

2026 Digital Media Kit

Photo credit: shutterstock.com



AR
Auto Remarketing

SubPrime Auto Finance News

BHPH REPORT

AFJ | Auto Fin
Journal

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Look for these labels at the top of each page to help plan the right marketing campaign for your needs.

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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 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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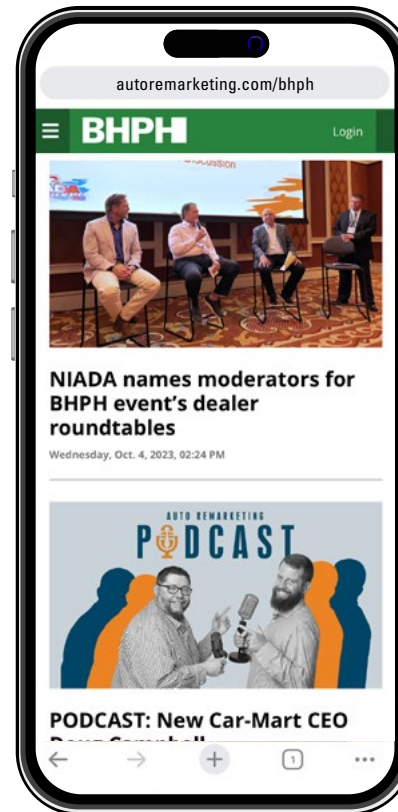
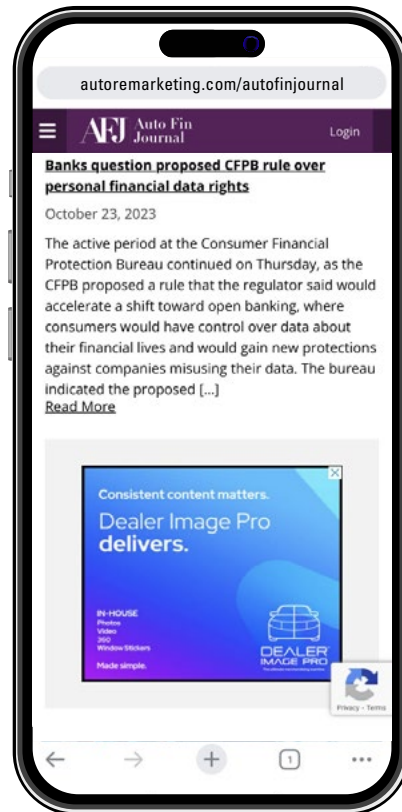
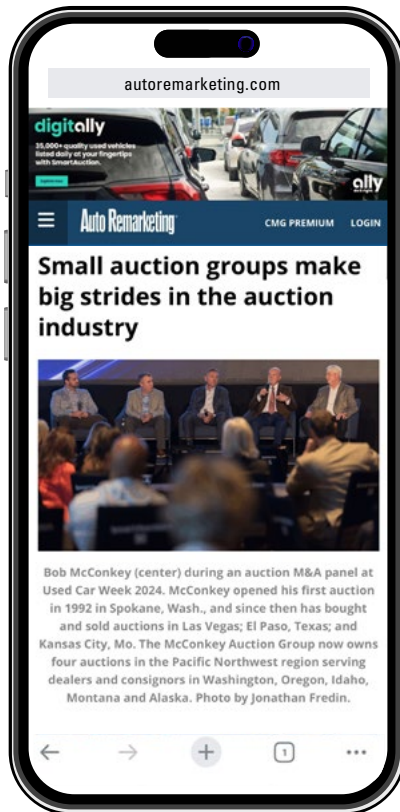
WEBSITE

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

Our four brands allow you to effectively target the right audience for your message.

WEBSITE

This mobile-friendly and adaptable site is designed to keep our readers informed as they access industry-leading content from their mobile device. On average, just over 35% of our monthly website visitors view our news on their mobile device.



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.

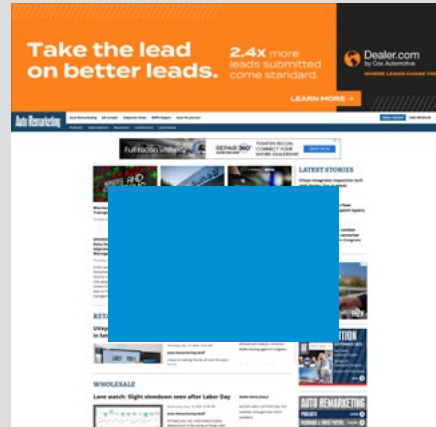
DOMINANT POSITIONING

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

MASTHEAD



INTERSTITIAL



PAGE TAKEOVER



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.

The screenshot displays the Dealer.com website interface. At the top, a navigation bar includes links for 'Auto Remarketing', 'AR Canada', 'Subscribe News', 'BNFR Report', and 'Auto Pin Journal'. A prominent orange banner at the top left reads 'Take the lead with faster speeds.' with a sub-headline 'Our websites load 3.4x faster than the leading competitor.' and a 'LEARN MORE' button. The Dealer.com logo is in the top right corner.

The main content area features an article titled 'ServiceUp-Merchants Fleet partnership aims to speed repairs, keep fleets on road'. The article text describes a partnership between ServiceUp and Merchants Fleet to provide faster, more efficient repairs for fleet customers. A sponsored content video unit for Lotlinx is integrated into the article, showing a smartphone displaying the Lotlinx app interface. The video unit is framed with a blue and orange border.

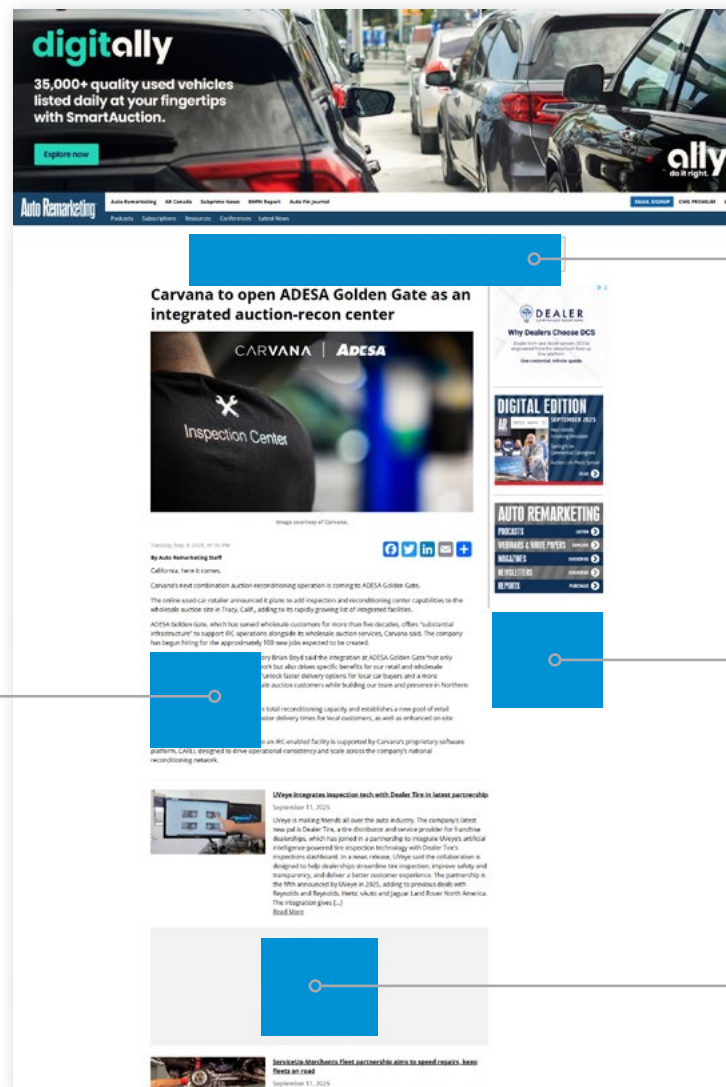
On the right side of the page, there is a sidebar with several widgets: 'DEALER' with a 'Why Dealers Choose DCS' section, 'DIGITAL EDITION' for September 2025, and 'AUTO REMARKETING' with links to podcasts, webinars, white papers, e-books, and reports.

WEBSITE ADVERTISING OPTIONS

STRONG FREQUENCY

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

**MEDIUM RECTANGLE
(IN CONTENT)**

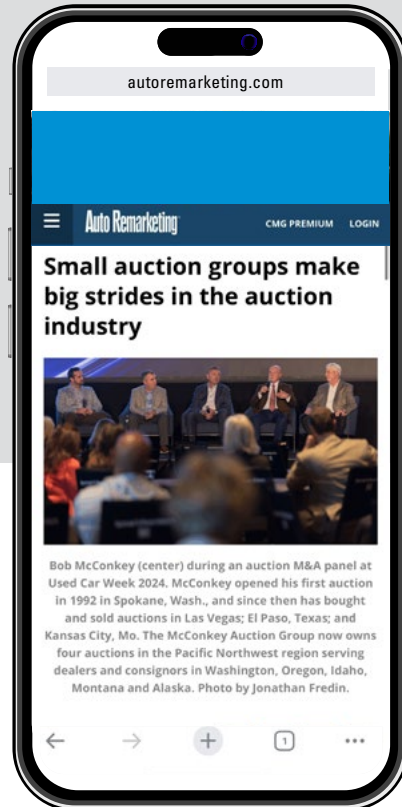


**SUPER
LEADERBOARD**

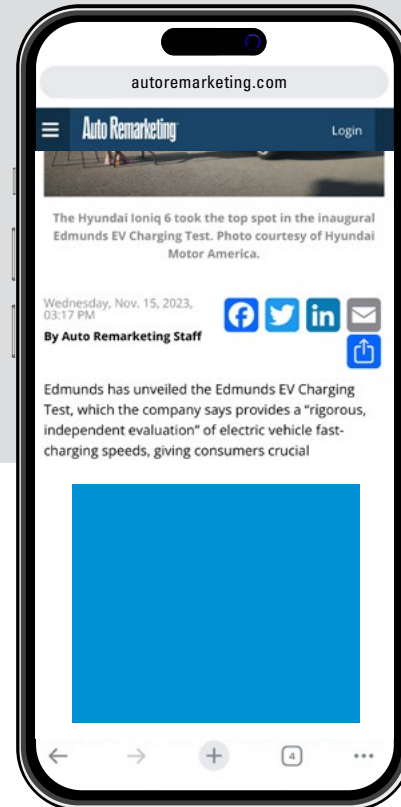
**MEDIUM
RECTANGLE**

**MEDIUM
RECTANGLE
(SCROLL)**

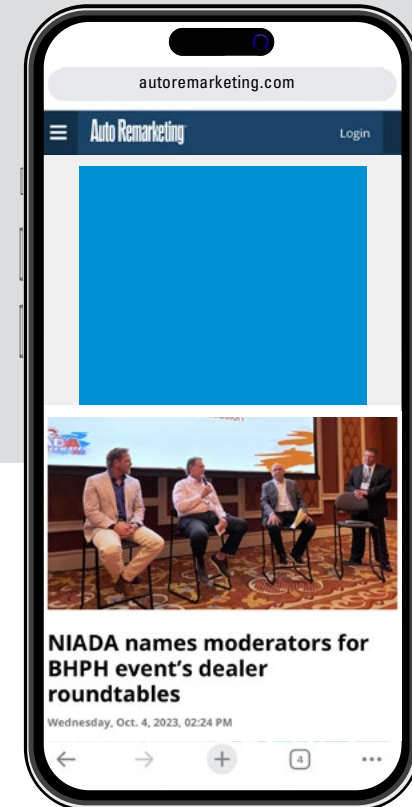
MOBILE MASTHEAD



MOBILE MEDIUM RECTANGLE (IN CONTENT)



MOBILE MEDIUM RECTANGLE (SCROLL)



WEBSITE STATS



Leverage advertising space on our websites and benefit from reaching our largest digital audience. Our website visitors come from all corners. They include our CMG email subscribers, visitors from organic and direct search, social media referrals, and referrals from other industry publications who leverage our content.

(Stats cover Quarter 1 through Quarter 3 of 2025)

WEBSITE VIEWS:

2,195,267

PAGEVIEWS USING A MOBILE DEVICE:

32%

PAGEVIEWS USING A DESKTOP DEVICE:

65%

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	JPEG PNG GIF Animated GIF	\$150/cpm
Mobile Masthead	2560 x 640 and 2560 x 256			\$250/cpm
Medium Rectangle	300 x 250 (600 x 500)			\$150/cpm
Medium Rectangle (in content)	300 x 250 (600 x 500)			\$150/cpm
Medium Rectangle (scroll)	300 x 250 (600 x 500)			\$150/cpm
Mobile Medium Rectangle In Content	300 x 250 (600 x 500)			\$150/cpm
Mobile Medium Rectangle Scroll	300 x 250 (600 x 500)			\$100/cpm
Interstitial	800 x 600 (1600 x 1200)			\$800/day
Sponsored Content Video	<ul style="list-style-type: none">• Desktop Dimensions: 1280 × 720 @ 1500kbps OR 640 × 360 @ 600kbps• Mobile Dimensions: 1024 × 576 @ 1500kbps OR 320 × 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	\$1500/day
Page Takeover with Interstitial				\$2100/day

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

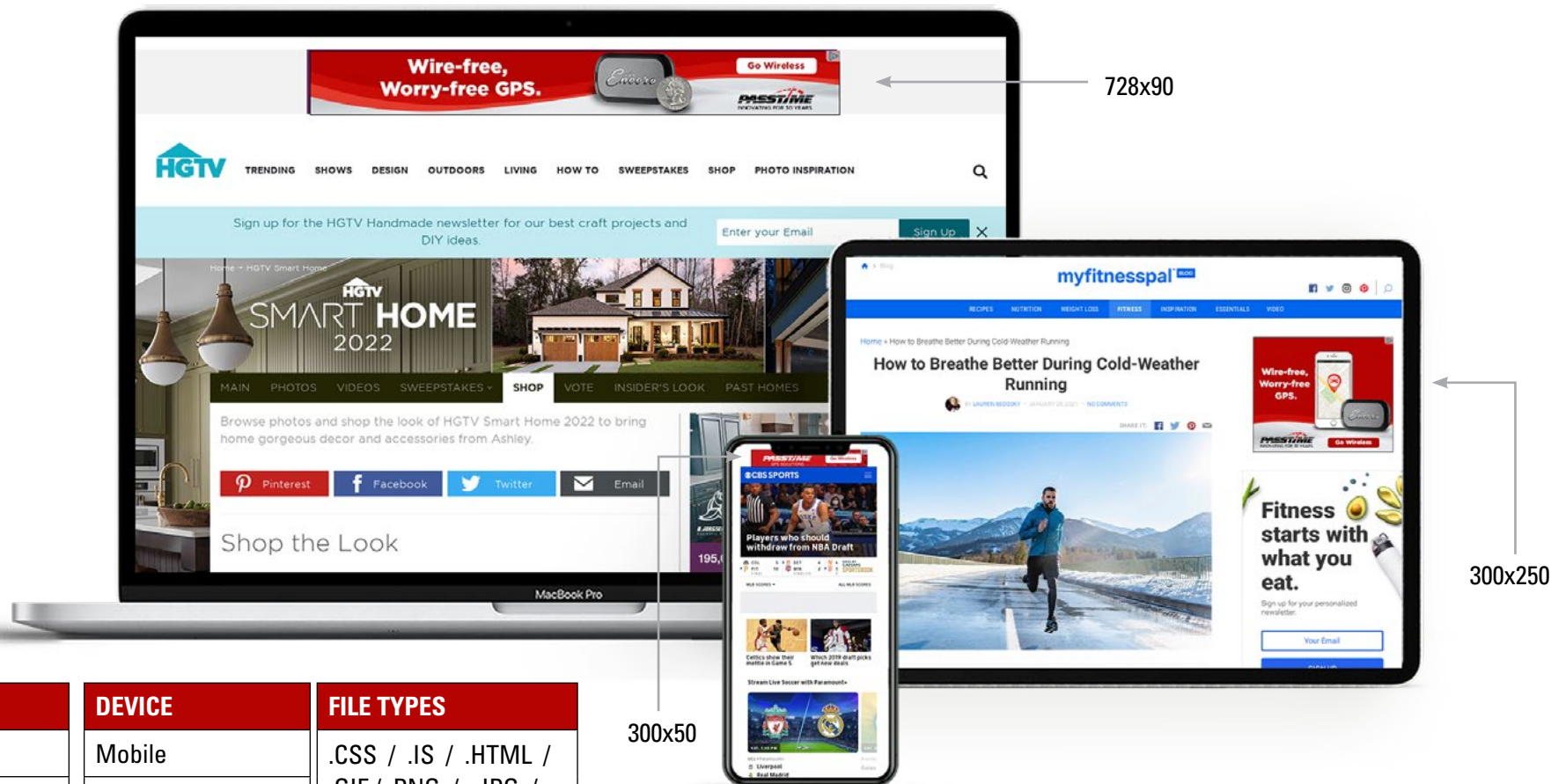
BHPH REPORT

AFJ | Auto Fin
Journal

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

RETARGETING: AUDIENCE EXTENSION

TRADITIONAL DISPLAY

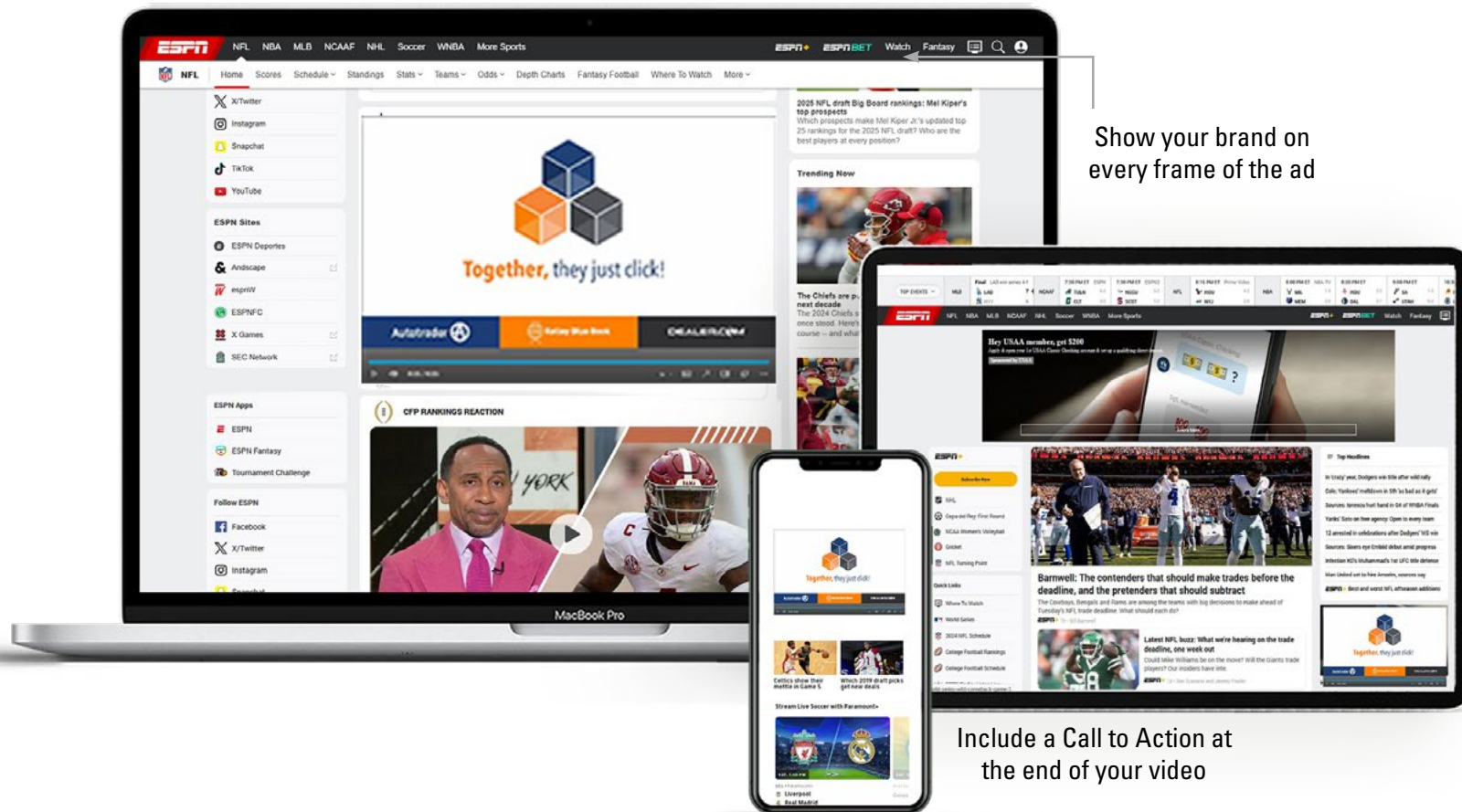


SIZE (PX)	DEVICE	FILE TYPES
320x50	Mobile	.CSS / .IS / .HTML / .GIF / .PNG / .JPG / .JPEG MAX FILE SIZE IS 200KB.
300x50	Mobile	
300x250 (600x500)	Mobile & Desktop	
728x90 (1456x180)	Desktop	
160x600 (320x1200)	Desktop	

\$45/CPM

RETARGETING: AUDIENCE EXTENSION

PROGRAMMATIC DIGITAL VIDEO



RETARGETING: AUDIENCE EXTENSION

PROGRAMMATIC DIGITAL VIDEO

VIDEO FILE REQUIREMENTS

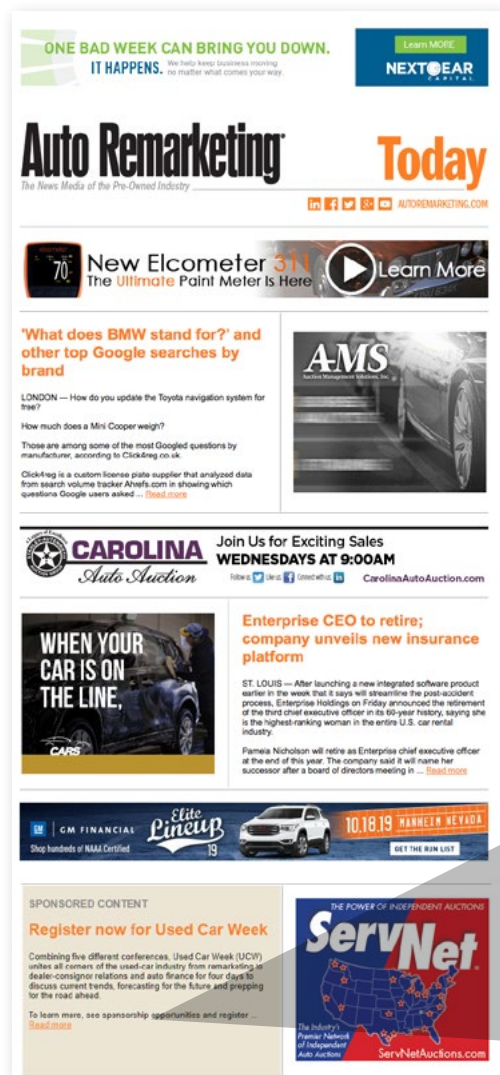
- » Dimension 1920px X 1080px
- » Audio Bitrate: 192 kbps or higher
- » Video Bitrate: 8mbps or higher
- » Preferred format: mp4 (h.264)
- » Max Video File Size 200MB Limit
- » Length: Under 15 seconds

*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.



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 **15,000 SUBSCRIBERS.**

AD UNIT	SIZE (PX) / DELIVERABLES	POSITION	RATES
1. Leaderboard	1456 x 180	Top Banner	\$4,500/mth
2. Horizontal Bar	1456 x 180	Rotating Banners	\$2,500/mth
3. Medium Rectangle	600x500	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

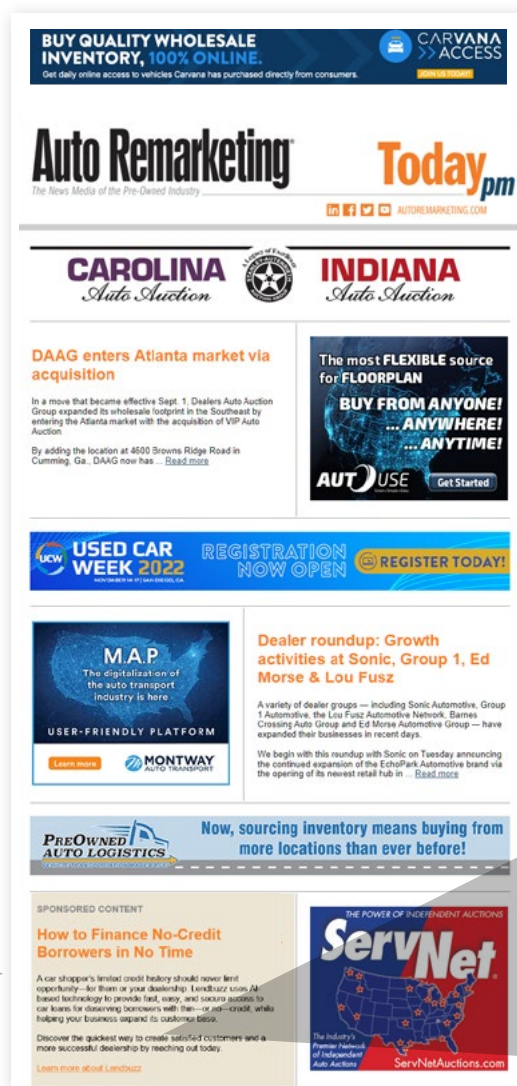
Combining five different conferences, Used Car Week (UCW) unites all corners of the used-car industry from remarketing to dealer-consignor relations and auto finance for four days to discuss current trends, forecasting for the future and prepping for the road ahead.

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	1456 x 180	Top Banner	\$4,500/mth
2. Horizontal Bar	1456 x 180	Rotating Banners	\$2,500/mth
3. Medium Rectangle	600 x 500	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 News Media of the Pre-Owned Industry

Reach. Connect. Convert. **TrueCar** Learn More

J.D. Power closes purchase of ALG
CARY, N.C. — J.D. Power has closed its purchase of ALG, a deal first announced in August.

The company said in a news release Monday that acquisition of the TrueCar subsidiary "will dramatically broaden its vision of automotive residual value forecasting, especially important as the industry prepares to launch a wave of new electric vehicle (EV) models and pushes toward increased vehicle automation and other emerging technologies."

In a separate release, TrueCar said the \$135 million consideration in the deal includes ... [Read more](#)

State of the Used Car Industry
2020 YEAR IN REVIEW
CHEROKEE MEDIA GROUP
Intelligence & Insights

**TWO STEPS AHEAD?
WHY NOT TWO HUNDRED?**
It's a new world. You coming?

Training | 20 Groups | Software Solutions **Let's go** **ncm ASSOCIATES**

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	1456 x 180	Banner 1	\$2,500/mth
2. Medium Rectangle	600 x 500	In-Content	\$2,500/mth
3. Oversized Horizontal Bar	1456 x 600	Banner 2	\$3,000/mth

EMAIL NEWSLETTER



1

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.

2

3

AD UNIT	SIZE (PX) / DELIVERABLES	POSITION	RATES
1. Leaderboard	1456 x 180	Top Banner	\$4,500/mth
2. Horizontal Bar	1456 x 180	Rotating Banners	\$2,500/mth
3. Medium Rectangle	600 x 500	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.

4

SPONSORED CONTENT

The best wire-free GPS solution

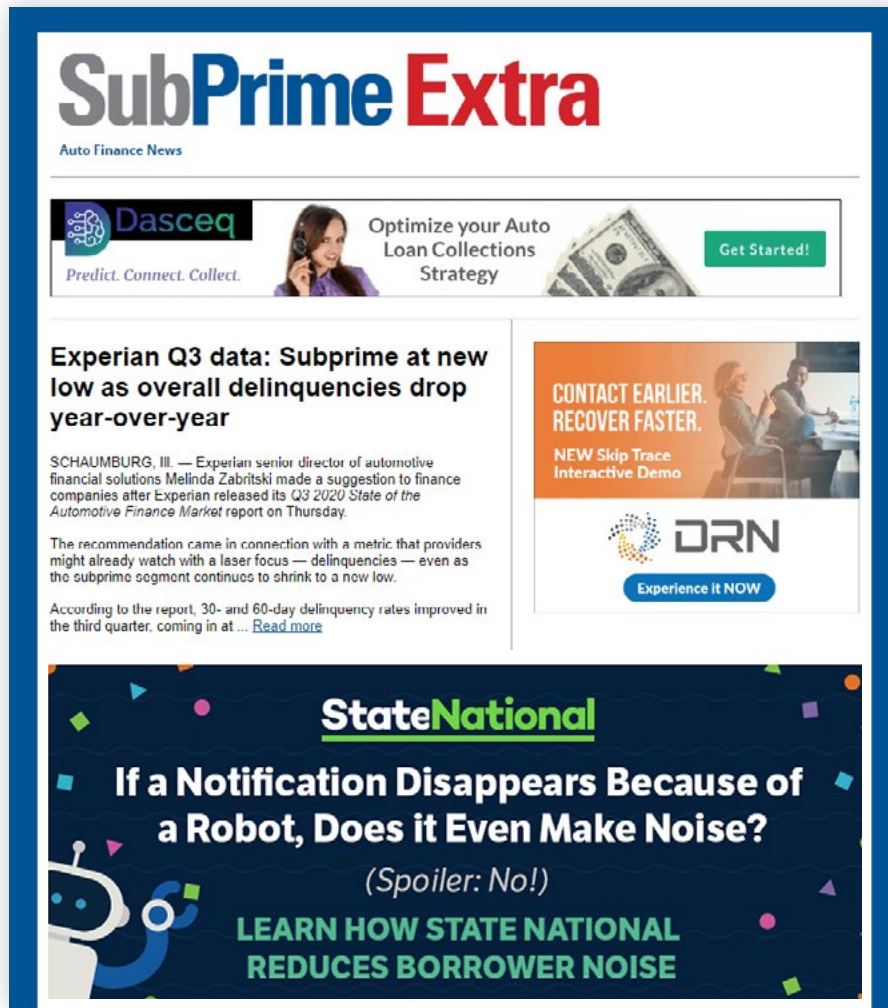
Encore is the simple, proven solution that your dealership needs in an asset-tracking system.

Our wire-free GPS solution installs in seconds and doesn't require a technician – making it a perfect fit for dealerships.

This is the simple, proven and affordable solution you can count on.

[Find out how Encore is changing the GPS device industry!](#)

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.

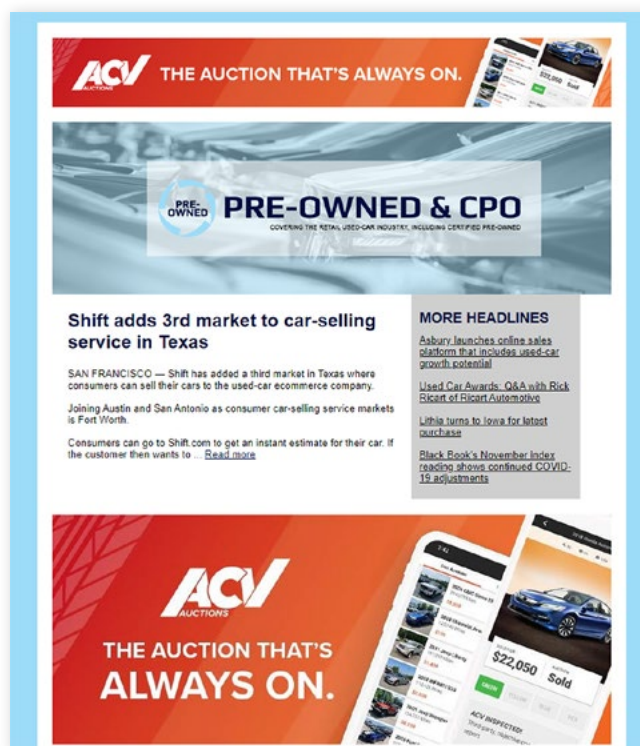
AD UNIT	SIZE (PX)	POSITION	RATE
1. Horizontal Bar	1456 x 180	Banner 1	\$2,500/mth
2. Medium Rectangle	600 x 500	In-Content	\$2,500/mth
3. Oversized Horizontal Bar	1456 x 600	Banner 2	\$3,000/mth

EMAIL NEWSLETTER

EXCLUSIVE SPONSORSHIP

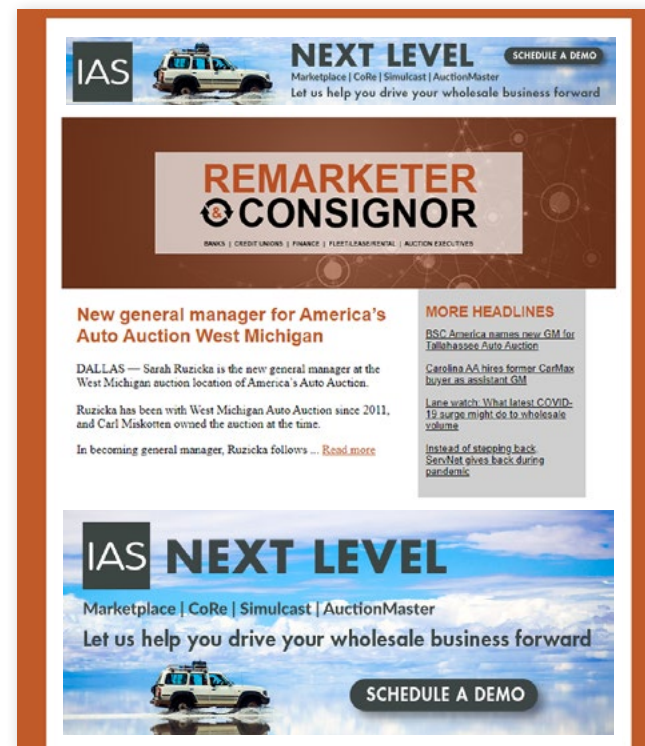
Take advantage of one of our five e-newsletters that offer an exclusive sponsorship. Benefit from being the only advertiser with two prime spaces that surround our trusted content.

AD UNIT	SIZE (PX)
Leaderboard	1456 x 180
Oversized Horizontal Bar	1456 x 600



\$3,500

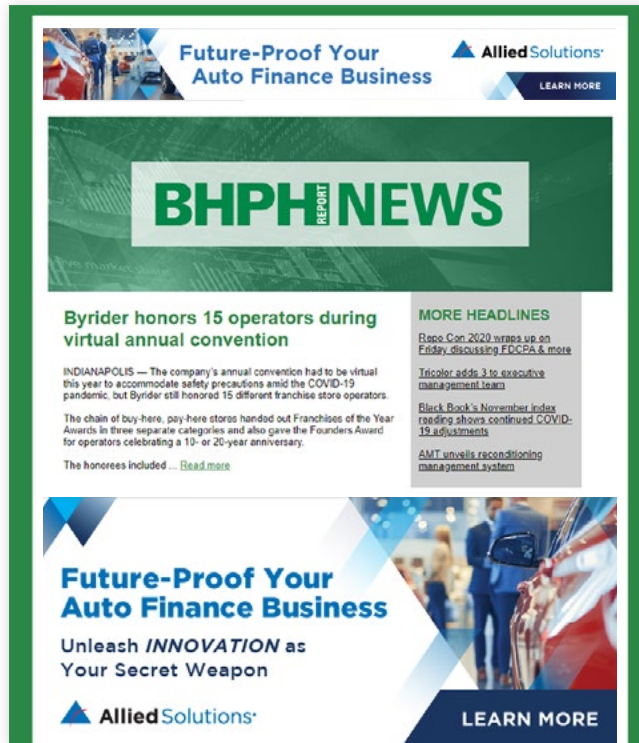
Pre-Owned & CPO is focused on certified pre-owned content and is delivered every Tuesday and Thursday to nearly 13,000 subscribers.



\$2,500

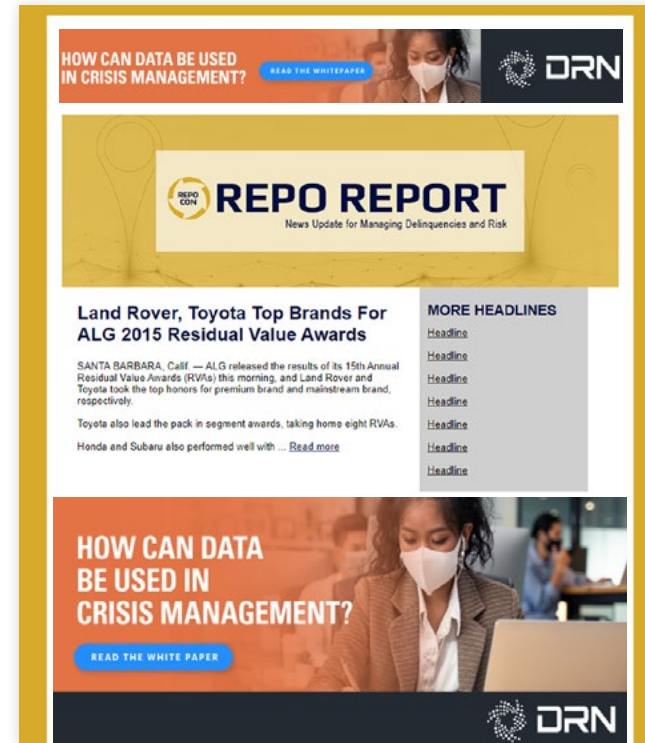
Remarketer & Consignor covers what's happening in the auction world and is delivered every Monday to nearly 4,500 subscribers.

EMAIL NEWSLETTER



\$3,500

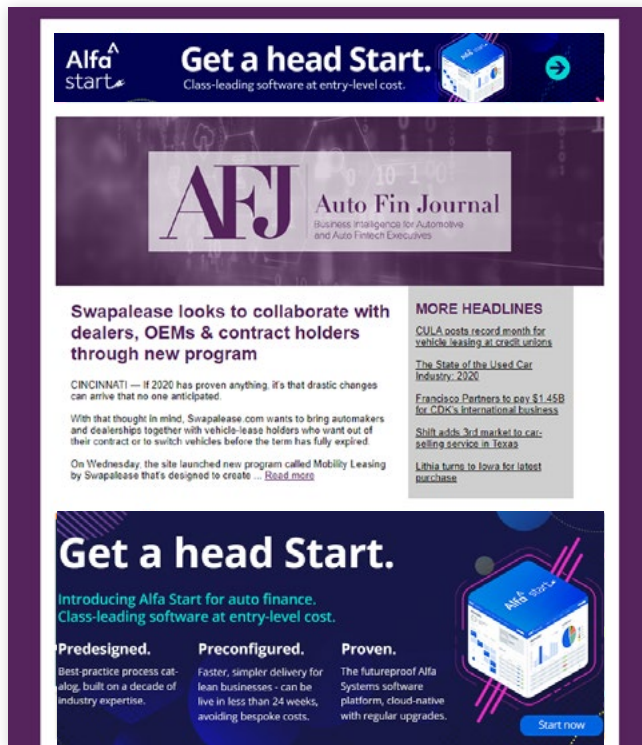
BHPH Report News highlights major news stories in the BHPH industry. It's delivered every Tuesday and Thursday to our 12,000 subscribers.



\$3,500

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

EMAIL NEWSLETTER



\$3,500

Auto Fin Journal covers how data and technology are impacting the automotive industry. It's distributed every Monday and Wednesday to over 15,000 subscribers.

FILE REQUIREMENTS

- » Maximum file size is 300K 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.
- » File Size: While our e-newsletters are formatted at 1456x180, 600x500, and 1456x600 for sharper resolution, we can accommodate 728x90, 300x250, and 728x300 ad units

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.



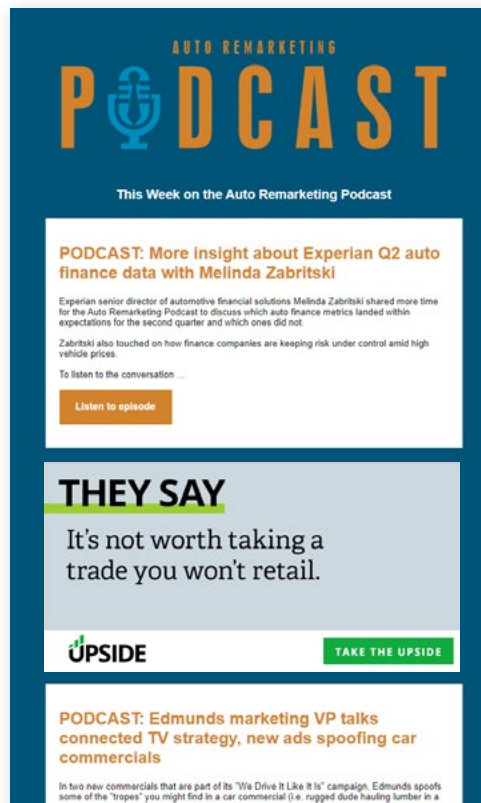
1 Leaderboard (728px x 90px) on podcast website page.

PODCAST



2

Verbal commercial leading and ending the podcasts.



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.

HEAR FROM THE EXPERTS
Recommendations for Evaluating your F&I Product Vendors

AUTO REMARKETING PODCAST
SPONSORED BY
APCO HOLDINGS **GWC Warranty**

JAMES VIRGOE
SENIOR VICE-PRESIDENT & MANAGING PARTNER

James Virgoe, who is senior vice president and managing partner of GWC Warranty at APCO Holdings, made another appearance for a sponsored episode of the Auto Remarketing Podcast.

This time, Virgoe went through a series of recommendations to help dealers evaluate F&I product vendors and spot the difference between a good vendor and a great one.

LISTEN NOW

- 2 Custom email promoting the podcast to our media subscribers.

Auto Remarketing

THINK MORE STRATEGICALLY TO RUN MORE EFFICIENTLY

SPONSORED EPISODE: AI & Big Data Deliver Significant Improvements to Inventory Management

1- This sponsored episode of the Auto Remarketing Podcast, features James Virgoe, Senior Vice President & Managing Partner at APCO Holdings, who shares with the audience about the recent trends and potential for AI and... [listen now](#)

Episodes

Showing 1 out of 10 episodes

Search Episodes

Enter keywords

Recommended a Guest

How do you want to hear from them?

Most Popular Episodes

- 3 Archived in the *Auto Remarketing* podcast library.

SPONSORED CONTENT PER RECORDING - \$4,500

PODCAST

HEAR FROM THE EXPERTS
License plate recognition technology
increasing repossession and recoveries



**AUTO REMARKETING
PODCAST**



JEREMIAH WHEELER

Jeremiah Wheeler, president of DRN, MVTRAC, and now SCM, takes us on a journey recapping the evolution of license plate recognition technology, how it's boosted repossessions and recoveries, as well as how the data collected is helping other automotive marketing efforts.

Plus, Wheeler shares an update about the company, its latest acquisition and most difficult challenge overcome so far this year.

Scan the QR Code to listen to the episode.



4

Add a Half Page
ad in our monthly
magazine to
promote your
podcast episode

\$1,500

DRN | MVTRAC | SCM

**AUTO REMARKETING
PODCAST**

**Jeremiah Wheeler
highlights DRN's growth**




5

Add a Social Media Video to
promote your podcast episode

\$1,500

CHEROKEE CONNECTS: INTENT-DRIVEN LEAD GENERATION

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

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




UPCOMING WEBINAR

The Impact of EVs And How to Position Your Dealership For Long-Term Success

Tuesday, October 3, 2023 @ 2pm EST

REGISTER NOW!



The auto industry is witnessing a paradigm shift with the rise of Electric Vehicles (EVs) and dealers are facing new challenges as they adapt to this rapidly evolving landscape. In this webinar, we'll delve into the complexities and implications of EVs on your revenue streams over the next 5-10 years. As more consumers embrace sustainable transportation options, EV adoption is projected to surge and reshape the traditional dealership model. However, does the current data reflect this shift? Director of Industry Insights Kevin Roberts will analyze market trends, share shopper search data, forecast EV adoption rates, and ultimately help you embrace the challenges presented by the rise of EVs and strategically position your business for long-term success in the shifting automotive market.

Key Takeaways Include:

- Gain insights into the evolving EV market, including current trends and consumer preferences, to make informed decisions about your dealership's future EV strategy.
- Leverage CarGurus shopper search data and Kevin's market analysis to make data-driven decisions and tailor your offerings to meet customer demands effectively.
- Learn how to strategically position your businesses to thrive in the evolving EV market, ensuring long-term success and sustainability.

REGISTER TODAY!


Can't Attend? You should still register! We will share the recorded webinar with all registrants.

Share Webinar

View web version

This e-mail was sent from AutoRemarketing
701 Cascade Pointe Lane
Cary, NC 27513

Click here to manage your e-newsletter subscription



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 hearing 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 Zulovich SP/BHPH & Auto Fin Journal Cherokee Media Group

CUSTOM EMAIL MARKETING

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


The AI agent for loan servicing and collections

Delinquencies are up. Repos are up.

While you're still posting job openings, your competitors are already automating servicing & collections.

They're using **proAgent** — the AI agent built for servicing and collections, powered by **Prodigal Intelligence Engine (PIE)**.

Hyper-personalised interactions at scale



With PIE, proAgent exactly **when** to reach a borrower, **why** they're behind, and **how** to get them to pay — turning every interaction into a personalized, high-impact conversation.

proAgent handles the mundane outreach — across calls, emails, and texts:

- ✓ Past-due reminders & early-stage payments
- ✓ Deferrals & payment plans
- ✓ Voluntary surrenders & VIN confirmation
- ✓ Redemption notices & final balances
- ✓ Detects disputes and hands off to your agent with full context

Automate 35 - 45% of your conversations

All with built-in safeguards for **UDAAP**, **FDCPA**, and **ECOA** compliance, plus model auditability, transcript storage, call notes, and automated QA.



From our auto lender deployments in the last 6 months:

- ✓ 35-45% of conversations fully automated
- ✓ 15% better RPC rate and 6-7% higher collections than control group


proAgent comes with pre-built integrations for **defi**, **Shaw**, **Five9**, **Genesys**, **NICE** and more. Every month you wait, another lender takes your borrowers back.

Scale your operations without the staffing pressure

Request a demo today.
Best regards,
The Prodigal Team

**EXCLUSIVE
RETAIL-READY UNITS
ARE ON ADESA CLEAR!**



Get access to retail-ready Carvana inventory before the public!

Save time and major recon costs by bidding on Carvana retail-ready inventory near you. These are high-quality units that meet Carvana's retail standards.



Register for ADESA Clear so you don't miss out on first-run Carvana inventory.

[Register Now](#)

- ✓ **Exclusive first-run units:** Once these leave ADESA Clear, they won't be listed at any other auction.
- ✓ **Meets Carvana's retail standards:** This inventory is typically listed on [carvana.com](#), but we're giving you access first.
- ✓ **All the benefits of ADESA Clear:** There are no hidden fees and every car with a bid will sell.
- ✓ **New inventory each week:** Our retail-ready volume is growing and will continue to increase at sites near you.

Find this inventory, along with other exclusive Carvana Wholesale vehicles, only on ADESA Clear! **Plus, get \$0 buy fees: Your first 3 buy fees are on us when you register for ADESA Clear.**

[View Retail-Ready Inventory](#)

Hundreds of retail-ready units are available in CA, FL, GA, IL, IN, MA, MO, NC, NJ, NV, NY, OH, OK, OR, TN, TX, and VA.

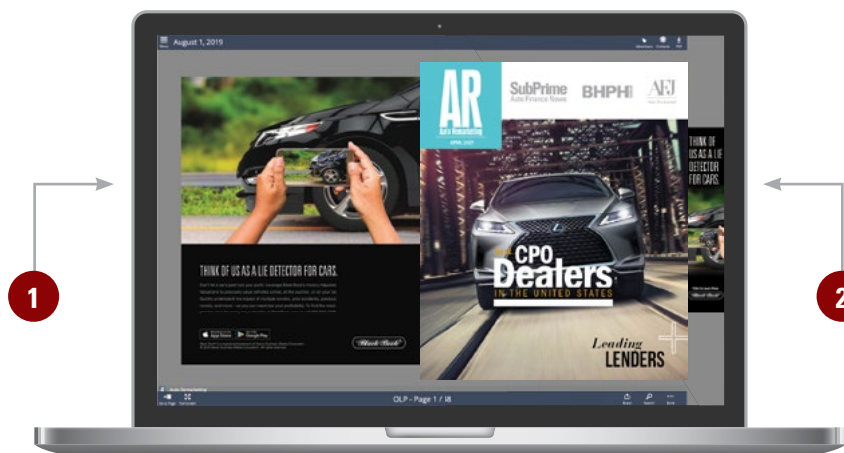
[Search Inventory](#)

Have questions?

Call us at [888-506-7326](tel:888-506-7326)
8 a.m. - 8 p.m. ET, Mon - Fri

Email us at jcdn-cg@email-protection/7300603031cd1073312171600125d101c1e

DIGITAL EDITION MAGAZINE SPONSOR

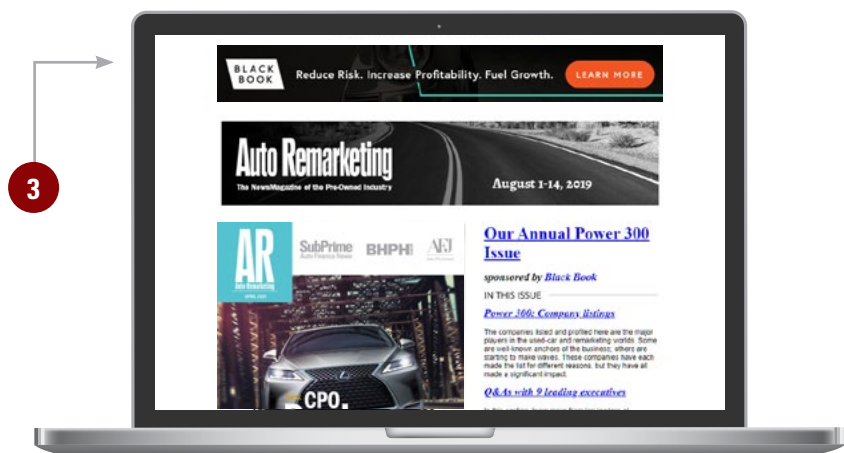


1 » Presentation Page (9.5" x 11.5")

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: 300KB.

SPONSORSHIP PACKAGE PER ISSUE - \$5,500

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