry Recognition
Each year, we tip our hats to the good work being done across the industry.

In-Demand Issues
Features on the leaders of the pack; see what makes them thrive.

Industry Partners
Our writing staff has great relationships with industry thought leaders, data providers, associations, alliances and organizations. All to bring the reader the latest trends, best practices and impactful changes to the industry.
Auto Remarketing Canada, a property of Cherokee Media Group, brings the top news from the Canadian remarketing industry to thousands of subscribers. We can help you reach and engage this influential, aware and connected audience.

**Advertising Rates**

- Rates are CAD
- Rates are 4-Color
- Back Cover: additional 25%
- All spreads: additional 25%
- Sequential pages or special placement: additional 25%
- Inside Cover: additional 15%

**Available Ad Sizes**

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<th>AD UNIT</th>
<th>WIDTH</th>
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<tr>
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<tr>
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<tr>
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</tr>
<tr>
<td>1/4 Page Horizontal</td>
<td>9.875&quot; x 2.75&quot;</td>
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</tbody>
</table>

**File Specifications**

- Only flattened, CMYK digital artwork at 300 dots per inch will be accepted.
- We prefer high-resolution PDF-X1A files but will accept high-resolution TIF, EPS and JPEG files. Please include all fonts and graphics.
- 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.

Auto Remarketing Canada®

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

CMG also produces a number of conferences that bring together the auto remarketing and used-car industry to address the trends and future forecasting impacting the retail, finance, repossession and whole sectors.

**Read By:**

- New-Car Dealers
- Used-Car Dealers
- Manufacturers
- Fleet, Lease & Rental Executives
- Captive & Independent Finance Companies
- Banks
- Wholesale Professionals

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READ BY: NEW CAR DEALERS | USED CAR DEALERS | USED CAR MANAGERS | FLEET, LEASE, RENTAL EXECUTIVES | MANUFACTURERS

Enterprise, to secure enough quality used inventory for his pre-owned lot. "And the stats back it up. The store has as a partnership with Fairway Honda, told correspondent Corey Stone for about two years now. "It allows us to buy certain products that we think are going to sell well," Stone said. "It's really about inventory. Steele Auto for about two years now. "We love CPO here. We find it's an easy way to the closest OpenRoad Auto Group store and hard to find," Stone added. As for why customers keep coming back to do with our marketing, the dealer says for high customer loyalty, the store has secured such inventory before, and we find it's beneficial for being up-to-date with our online presence. If we have an Odyssey van or if we have a high customer loyalty, they try to follow the same process for each entry because we are in a smaller store now. I would think we have great staff. One of the things that holds more than 50 Lexus CPO vehicles. Fairway Honda are the Honda Civic and the price is not going to differ as much as a partnership with a vehicle has no scratches, looks brand new. We promote online reservation and deposits. And I think it's paramount right now. You can't hide those things anymore, so if you are doing presentation and service review, you want to do it to the best of your ability. We have to do it as quickly as we can. And I think it's paramount right now. You can't hide those things anymore, so if you are doing presentation and service review, you want to do it to the best of your ability. We have to do it as quickly as we can. The store is also very "process driven" — there is a great vibe, there's a concierge desk at Lexus Downtown. Photos courtesy of the store. "There are no two pre-owned vehicles that are the same, they try to follow the same process for each entry because we are in a smaller store now. I would think we have great staff. One of the things that holds more than 50 Lexus CPO vehicles. Fairway Honda are the Honda Civic and the price is not going to differ as much as a partnership with a vehicle has no scratches, looks brand new. We promote online reservation and deposits. And I think it's paramount right now. You can't hide those things anymore, so if you are doing presentation and service review, you want to do it to the best of your ability. We have to do it as quickly as we can. And I think it's paramount right now. You can't hide those things anymore, so if you are doing presentation and service review, you want to do it to the best of your ability. We have to do it as quickly as we can. The store is also very "process driven" — there is a great vibe, there's a concierge desk at Lexus Downtown. Photos courtesy of the store.

Canada’s Top Independent Dealers

• Feature stories on leading independent dealers in Canada and insight on what makes them successful.

JULY-AUGUST

Ad Materials: 5/23

MARCH-APRIL

Ad Materials: 3/6

Auto Remarketing Canada Conference Issue

• In-depth descriptions of this year’s speakers and conference sessions.
• Comprehensive analysis on the used-car market.

>> Special Section: Remarketing & Used-Car Industry Awards
>> Special Section: Remarketing’s Under 40

WOMEN & AUTOMOTIVE: Profiles in Leadership

• Profile stories and business best practices from top automotive leaders in Canada.

>> The Finance Issue

JANUARY-FEBRUARY

Ad Materials: 1/25
ON THE GO? STAY IN THE KNOW!

AutoRemarketingCanada.com is the destination site to find relevant, compelling content about the Canadian used-vehicle industry.

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. File sizes below are Max.

- WEBSITE ADS
  1. Leaderboard – file size: 40KB
  2. Super Leaderboard – file size: 40KB
  3. Medium Rectangle – file size: 40KB
  4. Medium Rectangle - 300x250 – file size 40KB
  5. Filmstrip – (static or animated gif) file size: 100KB
  6. Horizontal Bar – Same as Leaderboard
  7. Pushdown – (Must be created by ad agency – not S&A)
     - Max initial file load size: 60KB
     - Subsequent max polite file load size: 350KB for creative files
     - Subsequent max user initiated file load size: 1MB
  8. Page Takeover
  9. Interstitial (static or animated gif) – file size: 80KB

- 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.

- All ads are IAB standard sizes. For ad demonstrations and other details, see the IAB guidelines here:
  www.iab.net/guidelines/508676/508767/displayguidelines

ONLINE Digital Advertising

Upload all artwork to sacommunications.com/ad-upload

ONLINE Auto Remarketing Podcast

Upload all artwork to sacommunications.com/ad-upload

* Website
* Mobile
* E-News
* Custom Marketing

autoremarketingcanada.com

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.

1. Exclusive leaderboard ad on podcast delivery email
2. Verbal mention at beginning and during the podcast
3. SPONSORSHIP OPPORTUNITY PER WEEK - $3,000
DIGITAL EDITION SPONSOR PACKAGE INCLUDES:

1. Presentation Page (9.5" x 11.5") 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 an 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. The skyscraper ad (120px x 600px) displays in the right margin of the digital edition. Skyscraper 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) on digital edition delivery email. Leaderboard 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.

HOME PAGE

1. Leaderboard 728 x 90 $975
2. Super Leaderboard 970 x 90 $1,250
3. Medium Rectangle 300 x 250 $975
4. Medium Rectangle (in content) 300 x 250 $850
5. Filmstrip (up to 5 slides) 300 x 600 per slide (up to 300 x 3000) $975
6. Horizontal Bar 728 x 90 $850
7. Page Takeover see ad rep for details
8. Interstitial see ad rep for details

*All rates are flat rates. RATES ARE CAD.

STORY PAGE

1. Leaderboard 728 x 90 $975
2. Super Leaderboard 970 x 90 $1,250
3. Medium Rectangle 300 x 250 $975
4. Medium Rectangle (in content) 300 x 250 $850
5. Filmstrip (up to 5 slides) 300 x 600 per slide (up to 300 x 3000) $975
6. Horizontal Bar 728 x 90 $850
7. Page Takeover see ad rep for details
8. Interstitial see ad rep for details

*All rates are flat rates. RATES ARE CAD.

PAGE TAKEOVER

1. Leaderboard 728 x 90 $975
2. Super Leaderboard 970 x 90 $1,250
3. Medium Rectangle 300 x 250 $975
4. Medium Rectangle (in content) 300 x 250 $850
5. Filmstrip (up to 5 slides) 300 x 600 per slide (up to 300 x 3000) $975
6. Horizontal Bar 728 x 90 $850
7. Page Takeover see ad rep for details
8. Interstitial see ad rep for details

*All rates are flat rates. RATES ARE CAD.
Auto Remarketing Canada is the leading remarketing news source for Canadian used-vehicle industry professionals.

Our readers include new-car dealers, used-car dealers, manufacturers, auto auctions, finance companies, fleet executives and more.

The weekly e-newsletter is delivered every Thursday to over 5,000 subscribers.

**WEEKLY E-NEWSLETTER**

**EMAIL NEWSLETTERS**

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.

**CUSTOM EMAIL MARKETING**

Let Auto Remarketing Canada 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 CAD 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**

**WHITE PAPERS**

Your data-packed white paper will be delivered to our email subscribership of over 5,000. In addition to the custom email, we’ll provide advertising space on autoremarketing.com/arcanada to market your white paper. Let us help you put your data in the hands of used car industry decision makers.

**MARKETING WEBINARS**

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. The cost is **$4,500 CAD** for an exclusive webinar.

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 questions attendees may have had during the webinar.
- Post-event metric reporting on marketing campaign.
- Archived webinars on autoremarketing.com/arcanada.

** авто В РЕМАРКЕТИНГ КАНАДА ЭКСТРА**

Auto Remarketing Canada Extra highlights major news stories in the Canadian market as they develop. Readers can count on news they can use — without waiting for the next newsletter.

These high-interest bulletins are delivered at least once a week to over 5,000 subscribers.

**E-NEWSLETTER AVAILABLE AD SIZES**

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* RATES ARE CAD

**ARC-EXTRA AVAILABLE AD SIZES**

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<td>Bottom Banner</td>
<td>728x90</td>
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<td>$3,250 / Month</td>
</tr>
</tbody>
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**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 creating a properly branded final frame.
- 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.
- Please provide target URL.
Why Participate?

Data-Driven Content
Better position your business and career with data-driven content that offers actionable solutions for addressing your pain-points. Take advantage of cross-learning opportunities that will arm you with a 360° view of the used-car industry and the impacts of changing consumer behavior, new technologies, regulations and future forecasting.

Brilliant Speakers
Connect with and learn from accomplished thought leaders and innovative industry disruptors who will engage you in conversations that will ignite your business engine and strengthen your data-driven decision-making skills. Personalize your agenda by choosing from a variety of workshops, panel discussions, and keynote presentations.

Expand Your Network
Meet with the used-car industry’s smartest and most powerful people and expand your professional network during daily refreshment breaks, evening receptions, and celebratory social events. And those are just a few of the scheduled networking opportunities on the agenda.

Celebrate Industry Excellence
Recognize the remarketing and used-car professionals whose record-breaking accomplishments are inspiring the rest of the industry. Join us in celebrating the Remarketing’s Under 40, Executives of the Year, Profiles in Leadership and other outstanding individuals and companies.

Cutting-Edge Expo Hall
Connect your brand face-to-face with C-level leaders, decision-makers, and influencers who are the driving force behind the remarketing and used-car industry. The Expo Hall is the go-to spot for networking, featuring a curated and engaging experience with today’s cutting-edge solution providers.

Contact us to inquire about sponsorships and exhibiting opportunities.

2017 Attendance
720+
Attendees
12+
Hours of Networking
7%
Manager 26%
Other 21%
Dealer/Principal 20%
Executive 15%
Director 11%
Senior VP 7%
26% 
21%
20%
15%
11%
7%
Attendance
By Title
3 CONTENT TRACKS FOCUSED ON
Retail — Auto Finance — Remarketing

58
Speakers
22
Workshops
42
Sponsors
9
Keynotes
8
Panel Discussions
35
Exhibitors
9
Industry Partners

Auto Remarketing Canada Conference
IN PERSON
Women and Automotive Conference

Upload all artwork to sacommunications.com/ad-upload

IN PERSON
Women and Automotive Conference

Upload all artwork to sacommunications.com/ad-upload

A one day forum for change agents, risk takers, and revolutionary leaders to share and discuss practical approaches for advancing women into leadership roles in the Canadian automotive industry.

Women and Automotive Conference

New Format
In response to our attendees, we condensed the day’s content to fit into a 10 a.m. – 3:30 p.m. schedule to allow more working women to commute to and from the event. Sessions featured high-ranking women who share their leadership journeys and lessons learned via keynote presentations and panel discussions.

Raising Awareness
One of the recurring topics of discussion at the 2017 Women & Automotive Forum was the industry’s need to reach out to young women in high-school and college and share with them the many career opportunities available across the automotive industry. With that in mind, our goal is to have more students present at next year’s event.

Networking & Mentorship
Throughout the day and in between sessions, the women and men who attended the event were busy making new connections, discussing leadership advancement opportunities, and some even took it a step further by establishing a mentorship relationship. Our hope is to make mentorship a growing part of the annual forum.

SACORDER.COM/AD-UPLOAD

WOMEN & AUTOMOTIVE
CANADIAN LEADERSHIP FORUM

SAVE THE DATE
MARCH 2018

THE WESTIN HARBOUR CASTLE   TORONTO
womenandautomotive.com

HIGHLIGHTS

182 women and men from across Canada and United States participated in this year’s event
64% of registered participants are in management positions, 40% are VP and C-level
14 sponsors and industry association partners supported and contributed to MntWomenLead
6 keynote and panel discussion sessions were presented by 20 industry leaders

CONTACT US TO INQUIRE ABOUT SPONSORSHIPS AND EXHIBITING OPPORTUNITIES.
Auto Remarketing Canada
The News Magazine of the Pre-Owned Industry

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919-674-6027 (FAX)

autoremarketing.com/arcanada

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