

2026
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 automotive industry. Covering the pre-owned retail, auto finance, collection & recoveries, and wholesale segments for the United States and Canada. CMG has delivered news to this industry for over 35 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, best practices, and leading industry insights in the pre-owned retail, auto finance, collections & recoveries, and wholesale segments of the business.

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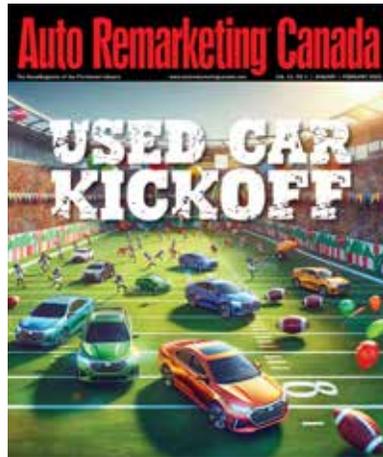


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WHAT SETS US APART



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 USD
- » 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
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

SPREAD* Trim Size: 20.875" x 12.5" Bleed Size: 21.125" x 12.75"	FULL PAGE* Trim Size: 10.4375" x 12.5" Bleed Size: 10.6875" x 12.75"		
1/2 PAGE VERTICAL 4.875" x 11.625"	1/2 PAGE HORIZONTAL 9.875" x 5.75"	1/2 PAGE HORIZONTAL SPREAD** 20.875" x 6.1871"	
JUNIOR PAGE SPREAD 15.25" x 9"	JUNIOR PAGE 7.375" x 9"	1/4 PAGE VERTICAL 2.375" x 11.625" 1/4 PAGE SQUARE 4.875" x 5.75"	1/4 PAGE HORIZONTAL 9.875" x 2.75"

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.

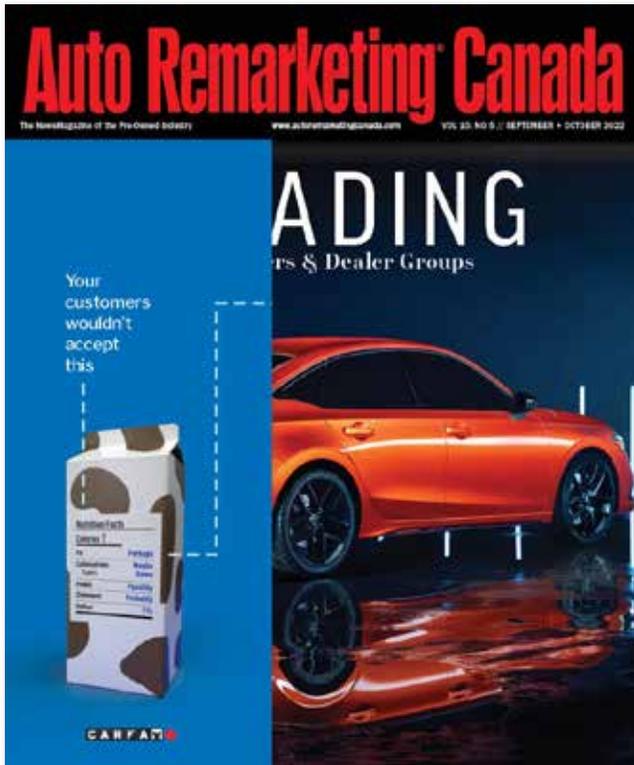
We cannot be responsible for color variations and quality on files submitted not following these guidelines.

* *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

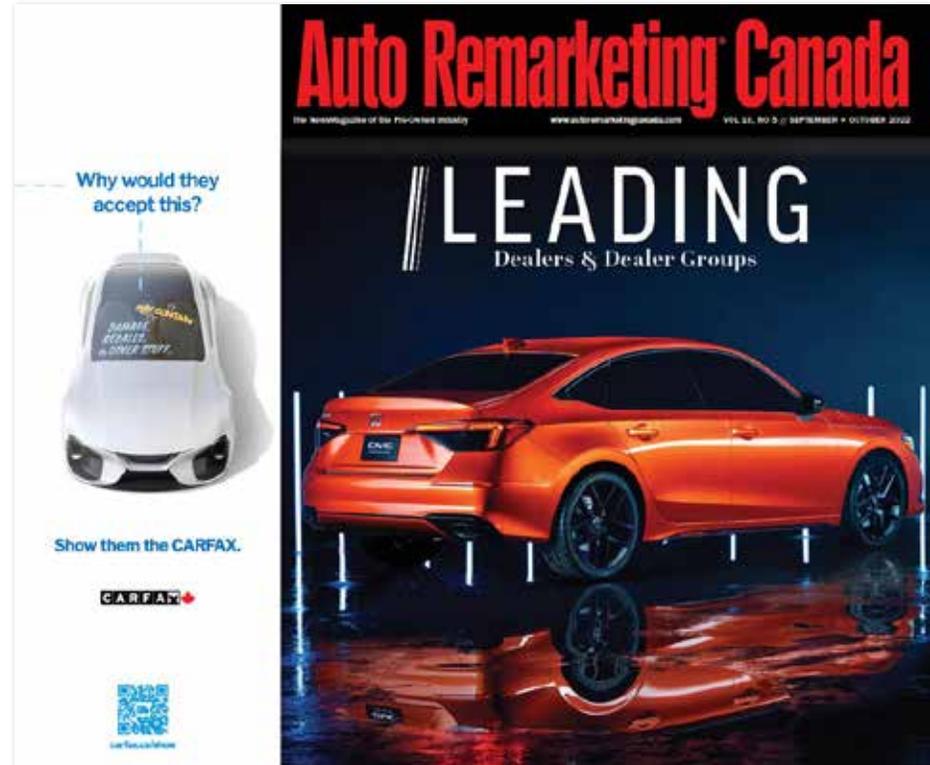
Outside Flap Specs:

4.66" x 8.8125"

.125" bleed on all sides

Inside Flap Specs:

4.66" x 12.5"

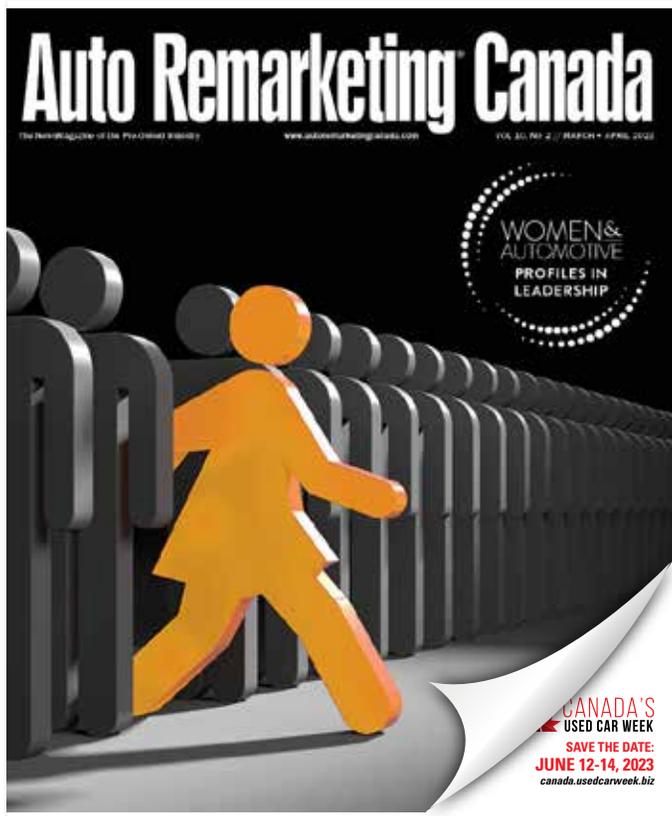


Inside Cover Wrap

.125" bleed on all sides

PREMIUM ADVERTISING

COVER PEEL



Cover Peel Example

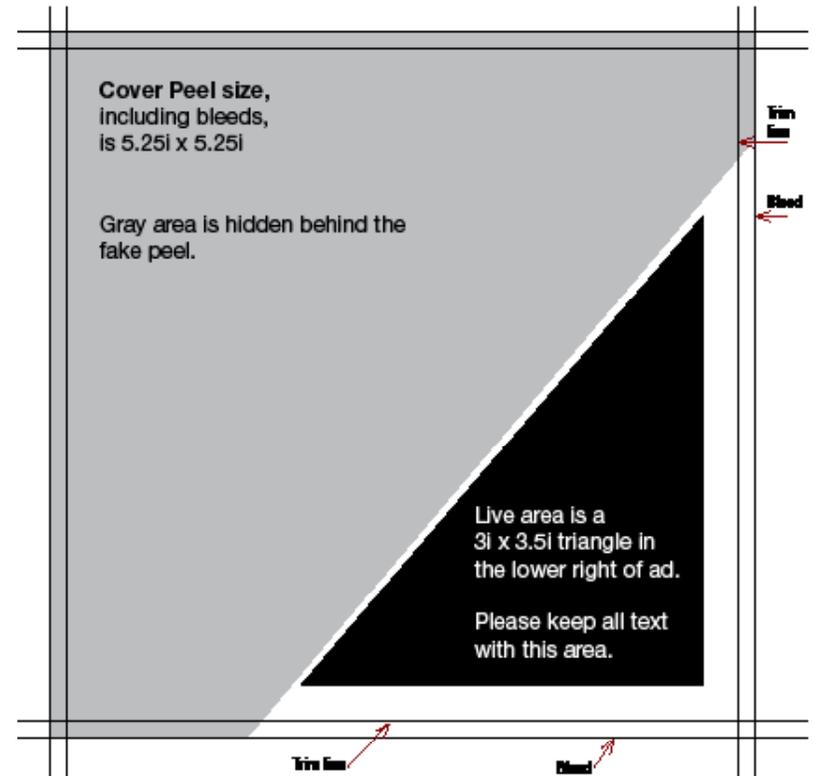
Total size including bleeds:

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.

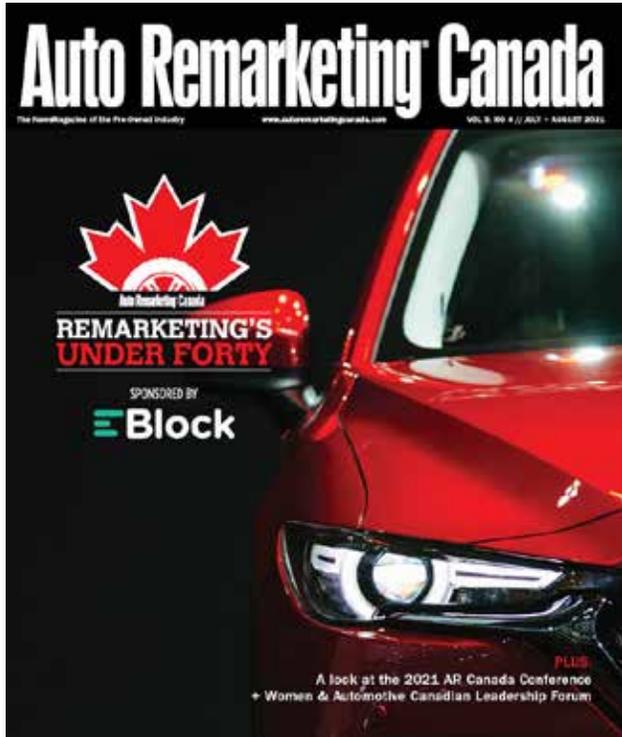


Cover Peel Specifications

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

IN PRINT.

MAGAZINE SPONSOR



Logo on Cover

Package includes:

- Logo on the cover.
- Logo on feature section pages.
- Full-page ad adjacent to the section opening.
- Digital magazine display ad placements.

SPONSORSHIP PACKAGE PER ISSUE
\$12,500



Full-page ad to the left of the special section

FULL PAGE*
 Trim Size:
 10.4375" x 12.5"
 Bleed Size:
 10.6875" x 12.75"



Logo on all feature pages of the special section

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.

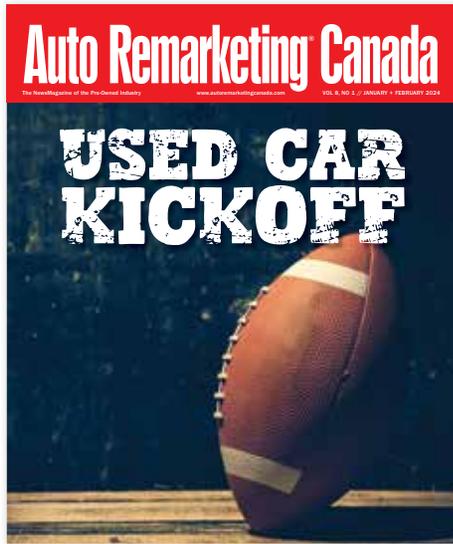
2 » Skyscraper ad (120px x 600px)

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.

EDITORIAL CALENDAR



JANUARY/FEBRUARY

Ad Materials Due: January 28

Used Car Kickoff

We explore the most important used-car retail and remarketing trends in Canada as 2025 gets underway.



MARCH/APRIL

Ad Materials Due: March 25

Women & Automotive: Profiles in Leadership

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



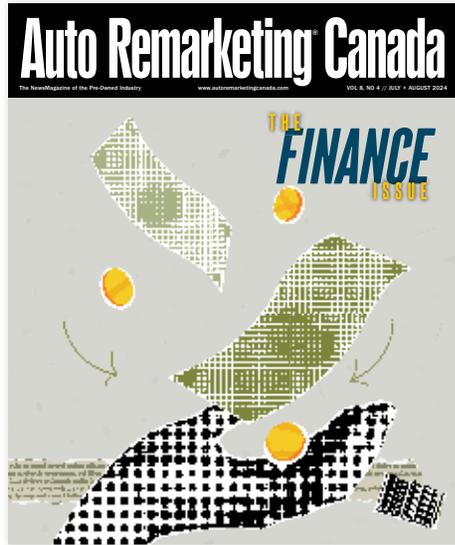
MAY/JUNE

Ad Materials Due: May 13

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

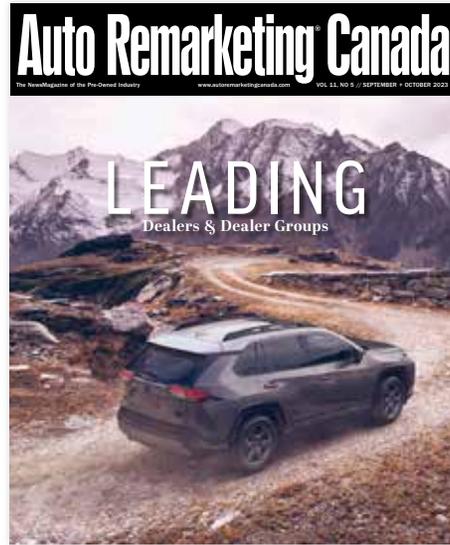


JULY/AUGUST

Ad Materials Due: June 24

The Finance Issue

A look at top auto finance trends in Canada.



SEPTEMBER/OCTOBER

Ad Materials Due: September 30

Leading Dealers + Dealer Groups

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



NOVEMBER/DECEMBER

Ad Materials Due: December 2

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.

Auto Remarketing Canada | Auto Remarketing | AR Canada | Subprime News | BHPH Report | Auto Fin Journal | EMAIL SIGNUP | CMG PREMIUM

Podcasts | Subscriptions | Resources | Conferences | Canada's Used Car Week

Creating value and trust through CPO programs
Tuesday, Oct. 14, 2025, 10:18 AM

Toyota dominates CBB retention awards as Tacoma extends record win streak
Thursday, Oct. 9, 2025, 11:11 AM

Dilawri's new Genesis 'experience' is brand's first standalone store in BC
Thursday, Oct. 9, 2025, 09:34 AM

LATEST STORIES

Dealer news: OpenRoad's new brand; 3 in a row for HGreg; Ontario Ford Dealers partners with The Royal

AutoCanada expands collision repair operation with Edmonton acquisition

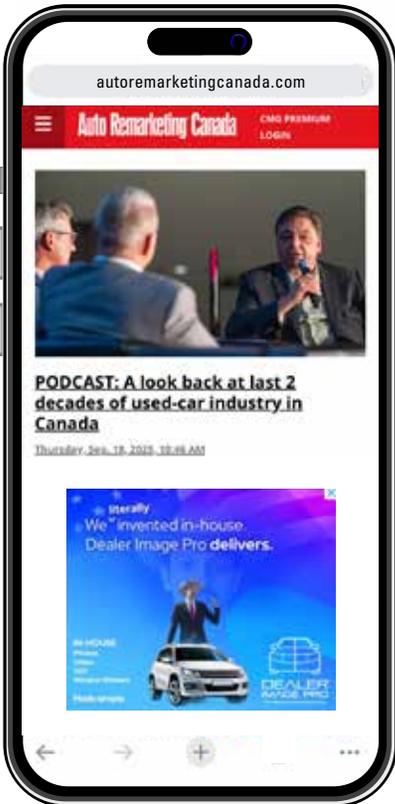
Australian dealership giant to acquire majority stake in CanadaOne

Stay Informed. Stay Ahead.

Enter your email here

Auto Remarketing Canada
 Auto Remarketing Today
 SubPrime News Update
 Auto Fin Journal

By subscribing, you agree to receive communications from Auto Remarketing and our partners in accordance with our privacy policy.



Providing original coverage of the latest news, plus data and analysis, thought leadership, and training – all supporting the decision-making process of industry stakeholders.

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

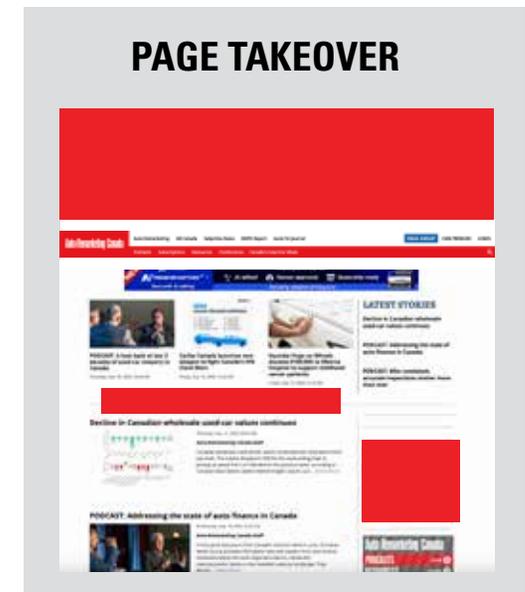
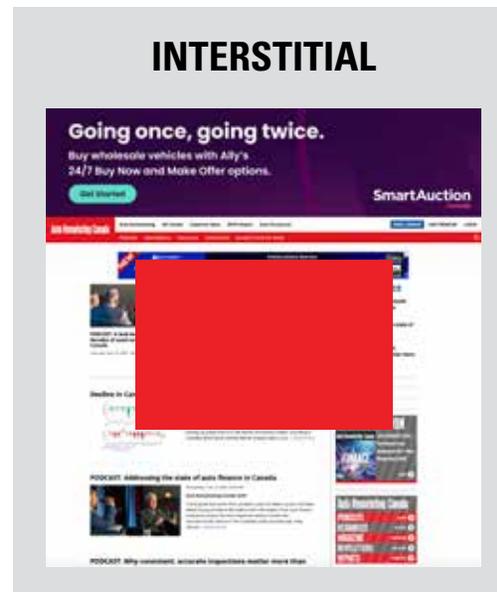
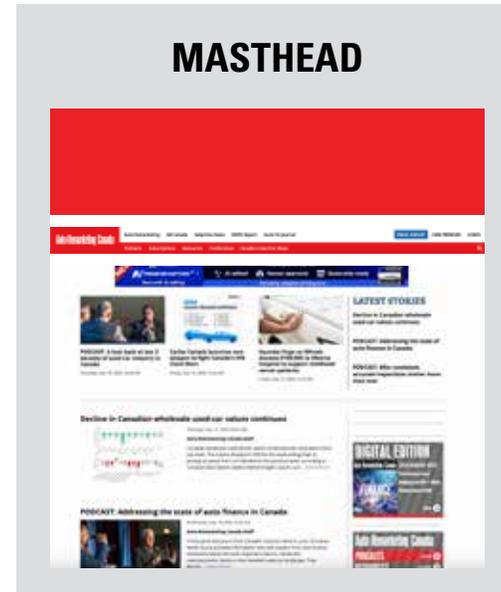
ONLINE.

WEBSITE ADVERTISING OPTIONS

Select from our diverse ad options. They provide dominant positioning, native advertising, and strong frequency to help attack the unique goals of your campaign.

DOMINANT POSITIONING

Leverage a prominent placement to grab the reader's attention.

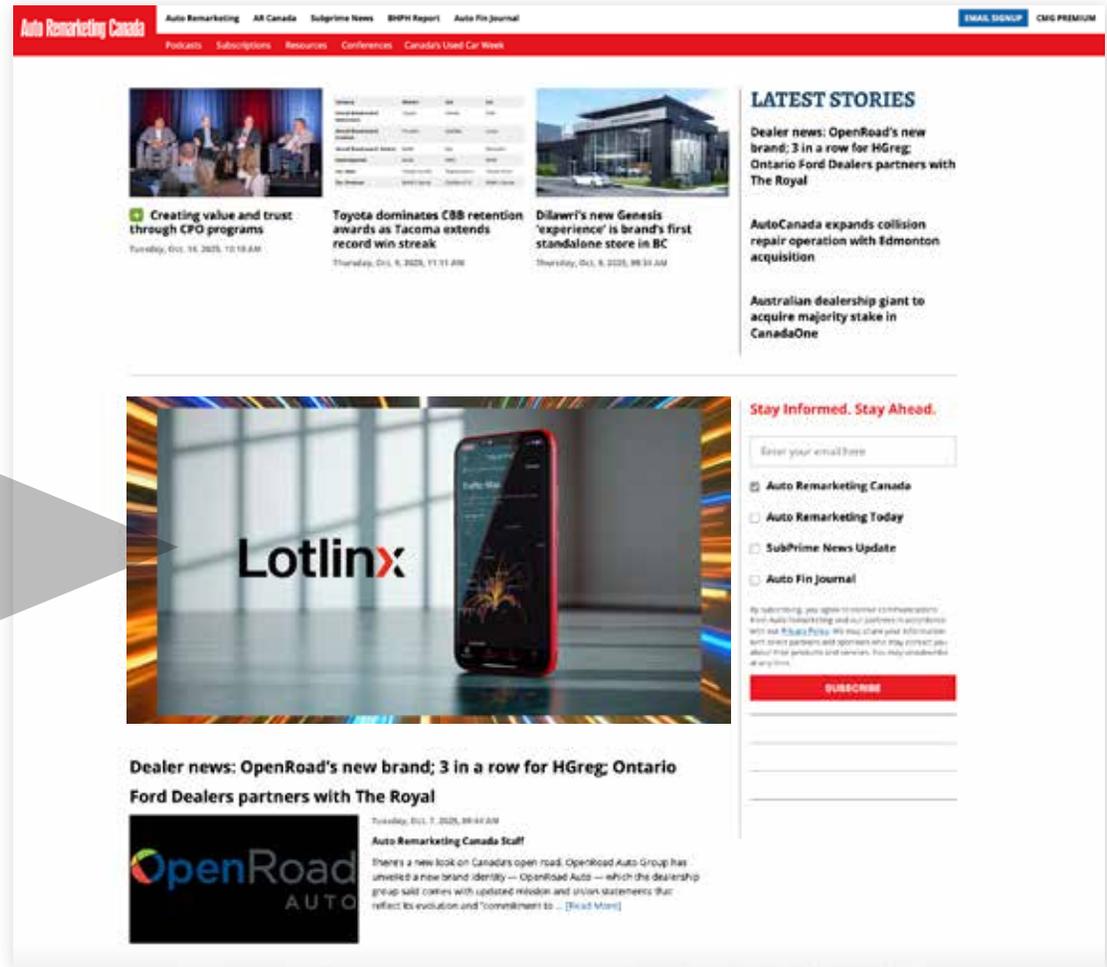


ONLINE.

WEBSITE ADVERTISING OPTIONS

SPONSORED CONTENT

This native style video unit blends naturally into the article, enhancing the user experience and providing improved viewability and engagement.



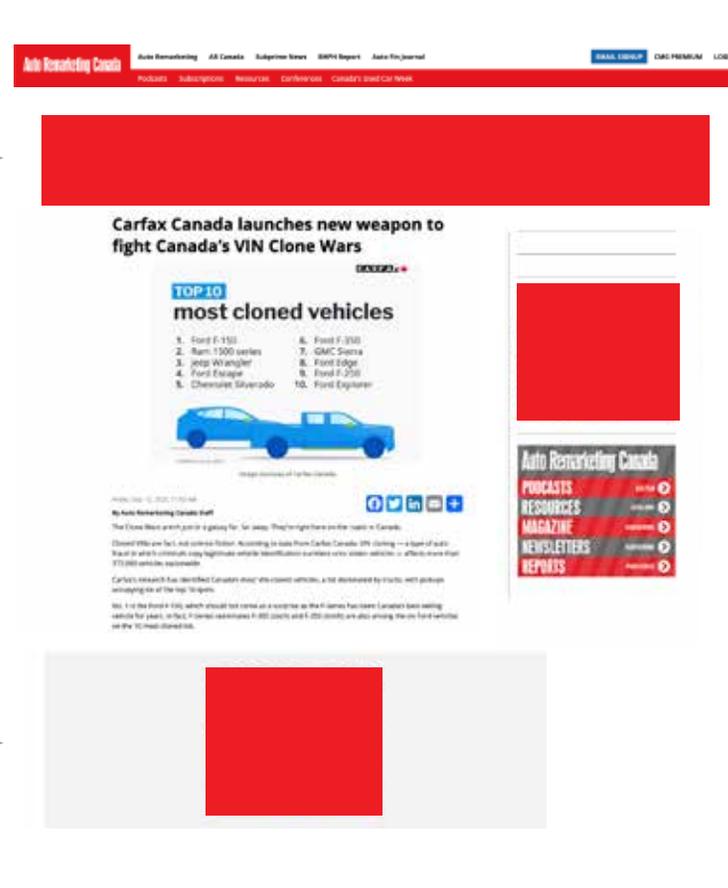
ONLINE.

STRONG FREQUENCY

These ad placements reach readers alongside and/or embedded in our articles providing added visibility.

SUPER LEADERBOARD

MEDIUM RECTANGLE (SCROLL)



MEDIUM RECTANGLE

WEBSITE ADVERTISING PLACEMENTS:

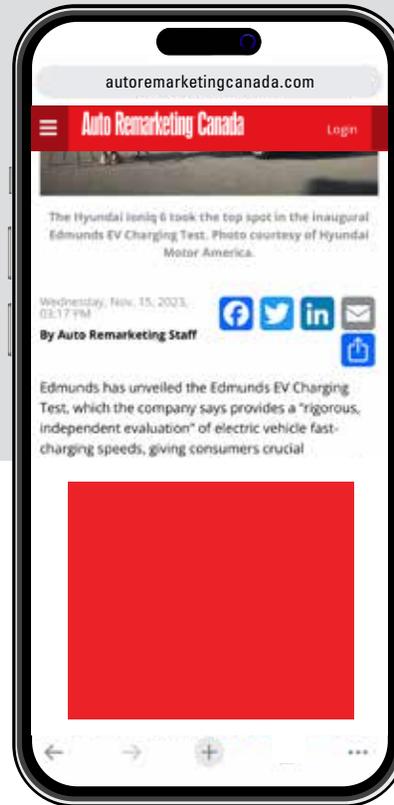
Auto Remarketing Canada

WEBSITE ADVERTISING OPTIONS

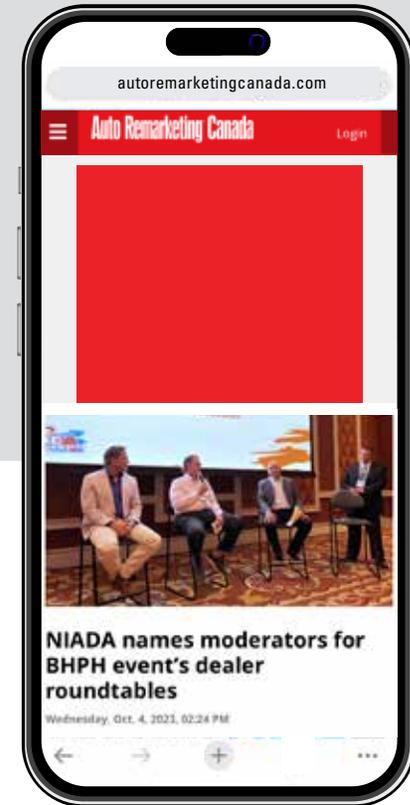
MOBILE MASTHEAD



MOBILE MEDIUM RECTANGLE (IN CONTENT)



MOBILE MEDIUM RECTANGLE (SCROLL)



ONLINE.

WEBSITE ADVERTISING SPECIFICATIONS AND RATES

AD UNIT	SIZE (PX)	MAX FILE SIZE	FILE TYPE	RATE
Masthead	2560 x 640 and 2560 x 256	400kb and 300kb	JPG or PNG	\$250/cpm
Super Leaderboard	970 x 90 and 1940 x 180	80kb	JPG PNG GIF Animated GIF	\$150/cpm
Medium Rectangle	300 x 250 and 600 x 500			\$150/cpm
Medium Rectangle (in content)	300 x 250 and 600 x 500			\$150/cpm
Medium Rectangle (scroll)	300 x 250 and 600 x 500			\$150/cpm
Mobile Masthead	300 x 200 and 600 x 500			\$200/cpm
Mobile Medium Rectangle In Content	300 x 250 and 600 x 500			\$150/cpm
Mobile Medium Rectangle Scroll	300 x 250 and 600 x 500			\$100/cpm
Interstitial	800 x 600			\$500/day
Sponsored Content Video	<ul style="list-style-type: none"> • Desktop Dimensions: 1280 x 720 @ 1500kbps OR 640 x 360 @ 600kbps • Mobile Dimensions: 1024 x 576 @ 1500kbps OR 320 x 180 @ 450kbps • Video Format: MP4/H.264 • Audio: Mute on play, user must enable sound • VAST Versions: 2.0, 3.0 and 4.0 • Length: 0:30 max • Aspect Ratio: 16:9 • Audio Bitrate: 128 kbps min. • Frame Rate: 29.97fps (NTSC) • Audio Codec: AAC/MP3/MP4 • Field Order: None, progressive scan only • Max Wrappers: 5 		\$200/cpm	
Page Takeover	see rep for details	see rep for details	see rep for details	\$1000/day
Page Takeover with Interstitial				\$1250/day

ONLINE.

RETARGETING: AUDIENCE EXTENSION



SITE RETARGETING

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

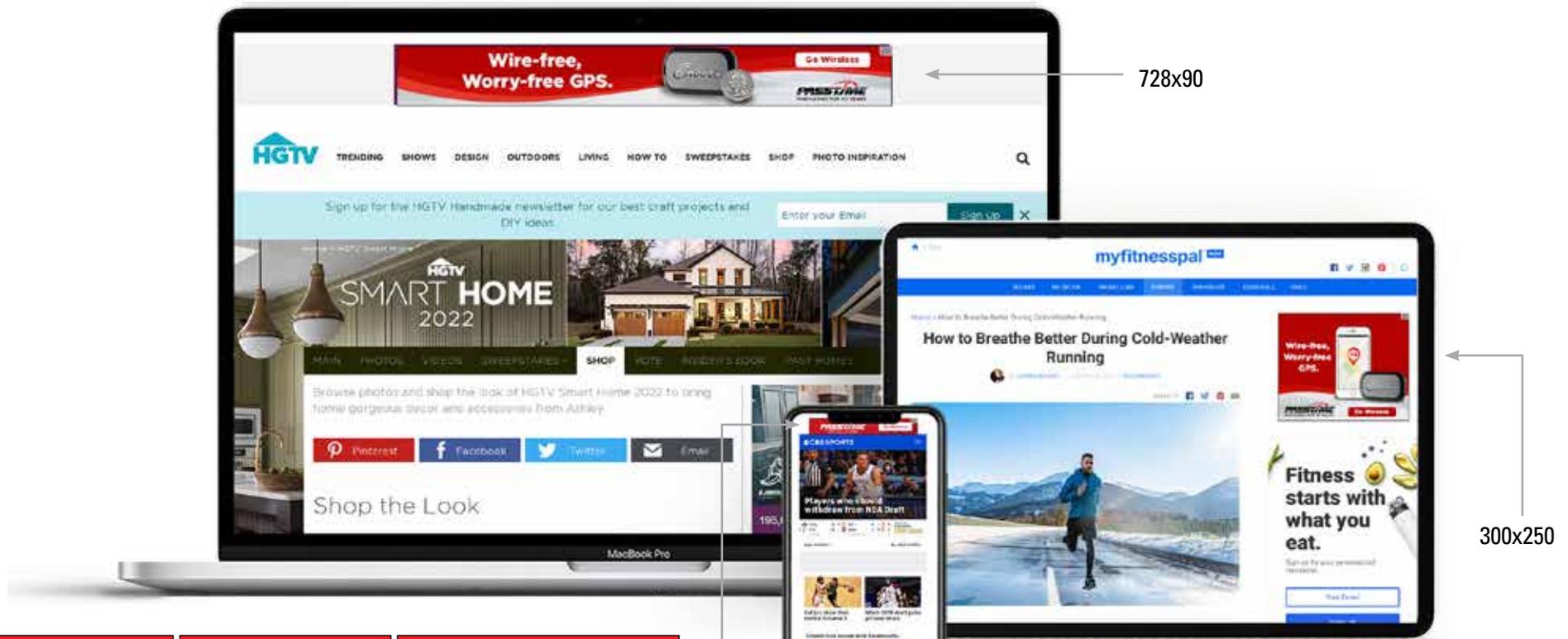
Target Your Clients Through **Our Trusted Brand**

Auto Remarketing[®] Canada

ONLINE.

RETARGETING: AUDIENCE EXTENSION

TRADITIONAL DISPLAY



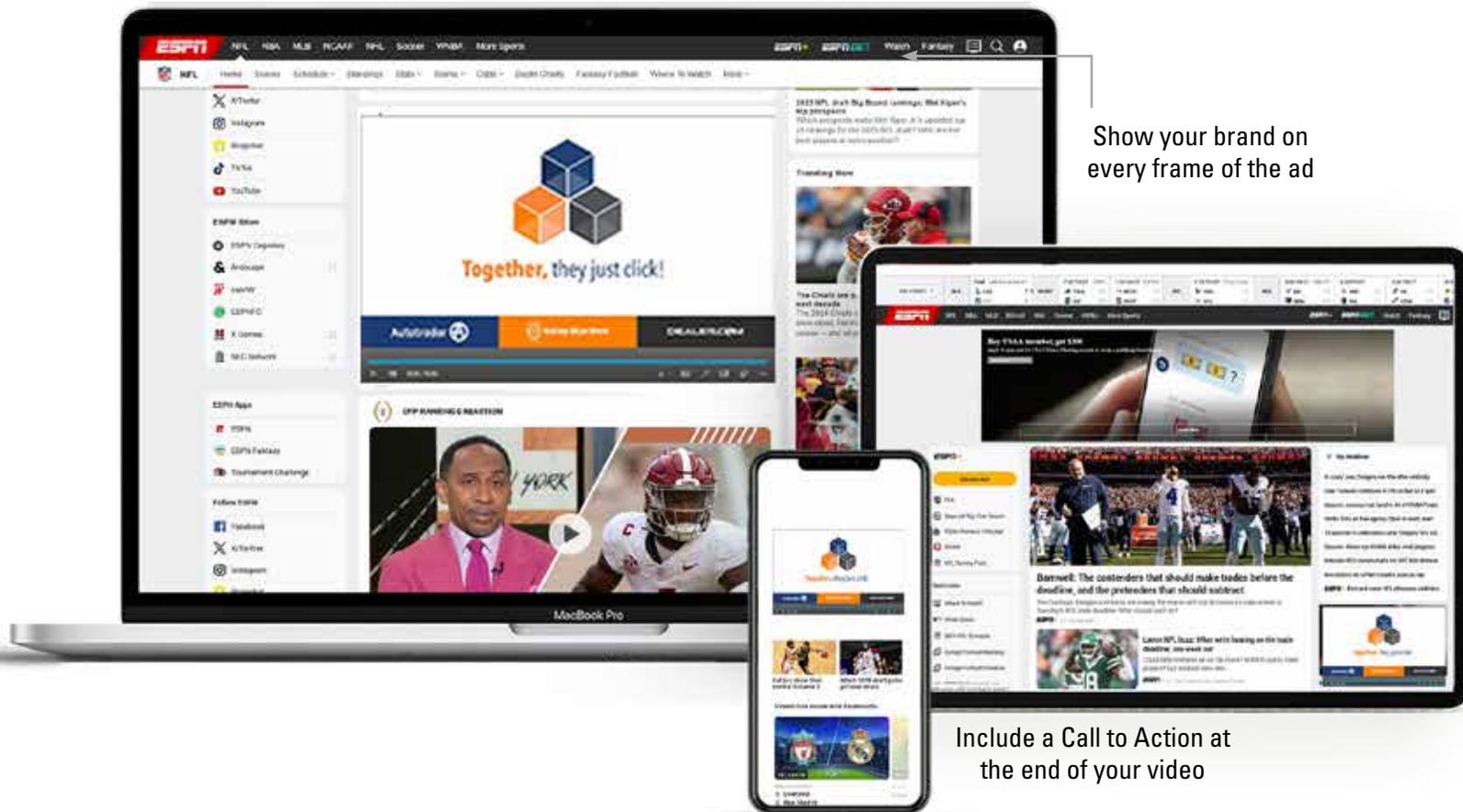
SIZE (PX)	DEVICE	FILE TYPES
320x50 (640x100)	Mobile	.CSS / .IS / .HTML / .GIF .PNG / .JPG / .JPEG
300x50 (600x100)	Mobile	
300x250 (600x500)	Mobile & Desktop	MAX FILE SIZE IS 200KB.
728x90 (1456x180)	Desktop	
160x600 (320x1200)	Desktop	

\$45/CPM

ONLINE.

RETARGETING: AUDIENCE EXTENSION

PROGRAMMATIC DIGITAL VIDEO



Show your brand on every frame of the ad

Include a Call to Action at the end of your video

RETARGETING: AUDIENCE EXTENSION

PROGRAMMATIC DIGITAL VIDEO

VIDEO FILE REQUIREMENTS

- » Dimension 1920px X 1080px
- » Audio Bitrate: 192 kbps or higher
- » Video Bitrate: 8mbps or higher
- » Preferred format: mp4 (h.264)
- » Max Video File Size 200MB Limit
- » Length: Under 15 seconds

*All videos are non skippable.

Pre-Roll Video Ads appear immediately before free video content on publishers like Forbes, MLB.com, Local and National News Sites, etc.



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 e-newsletter is delivered twice a week to 3,000 subscribers.



- 1
- 2
- 3
- 4

AUTO REMARKETING CANADA EXTRA



- 1
- 2
- 3

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 36.93%
(average from 2025)

E-NEWSLETTER AVAILABLE AD SIZES

AD UNIT	SIZE (px)	POSITION	RATE*
1. Banner	728x90 1456x180	Top Banners	\$3,250 / Month
2. Medium Rectangle	300x250 600x500	Top Page	\$3,250 / Month
3. Banner	728x90 1456x180	Bottom Banners	\$2,500 / Month
4. Medium Rectangle	300x250 600x500	Mid-Page	\$2,250 / Month

* Rates are USD

ARC-EXTRA AVAILABLE AD SIZES

AD UNIT	SIZE (px)	POSITION	RATE*
1. Top Leaderboard	728x90 1456x180	Top Banner	\$3,250 / Month
2. Medium Rectangle	300x250 600x500	Mid-Page	\$3,250 / Month
3. Bottom Banner	728x90 1456x180	Bottom Banner	\$3,250 / Month

* Rates are USD

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.

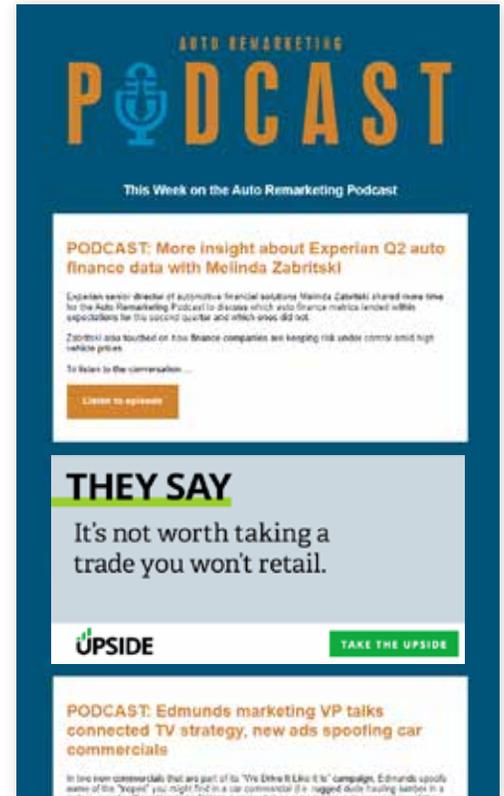


2 Verbal commercial leading and ending the podcasts.



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

SPONSORSHIP OPPORTUNITY PER MONTH - \$6,500



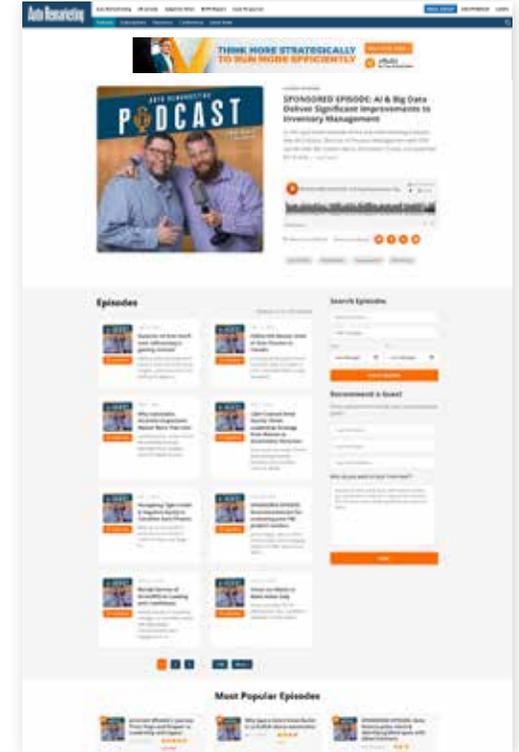
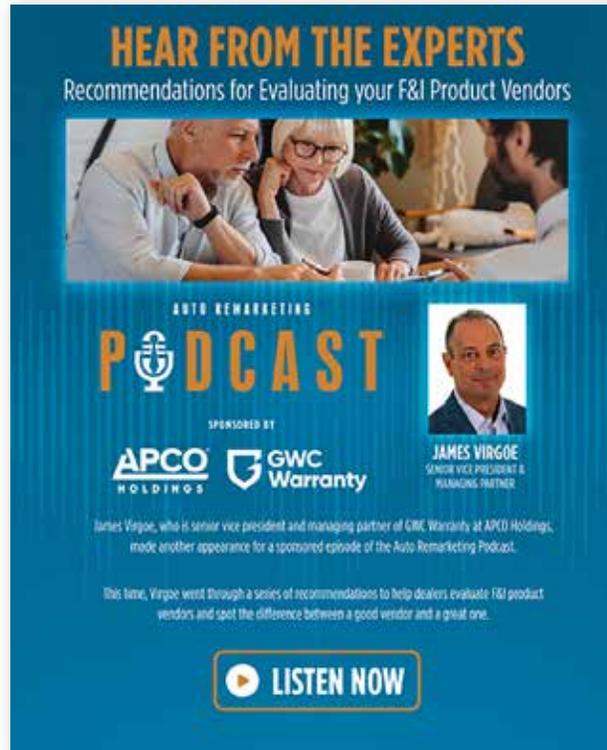
3 Banner (600px x 300px) on weekly podcast round-up e-newsletter.

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.

CHEROKEE CONNECTS

INTENT-DRIVEN ENGAGEMENT

Cherokee CONNECTS delivers lead generation solutions for the automotive industry, targeting high-value prospects aligned with your ideal customer profile. We connect them with buyer-oriented content, accelerating their journey through the sales funnel and uncovering new opportunities to fill your pipeline and drive revenue.

Key Benefits:

- **High-Quality Leads:** Connect with decision-makers who fit your ideal customer profile and show interest in your solution category.
- **Faster Sales Cycles:** Engage buyers ready for deeper conversations to accelerate the sales process.

Partner with Cherokee Connects to generate qualified leads, amplify your brand's reach, and convert more prospects into customers.

EXCLUSIVE LEAD *3 month minimum*

Delivering leads who have engaged with your buyer-oriented content.

Leads are exclusive.

\$2,000/month – 15 Leads

\$3,000/month – 25 Leads

\$4,500/month – 45 Leads

Custom programs with higher volumes available.

We can target exclusive lead programs based on your ideal customer profile within the automotive space.

THREE SIMPLE STEPS

1

DEFINE
targeting criteria

2

DETERMINE
lead volume and qualifying question

3

IDENTIFY
your asset(s) for use in campaigns

CHEROKEE CONNECT LEAD GENERATION **GOES TO WORK**

DETERMINE
audience
engagement plan

PROMOTE
gated assets to
target audience through
targeted channels

REGISTRATION
form is filled out
by prospect and
downloads asset

LEADS
are scrubbed for criteria
identified, validated and
delivered to you weekly
via an emailed CSV file

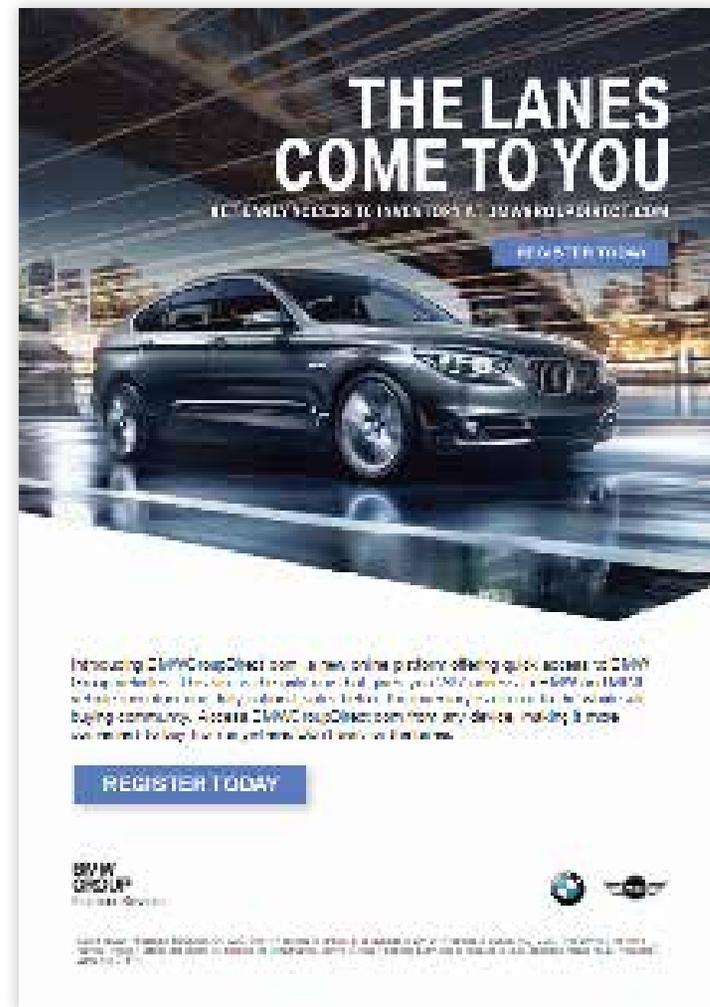
CUSTOM MARKETING

CUSTOM EMAIL MARKETING

Let *Auto Remarketing Canada* deliver your exclusive message to our subscribers.

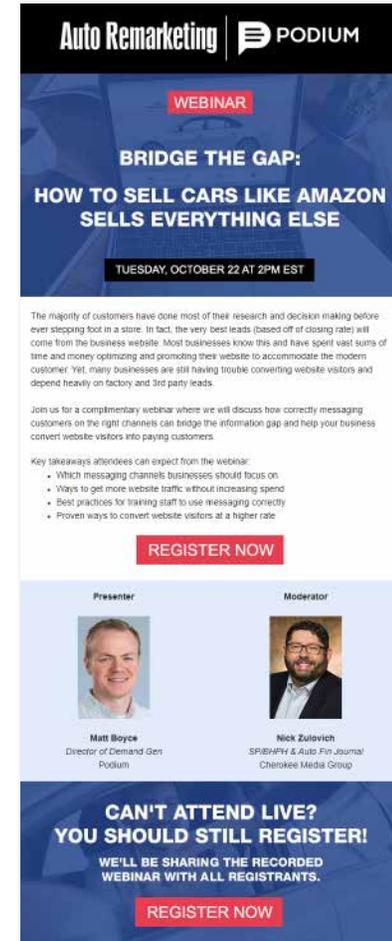
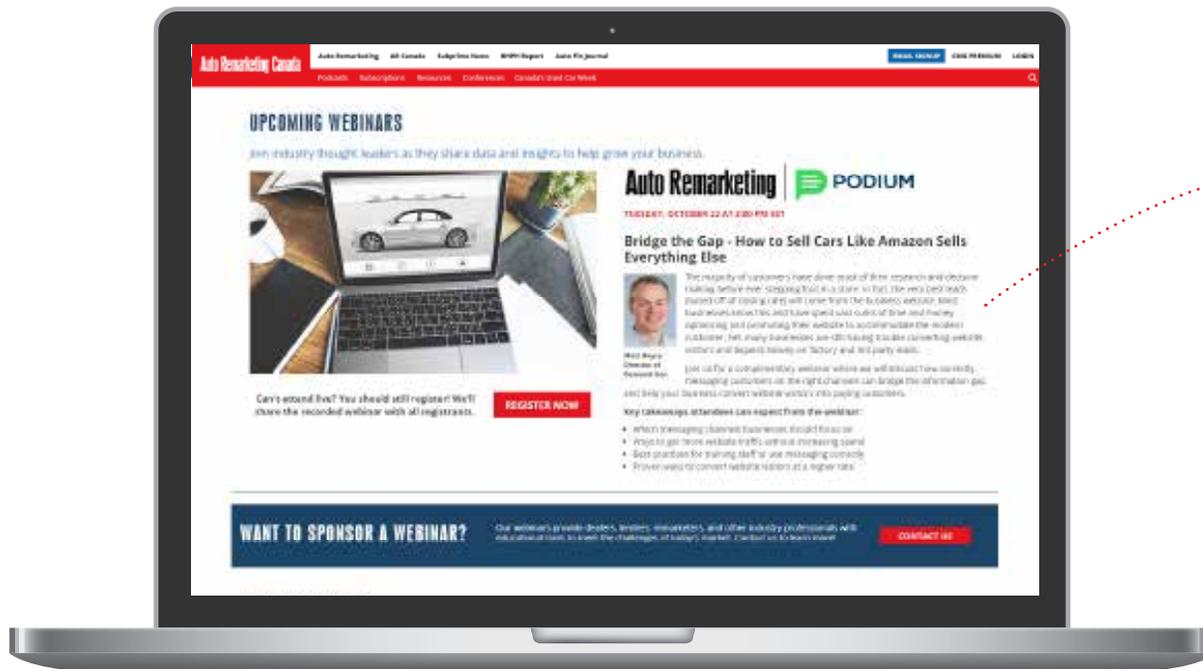
Custom emails are a great alternative to direct 'snail mail' marketing as they are delivered in a timely, measurable manner.

- » \$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



ONLINE.

CUSTOM MARKETING



CUSTOM WEBINAR

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

LIVE EVENTS



Get ready—the **Used Car Industry Summit** brings together the most influential leaders, innovators, and decision-makers across the remarketing, retail, finance, and technology sectors. This is where big ideas spark, partnerships form, and the future of the used car industry takes shape.

Across two dynamic days, you'll hear from powerhouse speakers, dive into fresh market insights, and participate in interactive roundtable discussions designed to tackle the industry's toughest challenges. From the showroom to the auction lane to the digital marketplace, every corner of the industry is represented here.

If you're looking to connect with top leaders, explore new opportunities, and leave with ideas you can put to work right away—this is *the* event you can't afford to miss.

**SAVE THE DATE:
APRIL 13-15, 2026**

usedcarsummit.biz



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 16-17, 2026**

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 16-19, 2026**

usedcarweek.biz