Auto Remarketing
The News Media of the Pre-Owned Industry

2018 MEDIA KIT

autoremarketing.com

IN PRINT / ONLINE / IN PERSON

Upload all artwork to sacommunications.com/ad-upload
What sets us apart?

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

   Joe Overby  
   Nick Zulovich  
   Chris Hart-Williams  
   Sarah Rubenoff  
   Arlena Sawyers

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

2. **Oversized**
   You worked hard developing your message and brand. Show it off in our 10.5” x 12.5” magazine.

4. **E-News**
   Scheduled & breaking news platforms that reach our 25,000 subscribers

5. **Longevity**
   We’ve delivered the news to this industry for over 25 years. Reaching franchised and top independent dealers, remarketers, auctions, OEM executives, captive finance companies and more.
6 Live Events
We partner with NIADA, NAF and NAAA to bring the industry Used Car Week.

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

9 Bonus Circulation
Enhance and expand your marketing efforts at NADA, NIADA, and UCW.

10 Industry Partners
The editorial 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.

8 In-Demand Issues
Features on the leaders of the pack; see what makes them thrive.
The mission for Auto Remarketing NewsMagazine, a property of Cherokee Media Group, is to bring readers the most recent and relevant news in the used-car and remarketing industry. It is considered a “must read” by dealers and industry execs as a way to stay informed on important industry information.

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 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.
**Front Cover Wrap Details**

The Front-Page Cover Wrap is available to select advertisers who also purchase a full-page ad in the print edition of *Auto Remarketing NewsMagazine*.

**Outside Flap Specs**: 4.66” x 8.8125” with a .125” bleed on all sides  
**Inside Flap Specs**: 4.66” x 12.5” with a .125” bleed on all sides

---

**Front Cover Peel Details**

The Front-Page Cover Peel is available to select advertisers who also purchase a full-page ad in the print edition of *Auto Remarketing NewsMagazine*.

**Total size including bleeds**: 5.25” x 5.25”  
**Live area**: a 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**: 3.0” wide x 3.0” tall  
Corners are rounded.  
White or yellow paper available.  
Please ad .125” full bleed to creative.  
*Post It Note page positioning may appear different than shown.*
Upload all artwork to www.sacommunications.com/ad-upload

**CLASSIFIED AD RATES**

<table>
<thead>
<tr>
<th>LINE ADS</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
<th>12X</th>
<th>24X</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 lines (minimum)</td>
<td>$100</td>
<td>$90</td>
<td>$82</td>
<td>$74</td>
<td>$69</td>
</tr>
<tr>
<td>Each additional line</td>
<td>$25</td>
<td>$24</td>
<td>$23</td>
<td>$22</td>
<td>$20</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>DISPLAY ADS (Black &amp; White*)</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
<th>12X</th>
<th>24X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Small Square</td>
<td>$350</td>
<td>$325</td>
<td>$300</td>
<td>$295</td>
<td>$275</td>
</tr>
<tr>
<td>Vertical</td>
<td>$500</td>
<td>$450</td>
<td>$400</td>
<td>$350</td>
<td>$300</td>
</tr>
<tr>
<td>Horizontal</td>
<td>$500</td>
<td>$450</td>
<td>$400</td>
<td>$350</td>
<td>$300</td>
</tr>
<tr>
<td>Large Square</td>
<td>$800</td>
<td>$750</td>
<td>$725</td>
<td>$700</td>
<td>$650</td>
</tr>
</tbody>
</table>

**CLASSIFIED DISPLAY AD SIZES**

<table>
<thead>
<tr>
<th>AD UNIT</th>
<th>WIDTH</th>
<th>DEPTH</th>
</tr>
</thead>
<tbody>
<tr>
<td>Small Square</td>
<td>1.875” x 1.833”</td>
<td></td>
</tr>
<tr>
<td>Vertical</td>
<td>1.875” x 3.792”</td>
<td></td>
</tr>
<tr>
<td>Horizontal</td>
<td>3.875” x 1.833”</td>
<td></td>
</tr>
<tr>
<td>Large Square</td>
<td>3.875” x 3.792”</td>
<td></td>
</tr>
</tbody>
</table>

**AUCTION DIRECTORY**

The Auction Directory is printed 12 times a year (on the 15th of each month) and delivered to 40,000+ subscribers, which includes Dealers and Consignors. The listing will showcase your auction information with highlighted sale dates and times with up to 3 color logos, and you can make changes throughout the year at no additional charge. The standard rate is $1,500 for all 12 months.
Advertising Rates

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

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.

AVAILABLE AD SIZES

<table>
<thead>
<tr>
<th>AD UNIT</th>
<th>WIDTH</th>
<th>DEPTH</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page Trim</td>
<td>10.4375” x 12.5”</td>
<td></td>
</tr>
<tr>
<td>Full Page Bleed*</td>
<td>10.6875” x 12.75”</td>
<td></td>
</tr>
<tr>
<td>Spread Trim</td>
<td>20.875” x 12.5”</td>
<td></td>
</tr>
<tr>
<td>Spread Bleed*</td>
<td>21.125” x 12.75”</td>
<td></td>
</tr>
<tr>
<td>Cover Peel</td>
<td>See template on Page 3</td>
<td></td>
</tr>
<tr>
<td>Junior Page</td>
<td>7.375” x 9”</td>
<td></td>
</tr>
<tr>
<td>Junior Page Spread</td>
<td>15.25” x 9.562”</td>
<td></td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>9.875” x 5.75”</td>
<td></td>
</tr>
<tr>
<td>1/2 Page Horiz. Spread Trim</td>
<td>20.875” x 6.1871”</td>
<td></td>
</tr>
<tr>
<td>1/2 Page Horiz. Bleed**</td>
<td>21.125” x 6.312”</td>
<td></td>
</tr>
<tr>
<td>1/2 Page Vertical</td>
<td>4.875” x 11.625”</td>
<td></td>
</tr>
<tr>
<td>1/4 Page Square</td>
<td>4.875” x 5.75”</td>
<td></td>
</tr>
<tr>
<td>1/4 Page Vertical</td>
<td>2.375” x 11.625”</td>
<td></td>
</tr>
<tr>
<td>1/4 Page Horizontal</td>
<td>9.875” x 2.75”</td>
<td></td>
</tr>
<tr>
<td>1/8 Page Horizontal</td>
<td>4.875” x 2.75”</td>
<td></td>
</tr>
<tr>
<td>1/8 Page Vertical</td>
<td>2.375” x 5.75”</td>
<td></td>
</tr>
</tbody>
</table>

* Two-page 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

AD UNIT | 1X   | 6X   | 12X  | 23X  |
---------|------|------|------|------|
Full Page | $6,810 | $6,265 | $5,510 | $5,185 |
Spread    | $13,620 | see ad rep for rates |
Front Cover Wrap | $22,500 | see ad rep for rates |
Cover Peel | $2,500 plus full-page ad in same issue |
Junior Page | $5,400 | $5,080 | $4,430 | $4,105 |
Junior Spread | $8,100 | see ad rep for rates |
1/2 Page | $4,105 | $3,780 | $3,345 | $3,130 |
1/4 Page | $2,155 | $2,050 | $1,835 | $1,725 |
1/8 Page | $1,290 | $1,185 | $1,075 | $970 |
**JANUARY**

Ad Materials: 1/9

2018 Used Car Kick Off

NADA Used-Car Game Plan

---

**FEBRUARY 1**

Ad Materials: 1/18

Leading Dealer Groups Issue –

Strategies from dealership groups for success in the pre-owned market.

---

**FEBRUARY 15**

Ad Materials: 2/1

The Best CPO Dealers in the USA – We showcase the sales leaders for more than a dozen OEM certified pre-owned programs and share their tips for success.

---

**SPECIAL SPONSOR SECTION**

**MARCH 1**

Ad Materials: 2/15

NAAA/CAR Issue –

March 6-7

• Special Section: Consignor Spotlight –

We spotlight the industry’s leading commercial consignors.

---

**MARCH 15**

Ad Materials: 2/26

NADA Convention Issue –

We celebrate the National Automobile Dealers Association with features on NADA’s incoming chairman, a preview of its annual convention and more.

---

**APRIL 1**

Ad Materials: 3/15

The Wall Street Issue

A look into the investment side of the used-car business, from Silicon Valley to the stock exchange, from venture capitalists to IPOs.

---

**SPECIAL SPONSOR SECTION**

**APRIL 15**

Ad Materials: 4/5

WOMEN IN REMARKETING –

We recognize women who have made significant contributions to the used-car and remarketing business.

---

**MAY 1**

Ad Materials: 4/19

Auction & Wholesale Market Report – Through data and analysis, we tackle the top trends within the wholesale and remarketing side of the business.
MAY 15
Ad Materials: 5/3
Compliance & Regulatory Updates – We explore the regulatory and financial legislation environment for dealers, lenders, consignors, remarketers and auctions.

JUNE 1
Ad Materials: 5/17
Top Independent Dealers/NIADA Convention Issue – Just in time for the NIADA Convention, we spotlight the nation’s independent dealers who are leading the used-car market.

JUNE 15
Ad Materials: 5/31
Top Franchised Dealers – We recognize the franchised dealers who lead the pack in the pre-owned market.

JULY 1
Ad Materials: 6/14
Retail Market Report – An analysis of data covering a myriad areas within the used-car business, including supply trends, leasing and retail sales.

JULY 15
Ad Materials: 6/28
Finance and Insurance-Service Contracts + SubPrime Focus – We explore the world of finance and how it impacts dealers’ used-car operations, while also focusing on the benefits of the service contact market.

AUGUST 1
Ad Materials: 7/19
THE POWER 300: THE INDUSTRY’S MOST INFLUENTIAL COMPANIES
>> SPECIAL ADVERTISING SECTION
Corporate Power Profiles: The Power 300 special section will feature the leading companies in the used-car and remarketing industry, a group as diverse as it is influential. Companies may provide a 150-word description of their business which will run with their company logo in the Aug. 1 edition.
AUGUST 15
Ad Materials: 8/2
Fleet, Lease & Rental Remarketing + IARA Roundtable – Analysis of fleet, leasing and rental volumes on the retail side of the market, as well as a look into how fleet/lease/rental consignment is impacting supply and prices in the wholesale market. Also, we look at the International Automotive Remarketers Alliance’s Summer Roundtable.

SPECIAL SPONSOR SECTION
SEPTEMBER 1
Ad Materials: 8/16
REMARKETING & USED CAR 40 UNDER 40

SPECIAL SPONSOR SECTION
SEPTEMBER 15
Ad Materials: 8/30
NEW: Best Auto Auctions to Work for – Honorees will be spotlighted through listings of recipients, feature stories and more.

OCTOBER 1
Ad Materials: 9/13
Innovation Issue - An look inside the leading digital trends, tools and strategies, plus the startups and new companies impacting the used-car market.

OCTOBER 15
Ad Materials: 9/20
CPO Dealer of Year: CPO Trends and Maximizing CPO Sales – Our annual award recognizing one of the strongest certified pre-owned dealers in the country. We review best practices for selling CPO units and discuss industry-wide CPO trends.

SPECIAL SPONSOR SECTION
NOVEMBER 1
Ad Materials: 10/4
Best of the Block / NAAA Issue – Our annual celebration of the National Auto Auction Association, its convention and the auction industry. We feature a profile of the incoming NAAA president and an Auction Life photo spread with pictures contributed by NAAA members.
■ Special Section: Consignor Spotlight

>> SPECIAL ADVERTISING SECTION
Best of the Block
NOVEMBER 15
Ad Materials: 10/18

**Used Car Week** brings together all corners of the used-car and remarketing industry to discuss current trends, forecasting for the future and how to prepare for the road ahead.

>> SPECIAL ADVERTISING SECTION
International Used Car Industry Report

International Used Car Industry Report will include data and analysis covering every corner of the remarketing business.

A sneak preview copy of the special edition will be delivered to all attendees of Used Car Week onsite.

DECEMBER 15
Ad Materials: 12/3

**2018 Used Car Awards and Used Car Week Summary**

DECEMBER 1
Ad Materials: 11/8

**Top 25 Stories of 2018 –**
The biggest stories in the used-car and remarketing industry from the past year.
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.

FILE REQUIREMENTS
AUTOREMARKETING.COM

» 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 In Content – 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 – See ad rep for details
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
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 WEEK - $3,000**

1. Exclusive leaderboard ad on podcast delivery email

2. Verbal mention at beginning and during the podcast
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 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. **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.

---

**AUTO REMARKETING MOBILE OPTIMIZED SITE**

AutoRemarketing.com maintains a mobile optimized version.

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

Approximately 20,000 visitors a month view autoremarketing.com on their mobile device.

**ADVERTISING RATES:**

- Mobile ad banner 1 (320x170)
  - Max file size: 15KB - $200/cpm

- Mobile ad banner 2 (300x250)
  - Max file size: 15KB - $200/cpm

**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.
AVAILABLE WEBSITE ADS

<table>
<thead>
<tr>
<th>AD UNIT</th>
<th>SIZE</th>
<th>RATES</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Leaderboard</td>
<td>728 x 90</td>
<td>$100</td>
</tr>
<tr>
<td>2. Super Leaderboard</td>
<td>970 x 90</td>
<td>$150</td>
</tr>
<tr>
<td>3. Medium Rectangle</td>
<td>300 x 250</td>
<td>$100</td>
</tr>
<tr>
<td>4. Medium Rectangle</td>
<td>300 X 250</td>
<td>$100</td>
</tr>
<tr>
<td>5. Filmstrip (up to 5 slides)</td>
<td>300 x 600 per slide (up to 300 x 3000)</td>
<td>$150</td>
</tr>
<tr>
<td>6. Horizontal Bar</td>
<td>728 x 90</td>
<td>$100</td>
</tr>
<tr>
<td>7. Page Takeover</td>
<td>See ad rep for details</td>
<td>$1200/day</td>
</tr>
<tr>
<td>8. Interstitial</td>
<td>800 x 600</td>
<td>$750/day</td>
</tr>
</tbody>
</table>

*All rates are per 1000 impressions.*
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.

**AUTO REMARKETING TODAY**

*AR Today* provides the latest news from the remarketing and used-car industry. This newsletter is ready and waiting every business morning for our subscribers who count on this to start the day.

The e-newsletter is delivered every morning to nearly 25,000 subscribers.

<table>
<thead>
<tr>
<th>AD UNIT</th>
<th>SIZE (px)</th>
<th>POSITION</th>
<th>RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Leaderboard</td>
<td>728x90</td>
<td>Top Banner</td>
<td>$4,500/ Month</td>
</tr>
<tr>
<td>2. Horizontal Bar</td>
<td>728x90</td>
<td>Rotating Banners</td>
<td>$2,500 / Month</td>
</tr>
<tr>
<td>3. Medium Rectangle</td>
<td>300x250</td>
<td>Rotating In-Content</td>
<td>$2,750 / Month</td>
</tr>
</tbody>
</table>

**AUTO REMARKETING TODAY PM**

*AR Today PM* provides the latest news from the remarketing and used-car industry. This newsletter is a two-story afternoon version of AR Today.

The e-newsletter is delivered every afternoon to nearly 25,000 subscribers.

<table>
<thead>
<tr>
<th>AD UNIT</th>
<th>SIZE (px)</th>
<th>POSITION</th>
<th>RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Leaderboard</td>
<td>728x90</td>
<td>Top Banner</td>
<td>$4,500/ Month</td>
</tr>
<tr>
<td>2. Horizontal Bar</td>
<td>728x90</td>
<td>Rotating Banners</td>
<td>$2,500 / Month</td>
</tr>
<tr>
<td>3. Medium Rectangle</td>
<td>300x250</td>
<td>Rotating In-Content</td>
<td>$2,750 / Month</td>
</tr>
</tbody>
</table>

**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 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.

**TARGETED EMAIL NEWSLETTERS**

Upload all artwork to sacommunications.com/ad-upload

**ROTATING BANNERS**

1 Leaderboard
9 Horizontal Bars
8 Medium Rectangles
AUTO REMARKETING EXTRA

The Auto Remarketing Extra highlights major news stories in the used-car industry as they develop. Readers can count on news they can use, when it happens.

These high-interest bulletins are delivered as key news breaks to nearly 25,000 recipients.

<table>
<thead>
<tr>
<th>AD UNIT</th>
<th>SIZE (px)</th>
<th>POSITION</th>
<th>RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Horizontal Bar</td>
<td>728 x 90</td>
<td>Banner 1</td>
<td>$3,000 / Month</td>
</tr>
<tr>
<td>2. Medium Rectangle</td>
<td>300 x 250</td>
<td>In-Content</td>
<td>$3,000 / Month</td>
</tr>
<tr>
<td>3. Horizontal Bar</td>
<td>728 x 90</td>
<td>Banner 2</td>
<td>$3,000 / Month</td>
</tr>
</tbody>
</table>

PRE-OWNED & CPO

Pre-Owned & CPO is focused on certified pre-owned content and is delivered every Tuesday and Thursday to nearly 25,000 recipients.

<table>
<thead>
<tr>
<th>AD UNIT</th>
<th>SIZE (px)</th>
<th>POSITION</th>
<th>RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Horizontal Bar</td>
<td>728 x 90</td>
<td>Banner 1</td>
<td>$2,500 / Month</td>
</tr>
<tr>
<td>2. Medium Rectangle</td>
<td>300 x 250</td>
<td>In-Content</td>
<td>$2,500 / Month</td>
</tr>
<tr>
<td>3. Horizontal Bar</td>
<td>728 x 90</td>
<td>Banner 2</td>
<td>$2,500 / Month</td>
</tr>
</tbody>
</table>

REMARKETER & CONSIGNOR

R&C covers what’s happening in the auction world and is delivered every Monday to nearly 5,000 subscribers.

<table>
<thead>
<tr>
<th>AD UNIT</th>
<th>SIZE (px)</th>
<th>POSITION</th>
<th>RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Leaderboard</td>
<td>728 x 90</td>
<td>Leaderboard</td>
<td>$2,500 / Month</td>
</tr>
<tr>
<td>2. Horizontal Bar</td>
<td>728 x 90</td>
<td>Banner 1</td>
<td>$2,000 / Month</td>
</tr>
<tr>
<td>3. Medium Rectangle</td>
<td>300 x 250</td>
<td>Rectangle 1</td>
<td>$2,000 / Month</td>
</tr>
<tr>
<td>4. Horizontal Bar</td>
<td>728 x 90</td>
<td>Banner 2</td>
<td>$1,500 / Month</td>
</tr>
<tr>
<td>5. Medium Rectangle</td>
<td>300 x 250</td>
<td>Rectangle 2</td>
<td>$1,500 / Month</td>
</tr>
</tbody>
</table>

AUTO FIN POST

Auto Fin Post covers how data and technology are impacting financing and management. It’s distributed every Wednesday to over 25,000 subscribers.

<table>
<thead>
<tr>
<th>AD UNIT</th>
<th>SIZE (px)</th>
<th>POSITION</th>
<th>RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Horizontal Bar</td>
<td>728 x 90</td>
<td>Banner 1</td>
<td>$2,000 / Month</td>
</tr>
<tr>
<td>2. Medium Rectangle</td>
<td>300 x 250</td>
<td>In-Content</td>
<td>$2,000 / Month</td>
</tr>
<tr>
<td>3. Horizontal Bar</td>
<td>728 x 90</td>
<td>Banner 2</td>
<td>$2,000 / Month</td>
</tr>
</tbody>
</table>

THE LEGAL FILE

The Legal File keeps our reader in-the-know on regulatory and compliance developments shaping the auto industry. It’s delivered to over 25,000 subscribers every Monday.

<table>
<thead>
<tr>
<th>AD UNIT</th>
<th>SIZE (px)</th>
<th>POSITION</th>
<th>RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Horizontal Bar</td>
<td>728 x 90</td>
<td>Banner 1</td>
<td>$2,000 / Month</td>
</tr>
<tr>
<td>2. Medium Rectangle</td>
<td>300 x 250</td>
<td>In-Content</td>
<td>$2,000 / Month</td>
</tr>
<tr>
<td>3. Horizontal Bar</td>
<td>728 x 90</td>
<td>Banner 2</td>
<td>$2,000 / Month</td>
</tr>
</tbody>
</table>
CUSTOM EMAIL MARKETING

Let Auto Remarketing 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

WHITE PAPERS

Your data-packed White Paper will be announced to our email subscribership. In addition to the custom email, we’ll provide advertising space on autoremarketing.com to market your white paper. Let us help you put your data in the hands of the 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 $6,500 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.
IN PERSON
Used Car Week Conference

SAVE THE DATE
November 12-16 • The Westin Kierland Resort & Spa • Scottsdale, AZ

USED CAR WEEK 2018
NOVEMBER 12-16 • SCOTTSDALE, AZ
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 such as luncheons, 5K Fun Run and the NAAA President’s Gala. 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 Used Car Awards, Women in Remarketing, Auto Remarketing’s 40 Under 40, Executives of the Year, 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.

### 2016 Attendance

- **1330+** attendees throughout the entire week of Used Car Week and NAAA Convention

### 2016 Educational Opportunities

- **128** Speakers
- **33** Workshops
- **18** Keynotes
- **11** Panel Discussion

### Attendance by Conference

<table>
<thead>
<tr>
<th>1st BLOCK</th>
<th>2nd BLOCK</th>
</tr>
</thead>
<tbody>
<tr>
<td>PRE-OWNED</td>
<td>AUTO FIN</td>
</tr>
<tr>
<td>REPO</td>
<td>NRC+ AAA</td>
</tr>
<tr>
<td>652</td>
<td>900</td>
</tr>
</tbody>
</table>

- **9%** of attendees attended the full week

Contact us to inquire about sponsorship and exhibiting opportunities.