



2023 Digital Media Kit

AR
Auto Remarketing

SubPrime Auto Finance News

BHPH REPORT

AFJ | Auto Fin
Journal

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CHEROKEE

MEDIA GROUP

701 Cascade Pointe Lane, Ste. 103, Cary, NC 27513

800-608-7500 | 919-674-6020 | 919-674-6027 (FAX)

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 30 years; reaching franchised and independent dealers, remarketers, auctions, OEM executives, captives, independent finance companies, banks and more.

CMG also produces several conferences that bring together the auto industry to address trends in the retail, wholesale, finance, and collections & recoveries segments of the business.

MEET OUR TEAM



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WEBSITE ADVERTISING

Home Page



Content Page



Auto Remarketing®

AD UNIT	SIZE (PX)	RATES
1. Super Leaderboard	970 x 90	\$150/cpm
2. Jumbo Banner	970 x 300	\$200/cpm
3. Medium Rectangle	300 x 250	\$150/cpm
4. Medium Rectangle (in content)	300 x 250	\$150/cpm
5. Interstitial*	800 x 600	\$800/day
6. Slide In*	300x250	\$750/wk
7. Page Takeover* -OR- Page Takeover with Interstitial	See ad rep for details	\$1,500/day -OR- \$2,100/day

*See page 8 for examples.

WEBSITE ADVERTISING

Home Page



Content Page



SubPrime Auto Finance News

AD UNIT	SIZE (PX)	RATES
1. Super Leaderboard	970 x 90	\$1,500
2. Jumbo Banner	970 x 300	\$1,500
3. Medium Rectangle	300 x 250	\$1,500
4. Medium Rectangle (in content)	300 x 250	\$1,000
5. Interstitial*	800 x 600	\$450/day
6. Slide In*	300 x 250	\$350/week

*See page 8 for examples.

WEBSITE ADVERTISING

Home Page



Content Page



BHPH

REPORT

AD UNIT	SIZE (PX)	RATES
1. Super Leaderboard	970 x 90	\$750
2. Jumbo Banner	970 x 300	\$750
3. Medium Rectangle	300 x 250	\$750
4. Medium Rectangle (in content)	300 x 250	\$500
5. Interstitial*	800 x 600	\$300/day
6. Slide In*	300 x 250	\$200/week

*See page 8 for examples.

WEBSITE ADVERTISING

Home Page



Content Page



AD UNIT	SIZE (PX)	RATES
1. Super Leaderboard	970 x 90	\$750
2. Jumbo Banner	970 x 300	\$750
3. Medium Rectangle	300 x 250	\$750
4. Medium Rectangle (in content)	300 x 250	\$500
5. Interstitial*	800 x 600	\$300/day
6. Slide In*	300x250	\$200/week

*See page 8 for examples.

PREMIUM WEBSITE ADVERTISING

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. Jumbo Banner – 40KB
3. Medium Rectangle – 40KB
4. Medium Rectangle (in content) – 40KB
5. Interstitial – (Static or animated gif) – 80KB
6. Slide In – 40KB
7. Page Takeover – See ad rep for details

» For ad demonstrations and other details, see the IAB guidelines here: iab.net/guidelines/508676/508767/displayguidelines

Interstitial



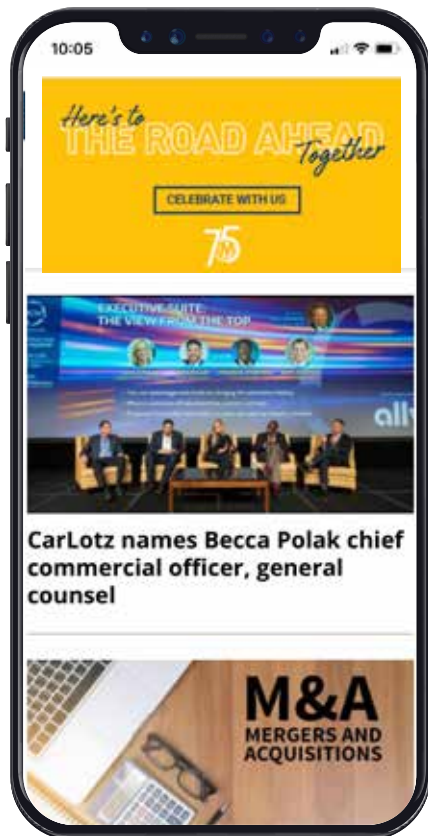
Slide In



Page Takeover



MOBILE ADVERTISING



1



2 3

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

An average of over 35,000 visitors a month view our news on their mobile device.

AD UNIT	SIZE (PX)	RATES
1. Leaderboard	320 x 170	\$200/cpm
2. In-Content	300 x 250	\$150/cpm
3. Infinite Scroll	300 x 250	\$100/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.

RETARGETING: AUDIENCE EXTENSION



Site Retargeting

Reach our readers off-site,
across the web and on mobile.

Target Your Clients Through **Our Trusted Brands**

**Auto
Remarketing**

SubPrime Auto Finance News

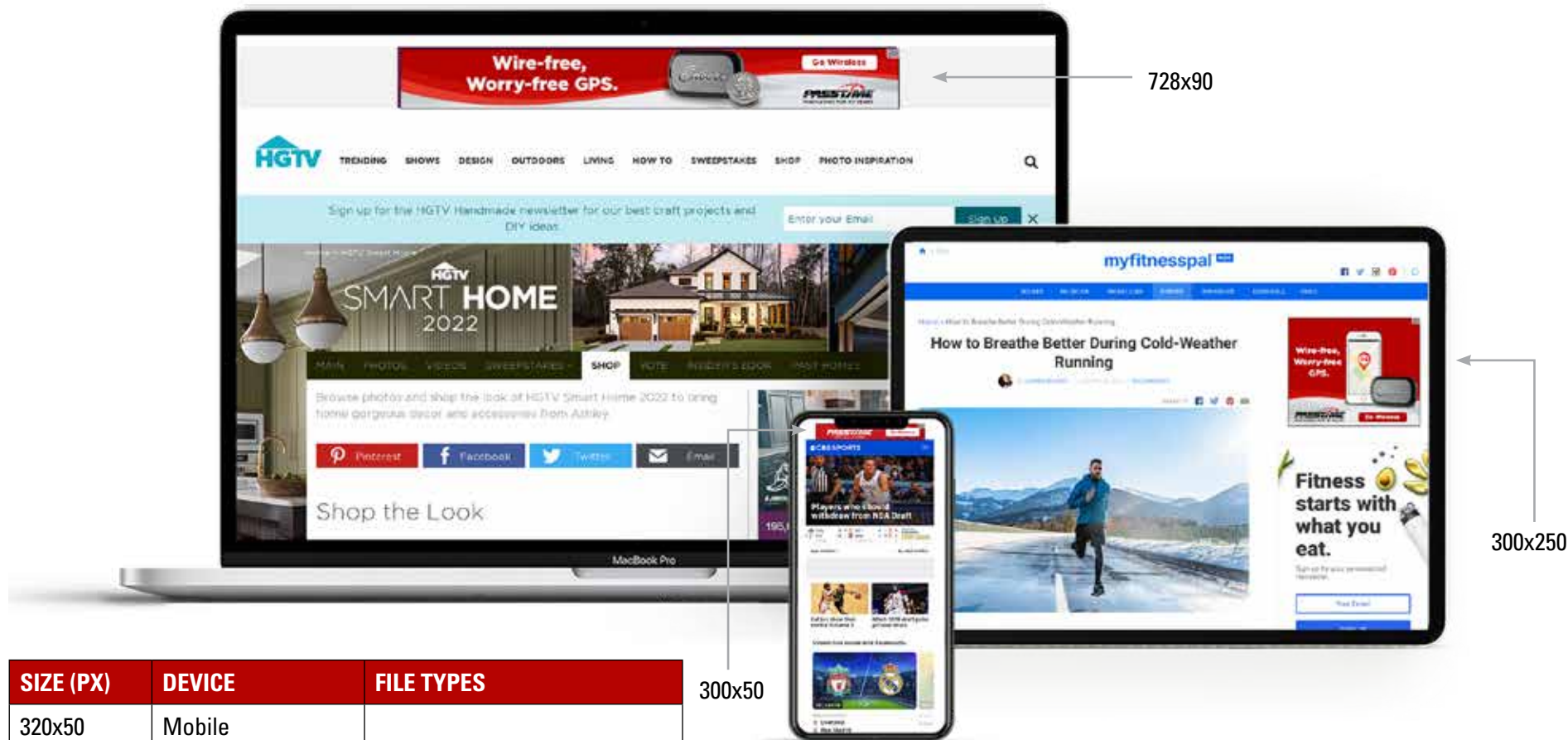
BHPH REPORT

AFJ | Auto Fin
Journal

Keeping Your Message in Front of Your **Target Audience**

RETARGETING: AUDIENCE EXTENSION

TRADITIONAL DISPLAY



SIZE (PX)	DEVICE	FILE TYPES
320x50	Mobile	.CSS / .JS / .HTML / .GIF .PNG / .JPG / .JPEG
300x50	Mobile	
300x250	Mobile & Desktop	MAX FILE SIZE IS 200KB.
728x90	Desktop	
160x600	Desktop	

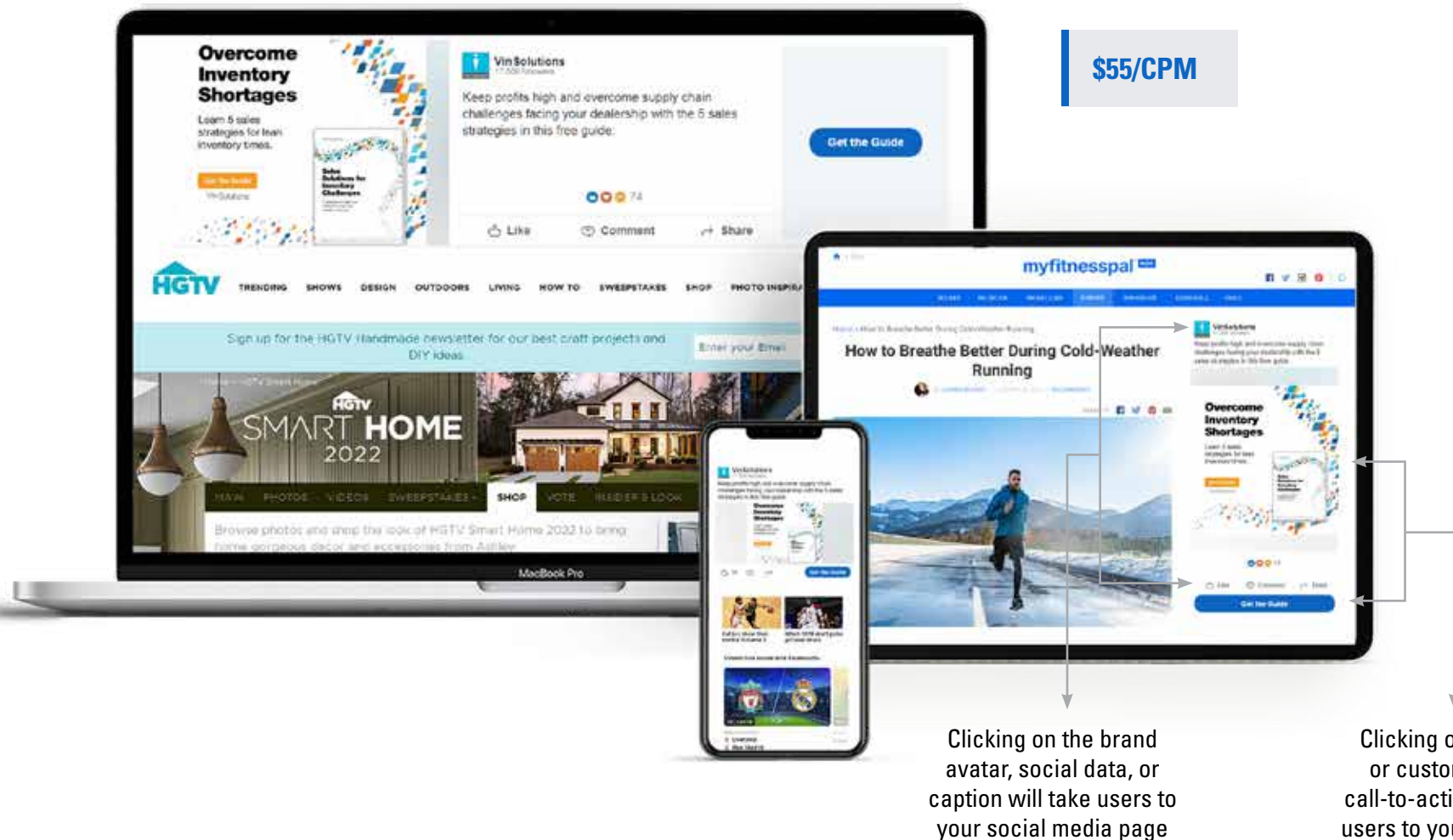
\$45/CPM

RETARGETING: AUDIENCE EXTENSION

NEW PROGRAMMATIC SOCIAL DISPLAY

Authentic Recreations of Social Media Posts

\$55/CPM



Clicking on the brand avatar, social data, or caption will take users to your social media page

Clicking on the ad or customizable call-to-action directs users to your website

DIGITAL EDITION MAGAZINE SPONSOR

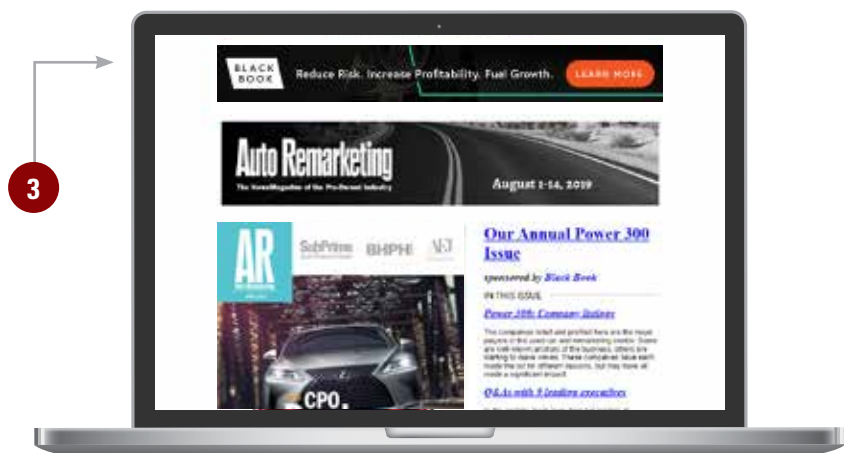


1 » Presentation Page (9.5" x 11.5")

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

EMAIL NEWSLETTER



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 *Auto Remarketing Today*, *Auto Remarketing Today PM* and *Auto Remarketing Extra* e-newsletters are delivered to **20,000 SUBSCRIBERS.**

AD UNIT	SIZE (PX) / DELIVERABLES	POSITION	RATES
1. Leaderboard	728 x 90	Top Banner	\$4,500/mth
2. Horizontal Bar	728 x 90	Rotating Banners	\$2,500/mth
3. Medium Rectangle	300 x 250	Rotating In-Content	\$2,750/mth
4. Sponsored Content	- Headline - 60 word count - URL	3rd story	\$1,500/wk

SPONSORED CONTENT

Register now for Used Car Week

Combining five different conferences, Used Car Week (UCW) unites all corners of the used-car industry from remarketing to dealer-consignor relations and auto finance for four days to discuss current trends, forecasting for the future and prepping for the road ahead.

To learn more, see sponsorship opportunities and register ... [Read more](#)

SPONSORED CONTENT

Fitting the form and function of its host, sponsored content is a form of native advertising. Not an ad, sponsored content can be anything from an article to video to a listicle, looking like a native part of the *AR Today* e-newsletters.

EMAIL NEWSLETTER



AUTO REMARKETING TODAY PM

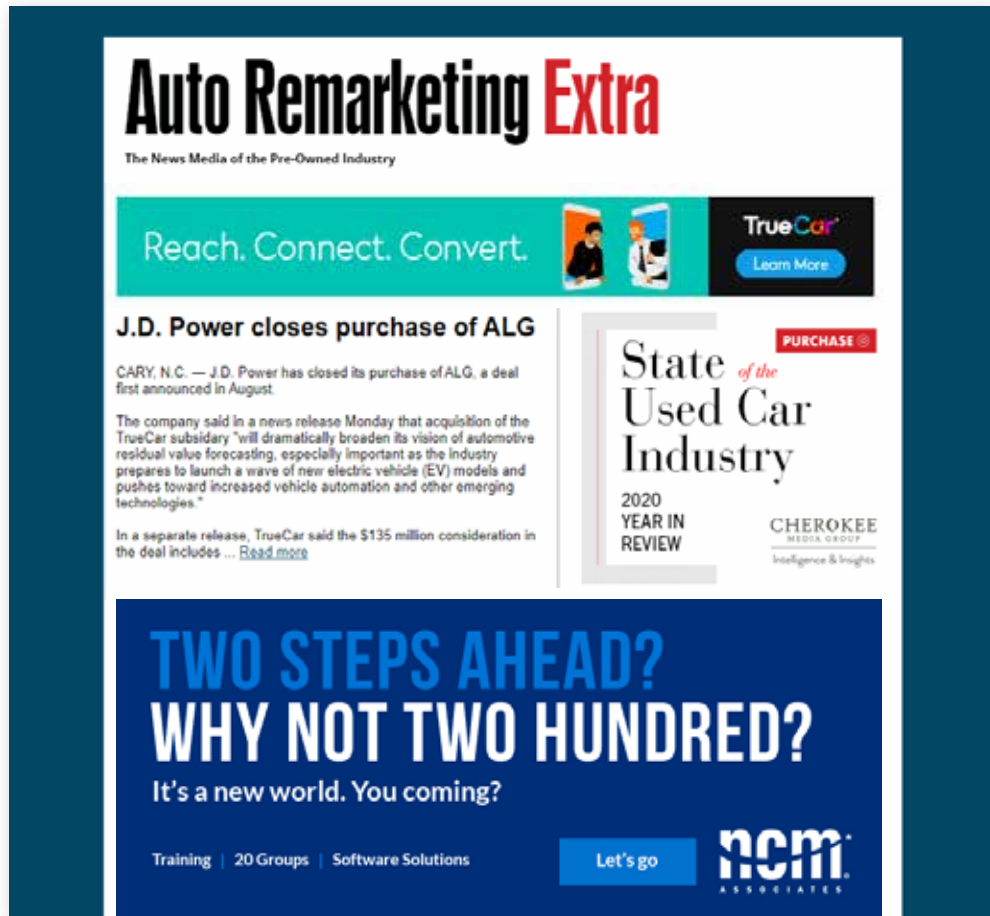
This newsletter is a three-story afternoon version of *AR Today*.

AD UNIT	SIZE (PX) / DELIVERABLES	POSITION	RATES
1. Leaderboard	728 x 90	Top Banner	\$4,500/mth
2. Horizontal Bar	728 x 90	Rotating Banners	\$2,500/mth
3. Medium Rectangle	300 x 250	Rotating In-Content	\$2,750/mth
4. Sponsored Content	- Headline - 60 word count - URL	3rd story	\$1,500/wk

SPONSORED CONTENT

Fitting the form and function of its host, sponsored content is a form of native advertising. Not an ad, sponsored content can be anything from an article to video to a listicle, looking like a native part of the *AR Today PM* e-newsletters.

EMAIL NEWSLETTER



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.

1

2

3

AD UNIT	SIZE (PX)	POSITION	RATES
1. Horizontal Bar	728 x 90	Banner 1	\$2,500/mth
2. Medium Rectangle	300 x 250	In-Content	\$2,500/mth
3. Oversized Horizontal Bar	728 x 300	Banner 2	\$3,000/mth

EMAIL NEWSLETTER



SUBPRIME NEWS UPDATE

SubPrime News Update brings readers the latest news in the subprime auto finance industry and links to subprimenews.com. It is delivered every Monday, Wednesday and Friday to over 11,000 subscribers.

AD UNIT	SIZE (PX) / DELIVERABLES	POSITION	RATES
1. Leaderboard	728 x 90	Top Banner	\$4,500/mth
2. Horizontal Bar	728 x 90	Rotating Banners	\$2,500/mth
3. Medium Rectangle	300 x 250	Rotating In-Content	\$2,750/mth
4. Sponsored Content	- Headline - 60 word count - URL	3rd story	\$1,500/wk

SPONSORED CONTENT

Fitting the form and function of its host, sponsored content is a form of native advertising. Not an ad, sponsored content can be anything from an article to video to a listicle, looking like a native part of the *SubPrime News Update* e-newsletters.

EMAIL NEWSLETTER



SUBPRIME EXTRA E-NEWSLETTER

The *SubPrime Extra* highlights major news stories in the SubPrime 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 two times a week to over 11,000 subscribers.

AD UNIT	SIZE (PX)	POSITION	RATE
1. Horizontal Bar	728x90	Banner 1	\$2,500/mth
2. Medium Rectangle	300x250	In-Content	\$2,500/mth
3. Oversized Horizontal Bar	728x300	Banner 2	\$3,000/mth

EMAIL NEWSLETTER

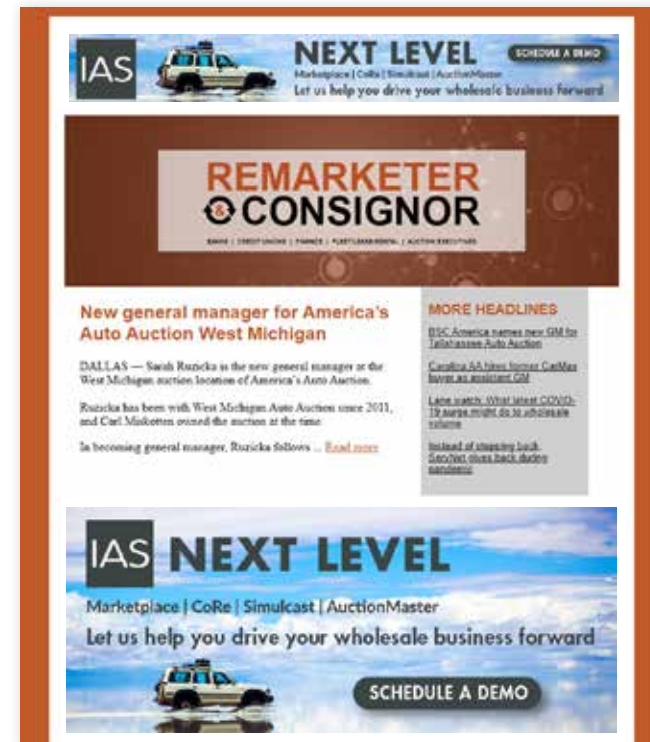
EXCLUSIVE SPONSORSHIP

Take advantage of one of our five e-newsletters that offer an exclusive sponsorship. Benefit from being the only advertiser with two prime spaces that surround our trusted content.

AD UNIT	SIZE (PX)
Leaderboard	728x90
Oversized Horizontal Bar	728x300

FILE REQUIREMENTS

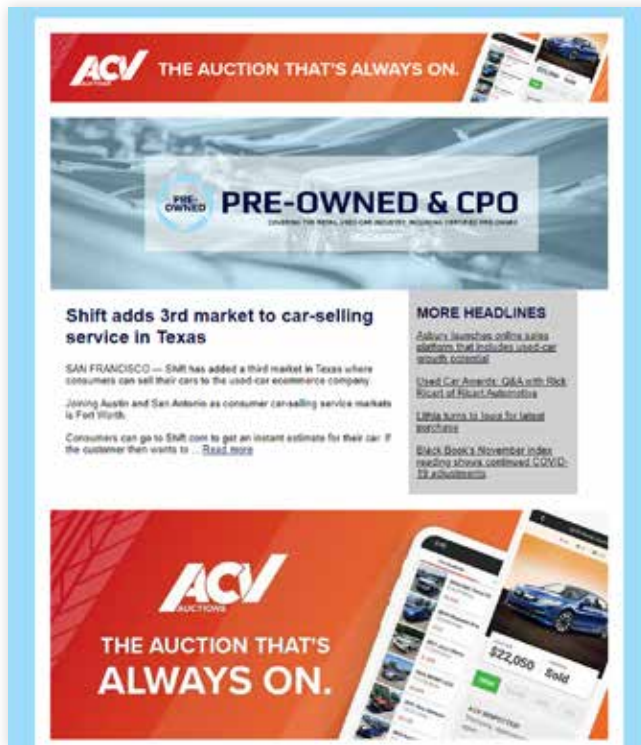
- » Maximum file size is 700K for JPG or GIF.
- » We cannot accept Flash animation in these ads.
- » If sending an animated GIF, please be sure to create with desired number of repetitions as well as a properly branded final frame.
- » Please provide target URL.
- » Please ensure that the first frame 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.



\$2,500

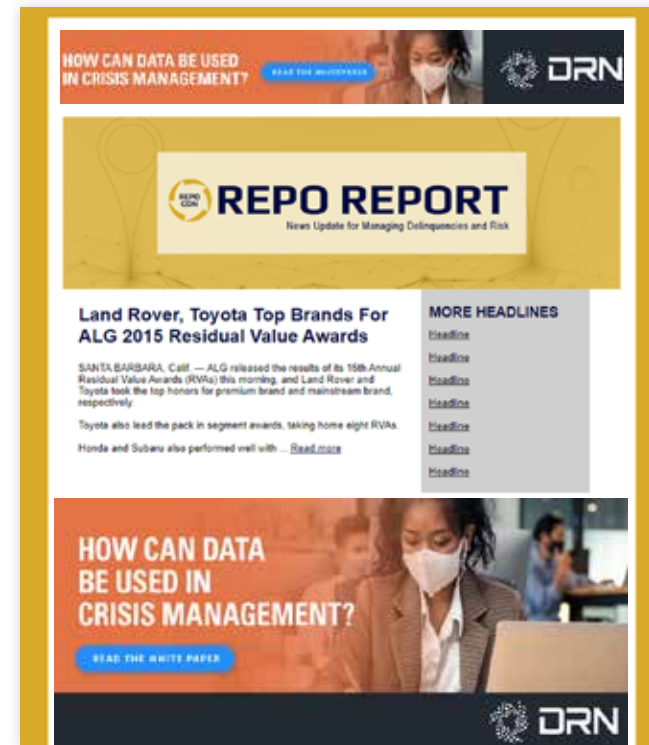
Remarketer & Consignor covers what's happening in the auction world and is delivered every Monday to nearly 4,500 subscribers.

EMAIL NEWSLETTER



\$3,500

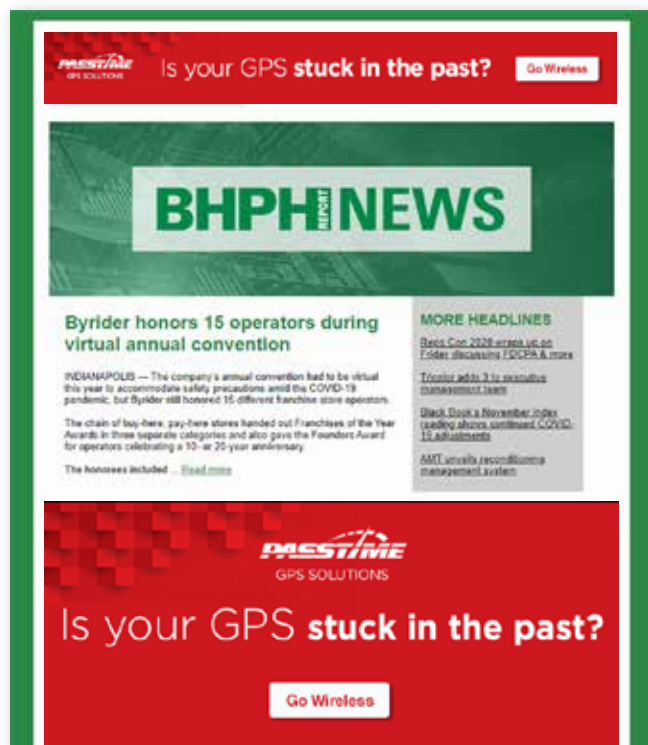
Pre-Owned & CPO is focused on certified pre-owned content and is delivered every Tuesday and Thursday to nearly 15,000 subscribers.



\$3,500

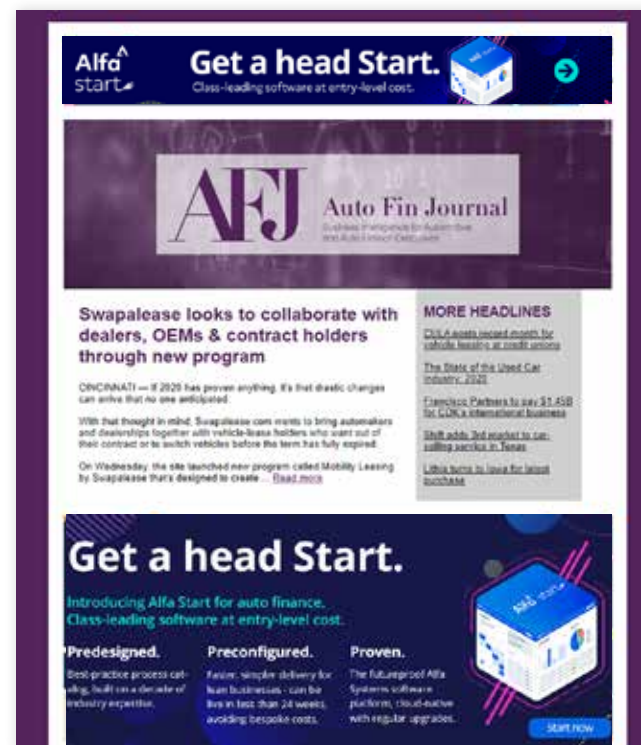
Repo Report covers this growing market with contributed content as well as news briefs. It is delivered every Wednesday to more than 11,000 subscribers.

EMAIL NEWSLETTER



\$3,500

BPHPH Report News highlights major news stories in the BPHPH industry. It's delivered every Tuesday and Thursday to our 12,000 subscribers.



\$3,500

Auto Fin Journal covers how data and technology are impacting the automotive industry. It's distributed every Monday and Wednesday to over 17,000 subscribers.

WHITE PAPER

You worked hard to compile relevant information and data. Let us promote it to our audience, showing off your thought leadership and industry expertise.

\$4,500


2

ARCHIVE LIBRARY:
Your white paper archived on AutoRemarketing.com

1

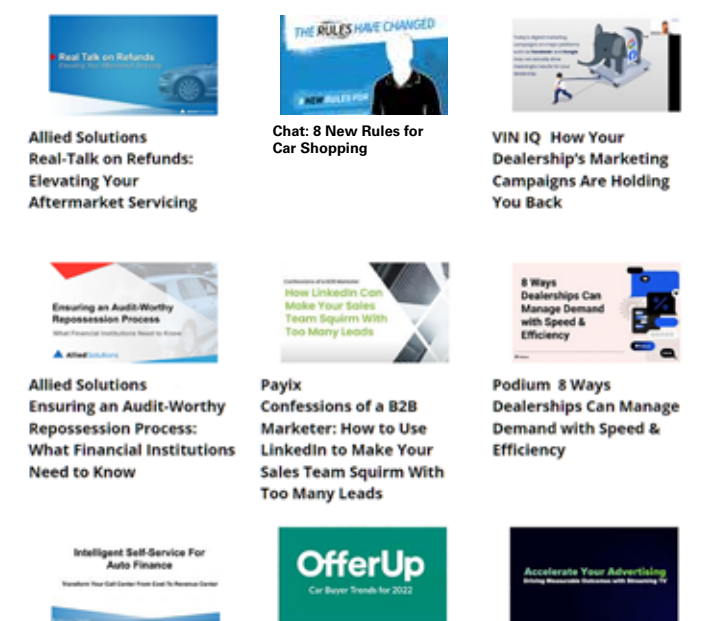
CUSTOM EMAIL:
Your exclusive message delivered by our trusted brand

Free Guidebook - 8 New Rules for Car Shopping



Millennials are changing the game in a lot of ways these days...including the car shopping process.

Want to know how to win? [Download the Free Guidebook, "8 New Rules for Car Shopping,"](#) and step onto their playing field.



Allied Solutions Real-Talk on Refunds: Elevating Your Aftermarket Servicing

Chat: 8 New Rules for Car Shopping

VIN IQ How Your Dealership's Marketing Campaigns Are Holding You Back

Allied Solutions Ensuring an Audit-Worthy Repossession Process: What Financial Institutions Need to Know

Payix Confessions of a B2B Marketer: How to Use LinkedIn to Make Your Sales Team Squirm With Too Many Leads

Podium 8 Ways Dealerships Can Manage Demand with Speed & Efficiency

Allied Solutions Artificial Intelligence for Financial Institutions - How Your Call Center Can Generate Revenue with AI

OfferUp Buyer Trends that Will Impact Dealers in 2022 and Beyond

Premion Automotive Marketers Can Win with Streaming TV

DEALER TRAINING SERIES

SPONSORSHIP

Co-Sponsorship, 4 Available

Bringing professional dealer trainers to the stage to provide the latest in best practices and strategies to grow dealership business.



CO-SPONSORSHIP - \$15,000 ANNUALLY

DEALER TRAINING SERIES



2

Company logo on marketing materials (print and digital advertising as well as emails).



3

Company logo on live event materials.



5

Company logo on Used Car Week's live, in-person Dealer Training Day event.



4

Your recorded training video added to the library as sponsored content.

PODCAST

MONTHLY SPONSORSHIP PACKAGE

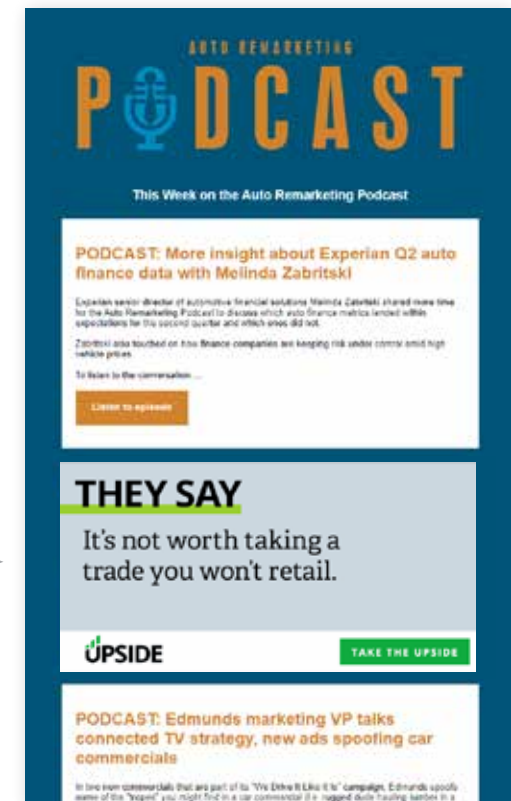
Your weekly dose of auto-industry news and conversation with top executives, specifically tailored for the used-car side of the business. Subscribe today via iTunes or Google Play.



2 Verbal commercial leading and ending the podcasts.



1 Leaderboard (728px x 90px) on podcast website page.



3 Banner (600px x 300px) on weekly podcast round-up e-newsletter.

SPONSORSHIP OPPORTUNITY PER MONTH - \$6,500

PODCAST

COMPANY SPONSORED EPISODE

Opportunity to share your team's industry insights.



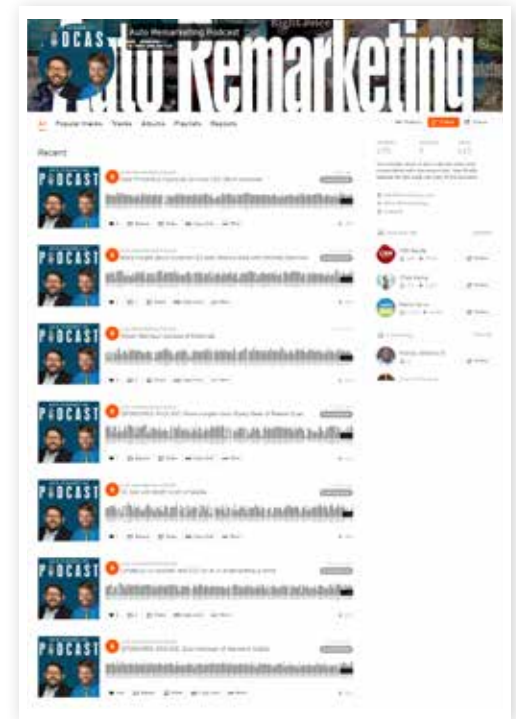
1

Record a podcast with your executive sharing your targeted message.



2

Custom email promoting the podcast to our media subscribers.



3

Archived in the *Auto Remarketing* podcast library.

SPONSORED CONTENT PER RECORDING - \$4,500

CUSTOM EMAIL MARKETING

Your exclusive message sent to our subscribers. Select the right brand for your audience; AR, SP, BPH or AFJ.

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

- » 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.

\$4,500 PER EMAIL



DRN

It's all about Location.

**LOCATE THE DEBTOR.
LOCATE THE ASSET.**

Make right-party contact earlier to collect debt faster.

Time is money, so lenders and collections agents are challenged to find debtors quickly to collect on loans or recover vehicles. Skip Trace can narrow your team's focus, making you more efficient and helping your bottom line.

Skip Trace leverages our realalternative data – license plate recognition paired with our powerful, exclusive analytics platform – and pairs it with billions of license plate detections and analytics with public records, helping your team reach hard-to-find debtors faster.

Ready to get started?
Our team is ready and waiting.

Sign me up!

Need more convincing?
Get a first-hand look in our Virtual Demo.

Virtual Demo

Real data, real analytics, real results.

DRNdata.com

4150 International Plaza, Suite #800 • Fort Worth, Texas 76109



**SCORE BIG
WITH ELEMENT INVENTORY**
BIG SELECTION. BIG QUALITY.

Boost your roster with inventory from Element. Find exactly what your list needs to win big at our Member locations across the country and online at Munkies.com. Log on today to see all of the available inventory.

TOP BUYER PRIZE:
The top 3 Element buyers nationwide between October 1 - December 31, 2020 will each receive a "Big Game" Celebration Package valued at \$2,500.

VIEW INVENTORY »

OPEN TO ELIGIBLE COACHES WITH A VALID MUNCIES ACCESS MEMBERSHIP NUMBER THROUGHOUT ENTIRE SEASON. PRIZES AND TRAVEL ARE NOT AN ENDORSEMENT OR GUARANTEE OF ANYTHING. PRIZES AND TRAVEL ARE CONDITIONAL. Expires on October 31, 2020 at 11:59 AM & ends on December 31, 2020 at 11:59 AM Eastern Time Zone. Muncies.com operated by Muncies.com. Muncies.com is not affiliated with any other Muncies.com. Muncies.com is not affiliated with any other Muncies.com. For eligible purchase details, visit Muncies.com and official Terms and Conditions, visit Muncies.com.

PUT THE INDUSTRY'S LARGEST MARKETPLACE TO WORK FOR YOU.

WEBINAR

By hosting an exclusive webinar, you provide the topic, presenters and presentation materials. *Cherokee Media Group* will manage the process and help promote your event using the brand of your choice: AR, SP, BHPH or AFJ.

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, email address and any questions asked during webinar.
- » **Post event metric reporting on marketing campaign.**
- » **Archived webinars** are accessible through our homepages.

\$6,500 PER WEBINAR

Auto Remarketing
Podium

WEBINAR: DEC 8TH AT 2PM EST
3 TIPS FOR INCREASING CUSTOMER ENGAGEMENT

So much has changed in the world during the past few months. Many dealerships have been making the decision whether or not to close their doors temporarily and how to reopen.

There's an increased urgency now to take every opportunity to increase online leads and interact with customers amidst all the uncertainty. This is requiring an unprecedented strategy and creativity.

Join this webinar to learn how your dealership can manage your customer journeys—from initial search to final sale—digitally.

Key takeaways attendees can expect from the webinar:

- Focusing on the online experience
- Opening and communicating with customers in their preferred channels
- Nurturing leads through messaging
- Collecting payments via text

REGISTER NOW

Presenter

Presenter

Moderator

Isaac Hernandez
Director of Auto Sales
Podium

Hayley Sonntag
Marketing Manager
Podium

Nick Zelovich
SP/BHPH & Auto Fin Journal
Cherokee Media Group

SubPrime
Allied Solutions

WEBINAR
A CUSTOMER-CENTRIC APPROACH TO RISK & RECOVERY

TUESDAY, SEPT 22ND AT 2PM EST

Too often, companies drive solutions based on what they believe the customer needs—rather than listening from the customers themselves. To ensure the success of your product or service obtaining and implementing customer ideas, feedback, and requirements to meet specific industry needs and pain points can be a critical differentiator in the risk and recovery market.

This webinar will share the importance, especially in our post-pandemic environment, to providing risk and recovery products and services based on customer needs, workflow, and input.

Key takeaways attendees can expect from the webinar:

- Risk and recovery needs and opportunities emerging in 2020
- The importance of real-time customer input in creating successful products and services
- Examples of adapting a solution to best meet changing customer needs
- Specific, strategic approaches to meeting changing state regulatory demands, unique process flows, and product cancellation requirements
- The driving force behind creating a team to monitor and enhance user experience

REGISTER NOW

Presenter

Presenter

Moderator

Anne Holtzman
Senior Vice President of
Risk and Recovery
Allied Solutions

Barrett Crites
Director of User Experience
(UX/UI)
Allied Solutions

Nick Zulevich
SP/BHPH & Auto Fin Journal
Cherokee Media Group

LIVE EVENTS



Automotive Intelligence Summit brings together tech & finance visionaries & pioneers to discover *what's next* in automotive. Attendees will analyze new trends, advancements and disruptions that are shaping and changing the landscape of how customers shop, buy and lease cars. Auto Intel Summit explores innovation and digitization in the retail, finance, and remarketing segments of automotive— including regulatory considerations, the role of the investment community, B2B and B2C applications of such tech developments – and more.

SAVE THE DATE:
APRIL 18-20, 2023

autointelsummit.com



Two popular and distinguished events, merged together under one umbrella, **Canada's Used Car Week** brings together all corners of the remarketing and used-vehicle industry for a wide array of learning, sharing and networking. The **Auto Remarketing Canada** segment produces content focused in-depth coverage of within three content tracks — Retail, Remarketing & Fleet and Auto Finance — including the growing demand for certified pre-owned vehicles, automotive retail technology, used-vehicle supply trends, subprime lending, digital marketing and more. The **Women & Automotive** segment promotes atmosphere for the dissemination of knowledge from women leaders, employers and programs supporting these leaders and women who aspire to lead the industry themselves.

SAVE THE DATE:
JUNE 12-14, 2023

canada.usedcarweek.biz



Used Car Week boasts the highest-quality content designed to cover the entire ecosystem and lifecycle of the used-vehicle market. The four-day event comprised of five conferences, designed to give attendees the freedom to choose their own adventure as they navigate through the different conference keynotes, workshops and masterclasses, as well as unparalleled networking opportunities, after-hours receptions, and a robust expo hall floor. UCW is dedicated to fostering an environment that allows you to cut through the noise, maximize your time, network with your peers, and most importantly, develop relationships and leads that carry beyond the conference. Used Car Week is more than a conference, it's a community.

SAVE THE DATE:
NOVEMBER 6-10, 2023

usedcarweek.biz