



²⁰²³ Media Kit

Auto Remarketing[®] Canada

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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WHAT SETS US APART



Auto Remarketing Canada is the leading publication for the used-car and remarketing industry. Our experts provide original and timely content for the industry. We are everywhere our readership needs us to be.

PUBLISHED 6 TIMES ANNUALLY



READ BY

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

DISTRIBUTION OF



**over
5,000**
desks &
mailboxes

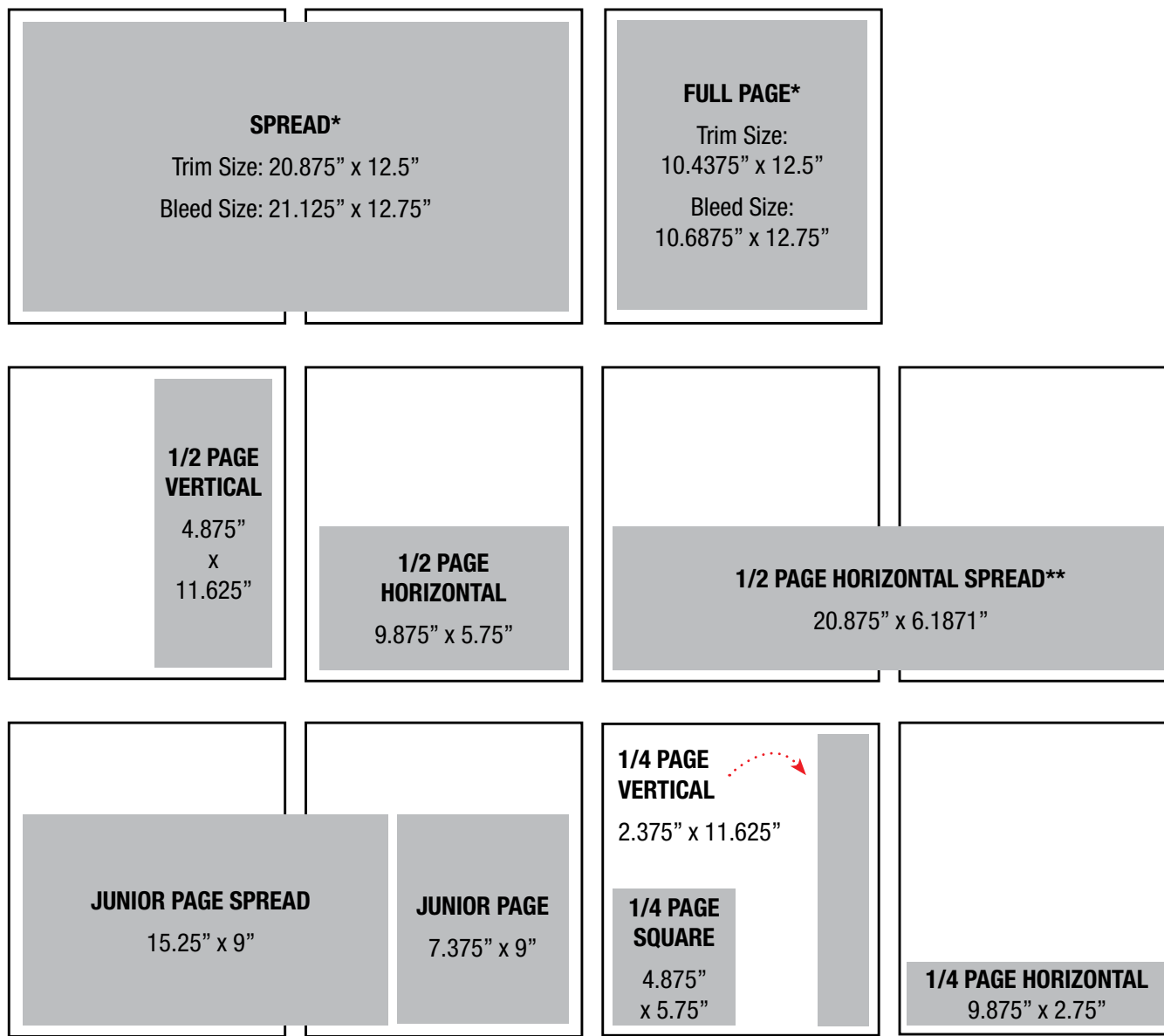
PRINT ADVERTISING

RATE INFORMATION

- » 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%

AD UNIT	1X	3X	6X
Full Page*	\$3,950	\$3,500	\$3,250
Spread*	\$7,900	\$7,000	\$6,500
Junior Page	\$3,250	\$2,950	\$2,750
Junior Page Spread	\$6,500	\$5,900	\$5,500
1/2 Page Horizontal/Vertical	\$2,750	\$2,250	\$1,950
1/2 Page Horizontal Spread**	\$5,500	\$4,500	\$3,900
1/4 Page Square/Horizontal/Vertical	\$1,950	\$1,550	\$1,250
Post-It Note	\$10,000	see ad rep for rates	
Front Cover Wrap	\$20,000	see ad rep for rates	
Cover Peel	\$2,500 + full-page ad in same issue		
Print Edition Sponsor	\$12,500	see ad rep for rates	

PRINT ADVERTISING



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.

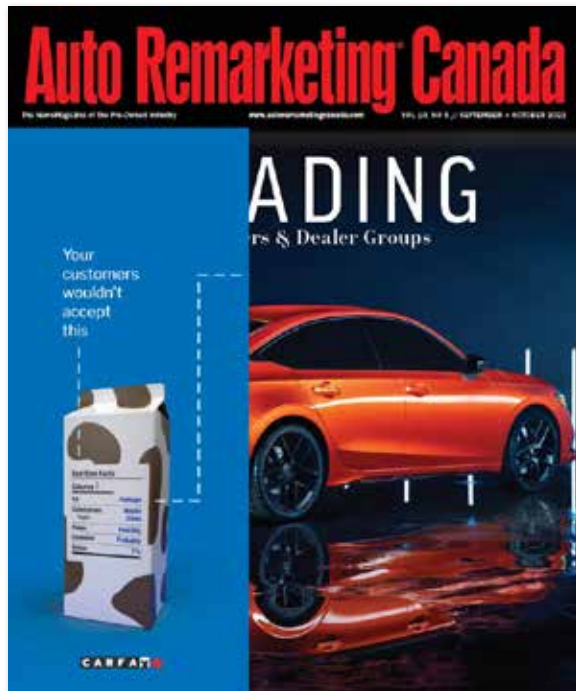
We cannot be responsible for color variations and quality on files submitted not following these guidelines.

** 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*

PREMIUM ADVERTISING

FRONT COVER WRAP



Outside Cover Wrap



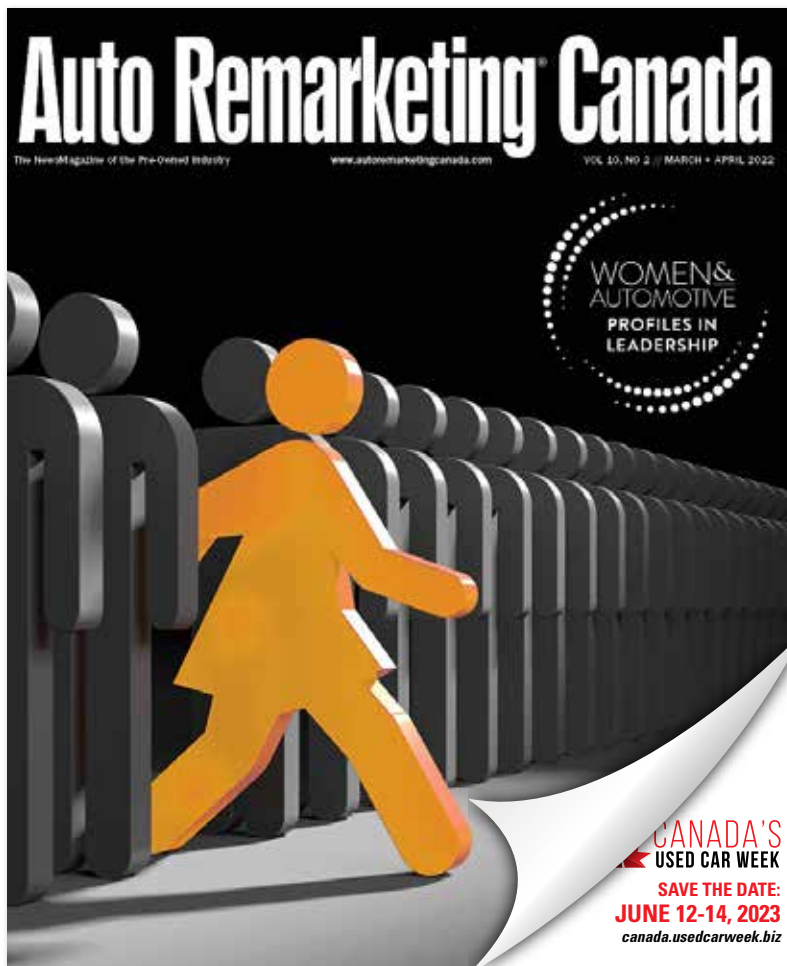
Inside Cover Wrap

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

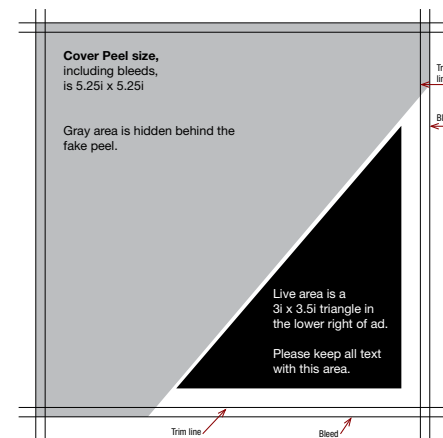
PREMIUM ADVERTISING

COVER PEEL



Cover Peel Example

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



Cover Peel Specifications

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 art work. Please keep text .125" from right and bottom trim.

IN PRINT.

PRINT EDITION MAGAZINE SPONSOR



Logo on Cover

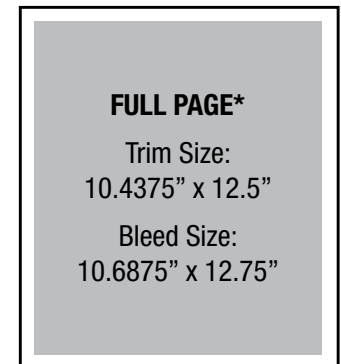
Package includes:

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

SPONSORSHIP PACKAGE PER ISSUE
\$12,500



Full-page ad to the left of the special section



Logo on all feature pages of the special section

EDITORIAL CALENDAR

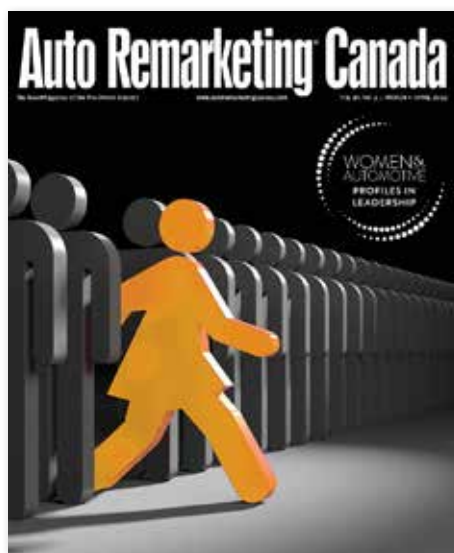


JANUARY/FEBRUARY

Ad Materials Due: January 31

Used Car Kickoff

We explore the most important used-car retail and remarketing trends in Canada as 2023 gets underway.



MARCH/APRIL

Ad Materials Due: March 28

Women & Automotive: Profiles in Leadership

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



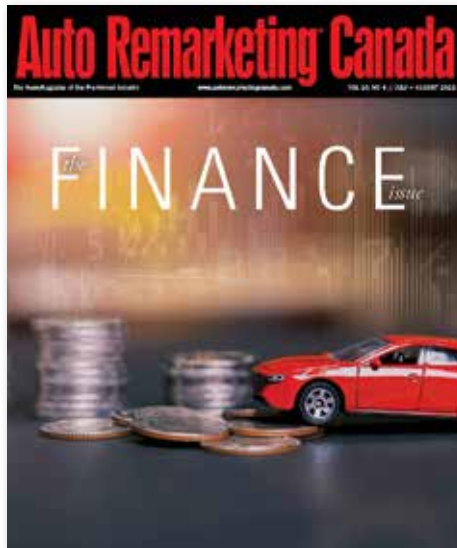
MAY/JUNE

Ad Materials Due: May 16

Canada's Used Car Week Conference Issue + Under 40

In-depth descriptions of this year's speakers and conference sessions, plus comprehensive analysis on the used-car market. Plus, a special section on the Remarketing's Under 40 and other awards.

EDITORIAL CALENDAR

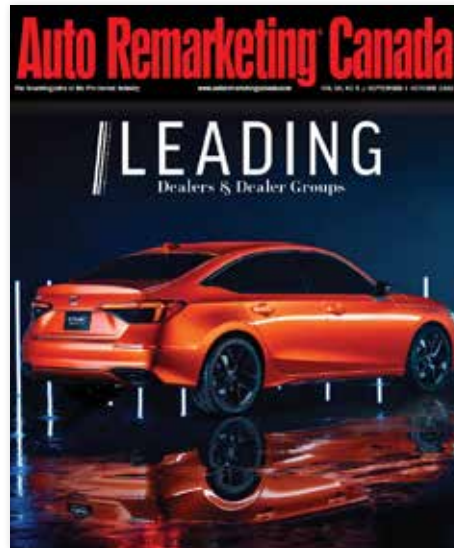


JULY/AUGUST

Ad Materials Due: July 18

The Finance Issue

A look at top auto finance trends in Canada.



SEPTEMBER/OCTOBER

Ad Materials Due: September 12

Leading Dealers + Dealer Groups

We showcase best practices from Canada's leading dealer groups, franchised dealers and independent dealers.



NOVEMBER/DECEMBER

Ad Materials Due: November 14

Power 150: Biggest Names in the Used-Car Business

Power features provide an in-depth look at how these leaders shape Canada's remarketing industry.

ONLINE.

DIGITAL ADVERTISING



AUTOREMARKETINGCANADA.COM

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

WEBSITE | MOBILE | E-NEWS | CUSTOM MARKETING

ONLINE.

DIGITAL ADVERTISING

HOME PAGE



CONTENT PAGE



AVAILABLE WEBSITE ADS

AD UNIT	SIZE	RATES*
1. Super Leaderboard	970 x 90	\$1,500 / Month
2. Jumbo Banner	970 x 300	\$2,000 / Month
3. Medium Rectangle	300 x 250	\$1,500 / Month
4. Medium Rectangle (in content)	300 x 250	\$1,500 / Month
5. Interstitial	800x600	\$350 / Day
6. Slide In	300x250	\$1,500 / Week
7. Page Takeover -OR- Page Takeover with Interstitial	See ad rep for details	\$1,500/day -OR- \$2,100/day

*All rates are flat rates. Rates are CAD.

ONLINE.

DIGITAL ADVERTISING

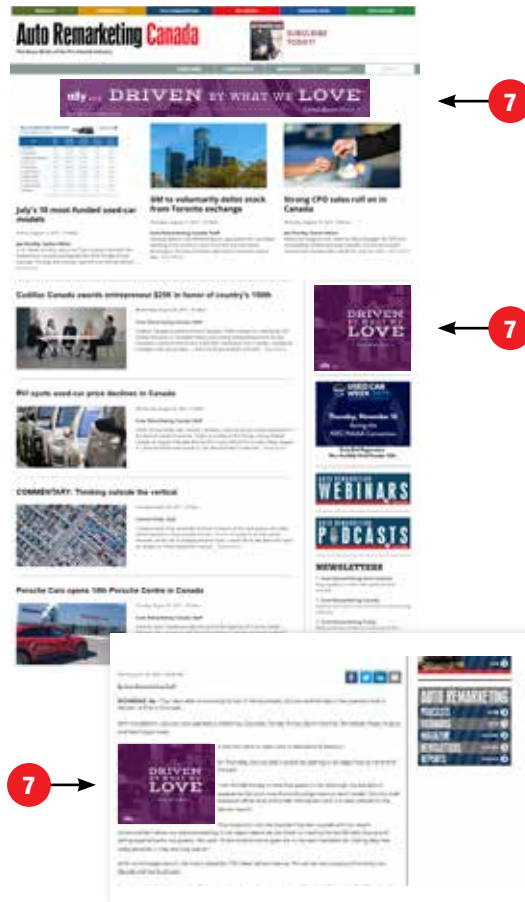
INTERSTITIAL



SLIDE IN



PAGE TAKEOVER



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.netguidelines/508676/508767displayguidelines

DIGITAL EDITION MAGAZINE SPONSOR



1 » Presentation Page (9.5" x 11.5")

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 » Skyscraper ad (120px x 600px)

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.

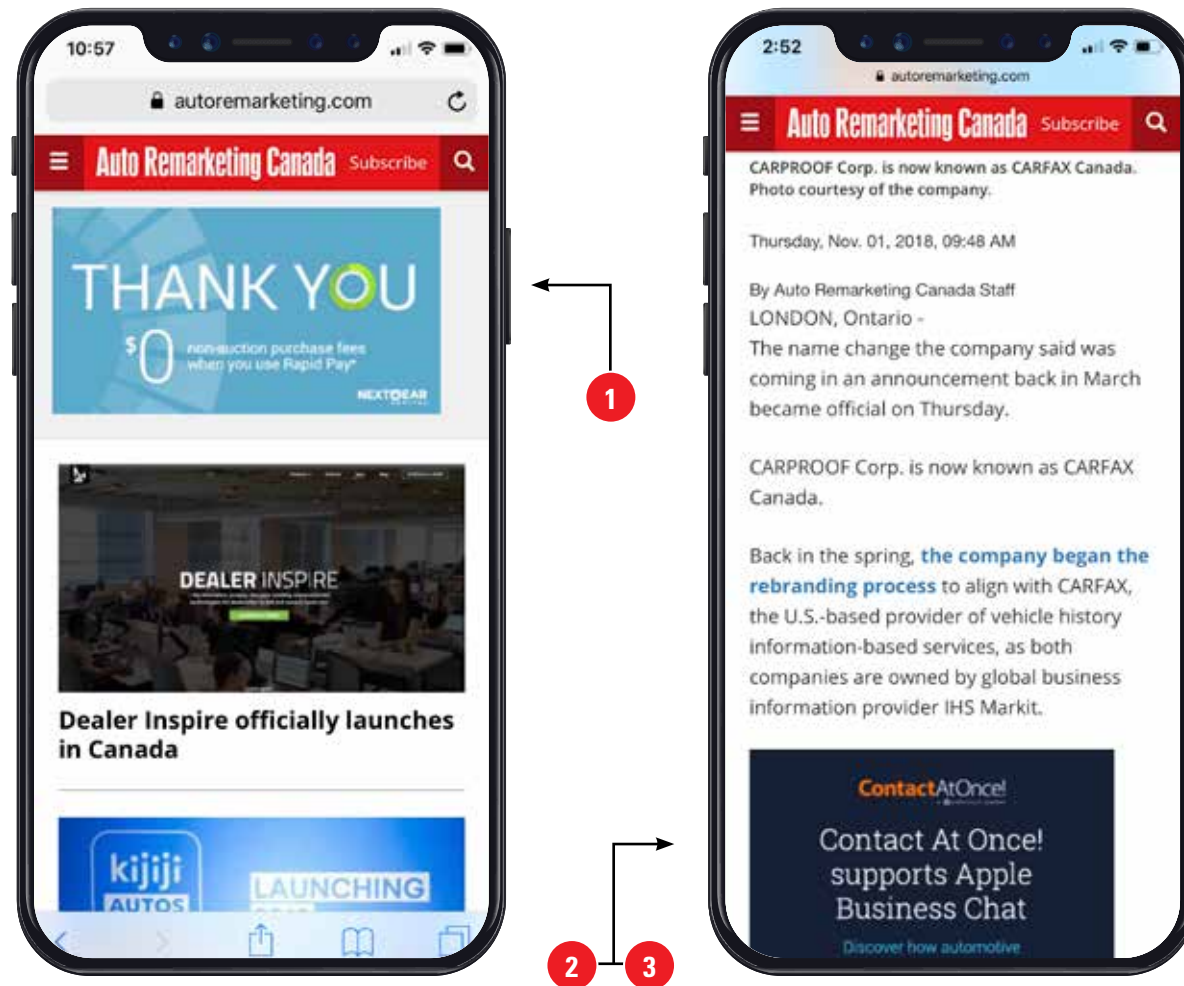
3 » Exclusive leaderboard ad (728px x 90px)

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.

SPONSORSHIP PACKAGE PER ISSUE
\$5,500

ONLINE.

MOBILE ADVERTISING



MOBILE OPTIMIZED SITE

AutoRemarketingCanada.com maintains a mobile optimized version.

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

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

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

ONLINE.

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.

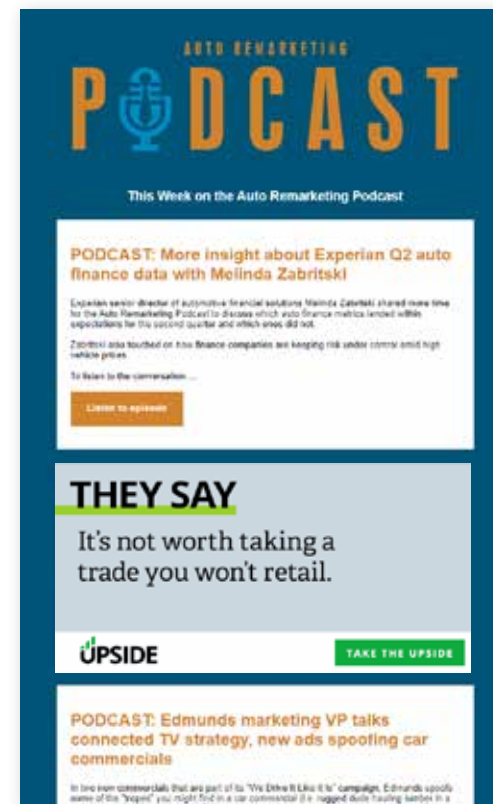


2 Verbal commercial leading and ending the podcasts.



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

SPONSORSHIP OPPORTUNITY PER MONTH - \$7,500



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

ONLINE.

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

ONLINE.

EMAIL NEWSLETTERS

WEEKLY E-NEWSLETTER

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 twice a week to 3,000 subscribers.



AUTO REMARKETING CANADA EXTRA



The 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.

OPEN RATE IS
38.23%
(average from 2022)

E-NEWSLETTER AVAILABLE AD SIZES

AD UNIT	SIZE (px)	POSITION	RATE*
1. Banner	728x90	Top Banners	\$3,250 / Month
2. Medium Rectangle	300x250	Top Page	\$3,250 / Month
3. Banner	728x90	Bottom Banners	\$2,500 / Month
4. Medium Rectangle	300x250	Mid-Page	\$2,250 / Month

* Rates are CAD

ARC-EXTRA AVAILABLE AD SIZES

AD UNIT	SIZE (px)	POSITION	RATE*
1. Top Leaderboard	728x90	Top Banner	\$3,250 / Month
2. Medium Rectangle	300x250	Mid-Page	\$3,250 / Month
3. Bottom Banner	728x90	Bottom Banner	\$3,250 / Month

* Rates are CAD

CUSTOM EMAIL MARKETING

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 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



**THE LANES
COME TO YOU**

GET EARLY ACCESS TO INVENTORY AT BMWGROUPDIRECT.COM

REGISTER TODAY

Introducing BMWGroupDirect.com, a new online platform offering quick access to BMW Group vehicles. This site is the only one that gives you 24/7 access to BMW and MINI vehicle inventory and daily national sales before the inventory is offered to the wholesale buying community. Access BMWGroupDirect.com from any device, making it more convenient to buy from anywhere. Don't wait for the lanes.

REGISTER TODAY

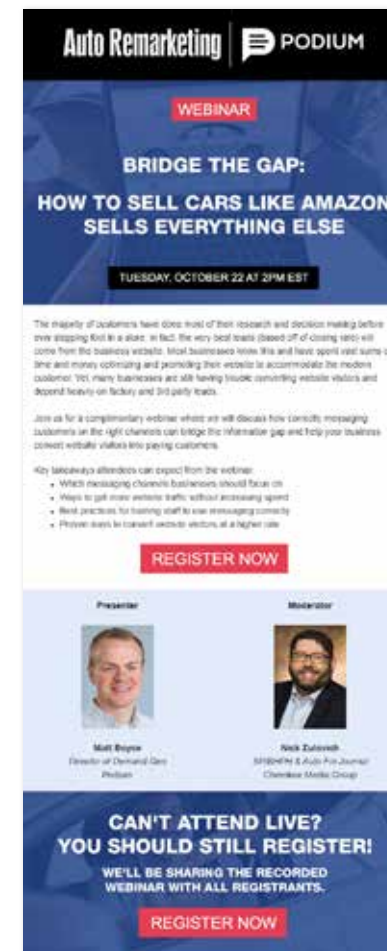
**BMW
GROUP**
Financial Services

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ONLINE.

CUSTOM EMAIL MARKETING



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 *autoremarketingcanada.com*.

EXCLUSIVE WEBINAR - \$6,500

ONLINE.

RETARGETING: AUDIENCE EXTENSION



SITE RETARGETING

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

Target Your Clients Through **Our Trusted Brand**

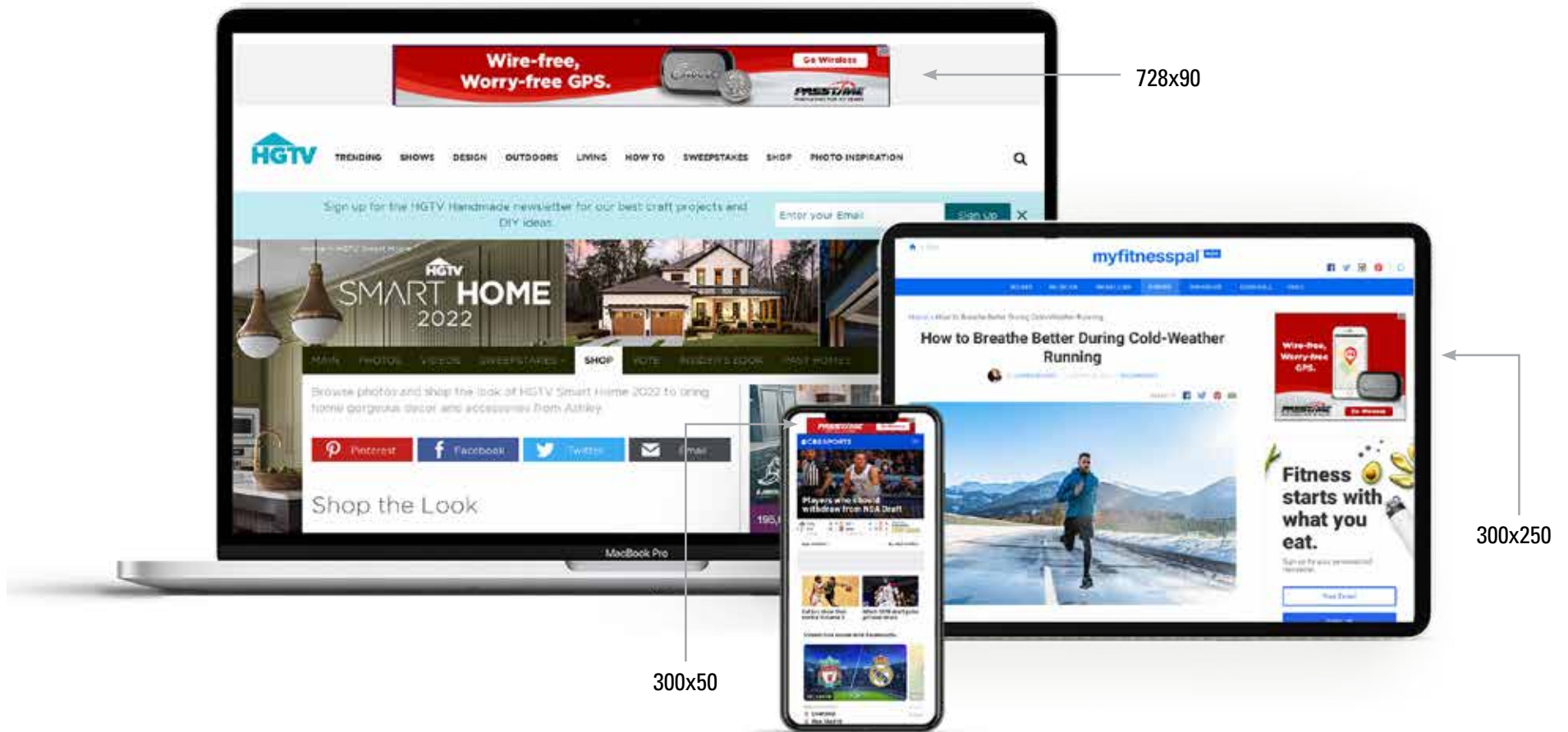
Auto Remarketing[®] Canada

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

\$45/CPM

ONLINE.

RETARGETING: AUDIENCE EXTENSION



KEEP YOUR BRAND AND MESSAGE IN FRONT OF YOUR **TARGET AUDIENCE**

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