

2026 Media Kit



Auto Remarketing® Canada

CHEROKEE

MEDIA GROUP

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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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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.

SERVING 150,000 WEBSITE VISITORS ANNUALLY



DISTRIBUTION OF



5,000
desks &
mailboxes

READ BY

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

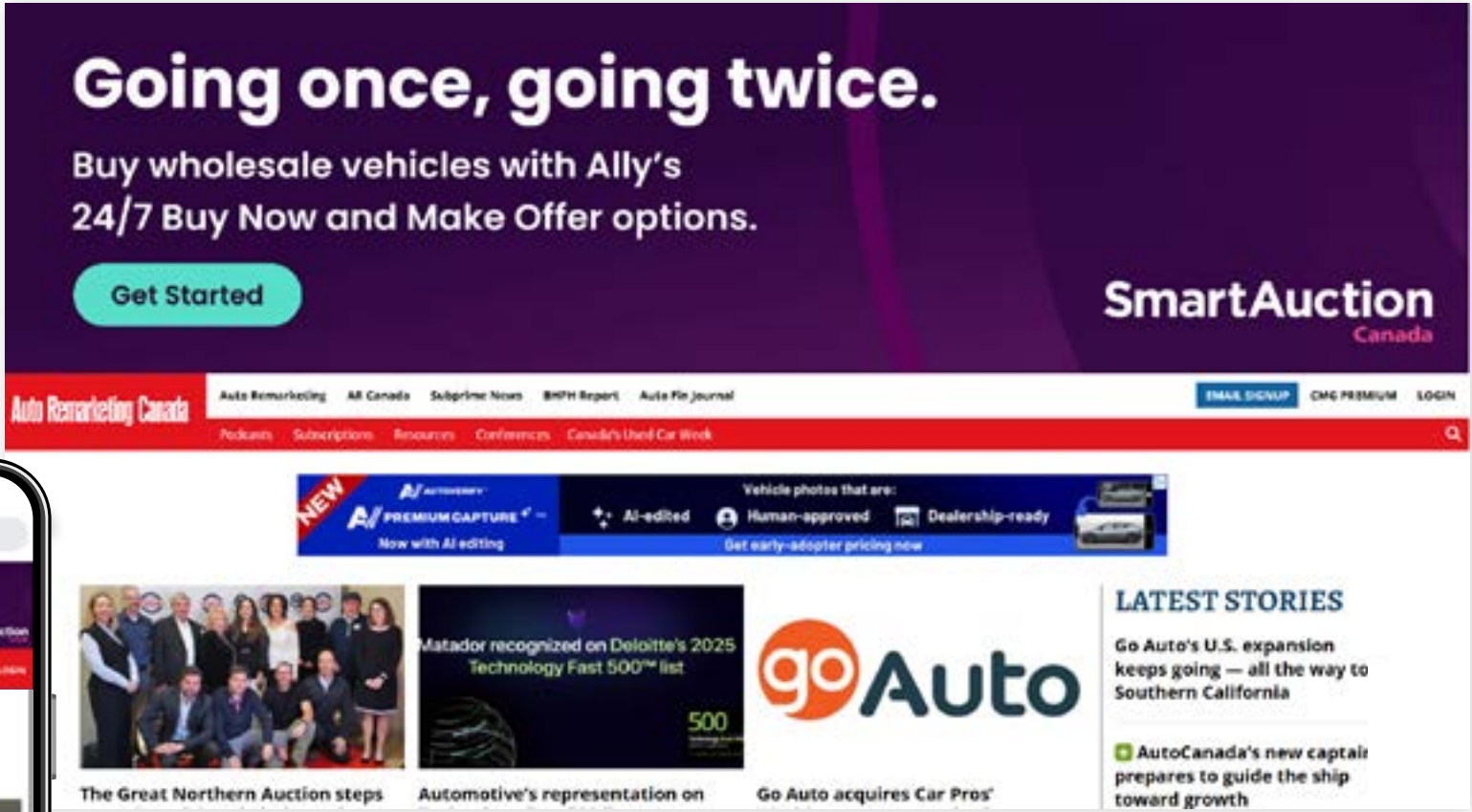


ONLINE.

DIGITAL ADVERTISING



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



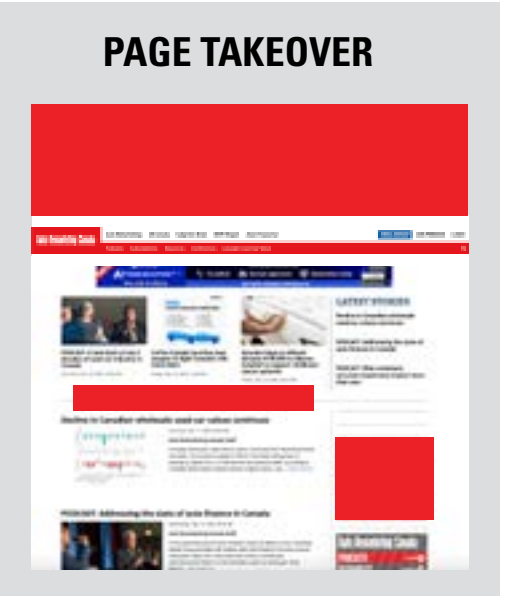
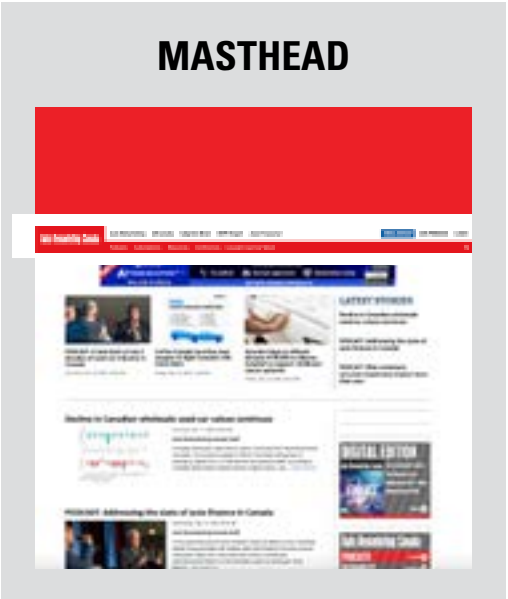
ONLINE.

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.

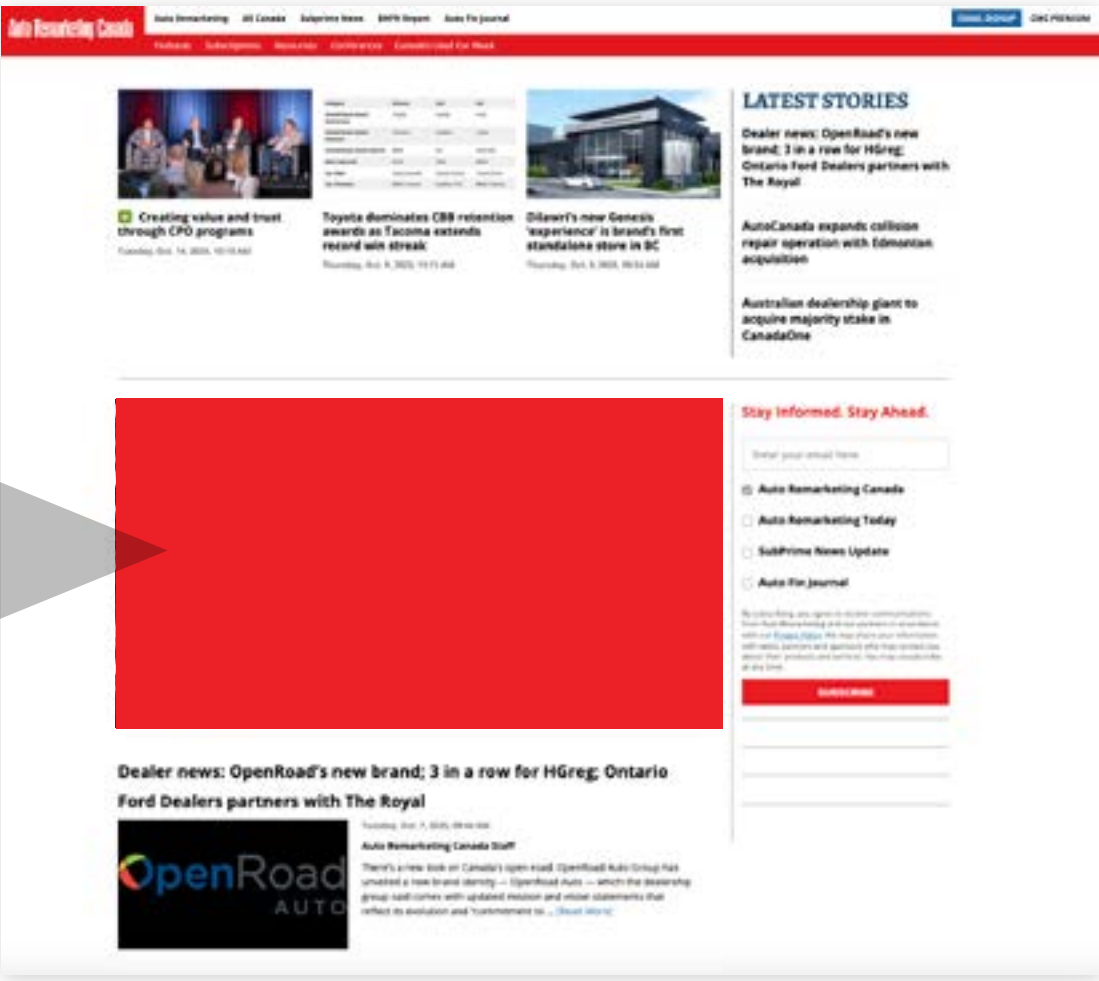


ONLINE.

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.

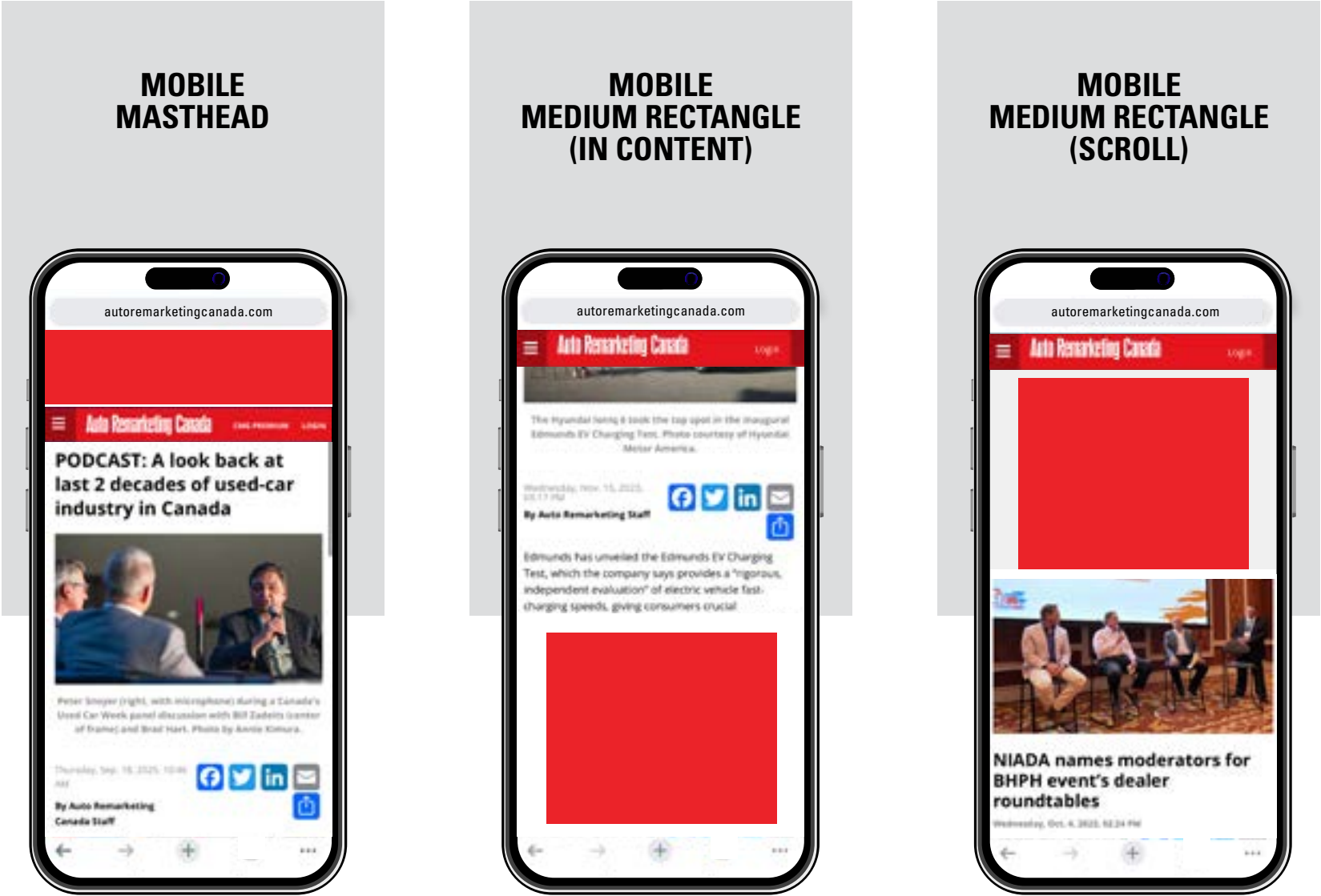
SUPER LEADERBOARD

MEDIUM RECTANGLE (SCROLL)



MEDIUM RECTANGLE

WEBSITE ADVERTISING OPTIONS



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
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 × 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	\$1000/day
Page Takeover with Interstitial				\$1250/day

RETARGETING: AUDIENCE EXTENSION



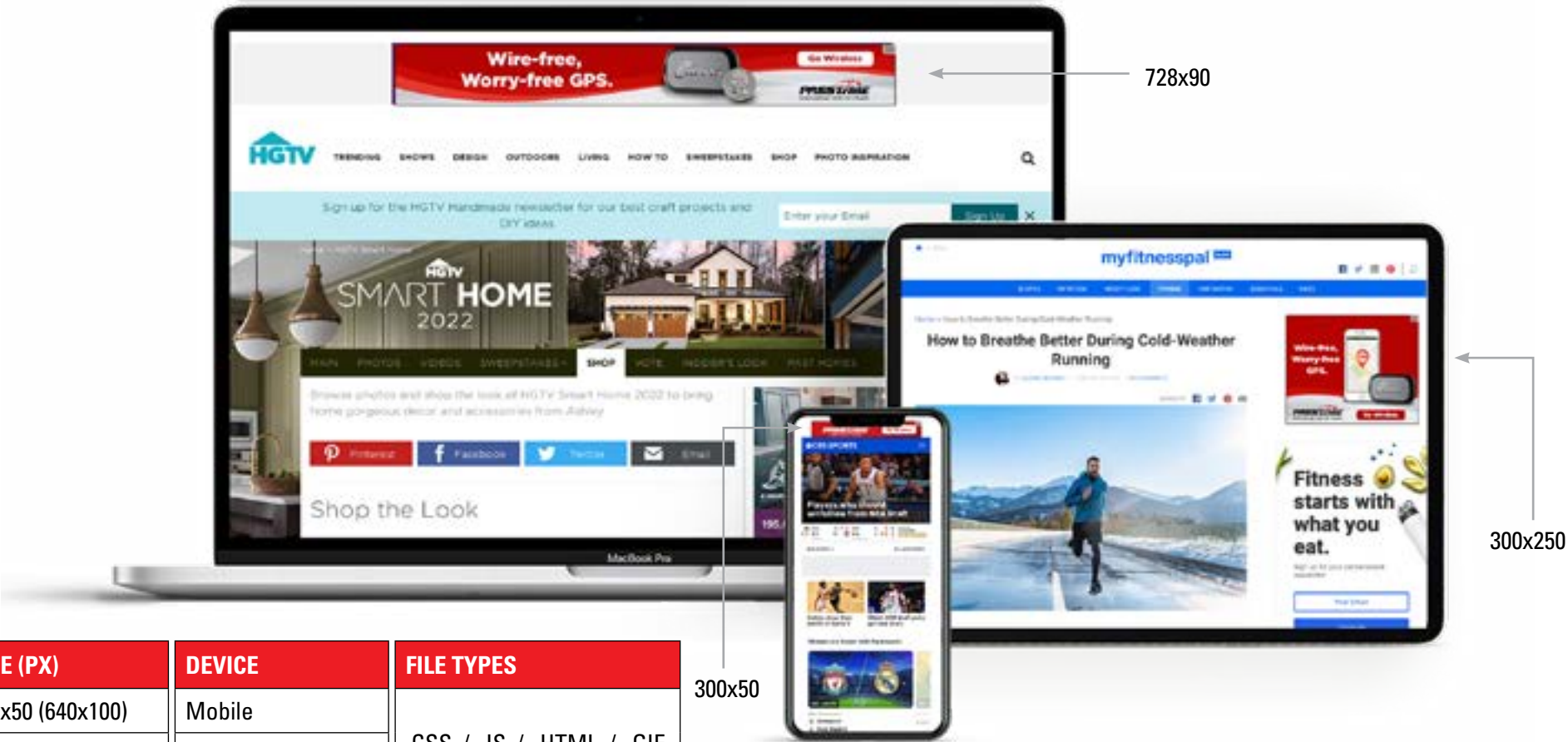
SITE RETARGETING

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

Target Your Clients Through **Our Trusted Brand**

Auto Remarketing[®] Canada

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	
728x90 (1456x180)	Desktop	MAX FILE SIZE IS 200KB.
160x600 (320x1200)	Desktop	

\$45/CPM

RETARGETING: AUDIENCE EXTENSION

PROGRAMMATIC DIGITAL VIDEO



\$55/CPM

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.

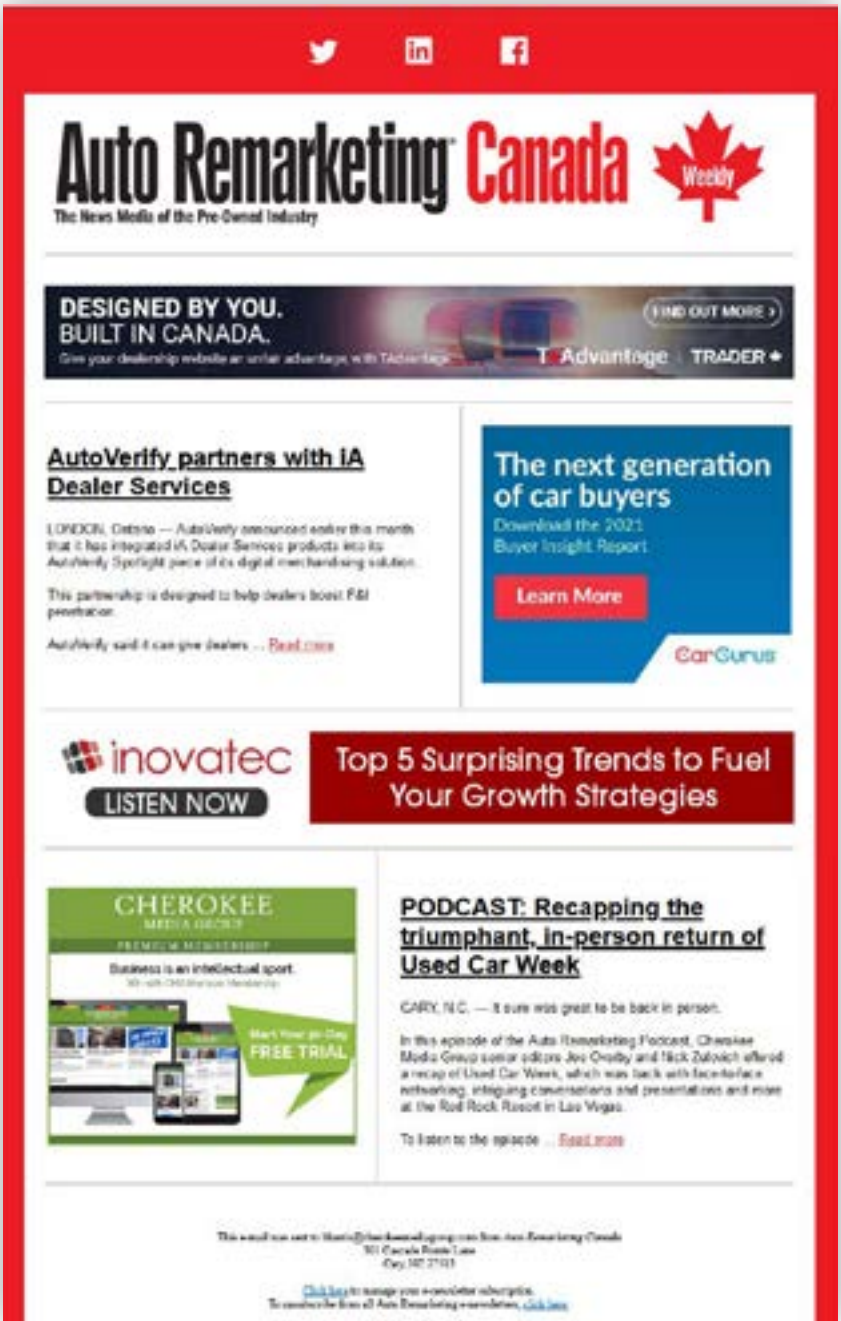
The e-newsletter is delivered twice a week to 3,000 subscribers.

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



ONLINE.

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.

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.

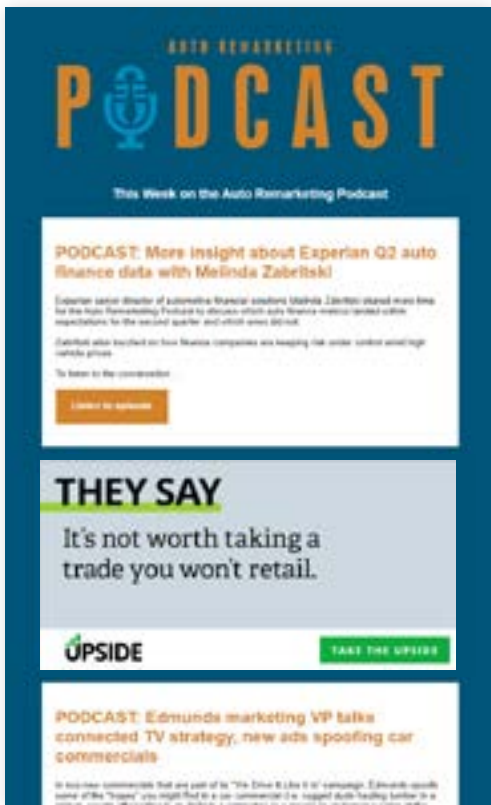


2 Verbal commercial leading and ending the podcasts.



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

SPONSORSHIP OPPORTUNITY PER MONTH - \$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.

SPONSORED CONTENT PER RECORDING - \$4,500



2 Custom email promoting the podcast to our media subscribers.



3 Archived in the Auto Remarketing podcast library.

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

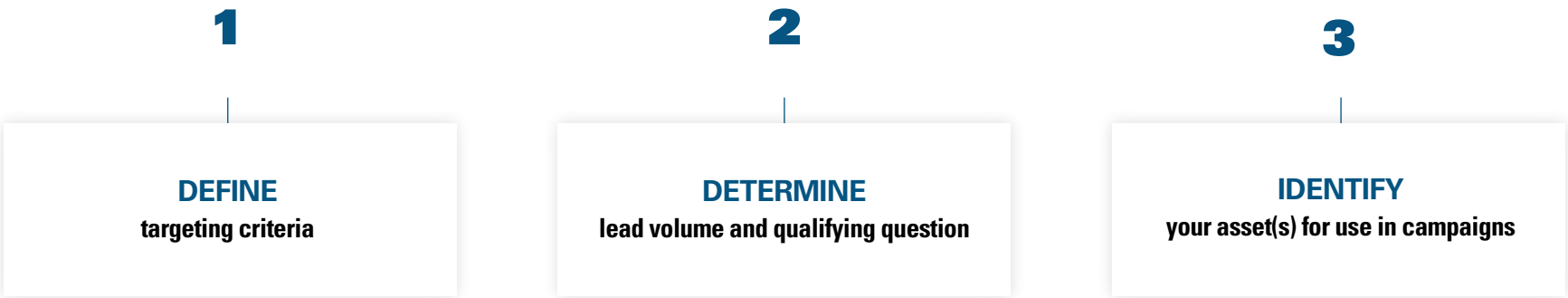
Delivering leads who have engaged with your buyer-oriented content.
Leads are exclusive.

\$2,000/month – 15 Leads
\$3,000/month – 25 Leads
\$4,500/month – 45 Leads

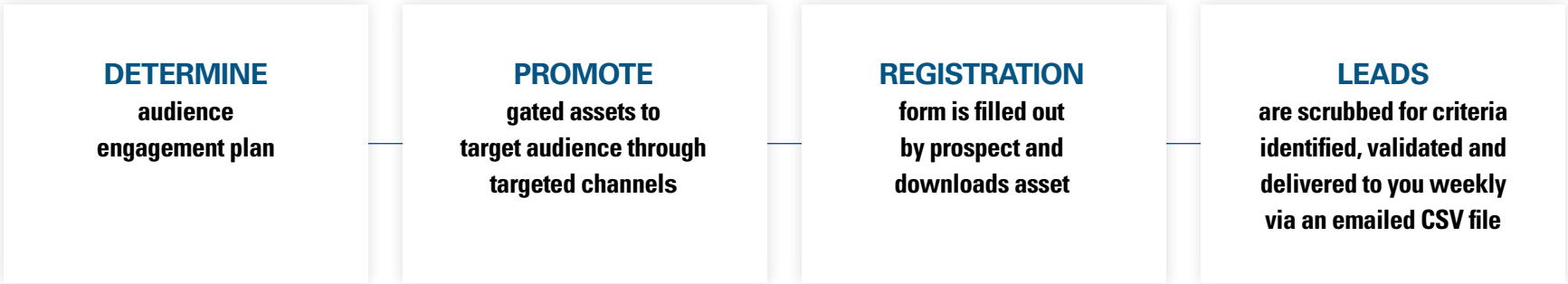
Custom programs with higher volumes available.

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

THREE SIMPLE STEPS



CHEROKEE CONNECT LEAD GENERATION GOES TO WORK



ONLINE.

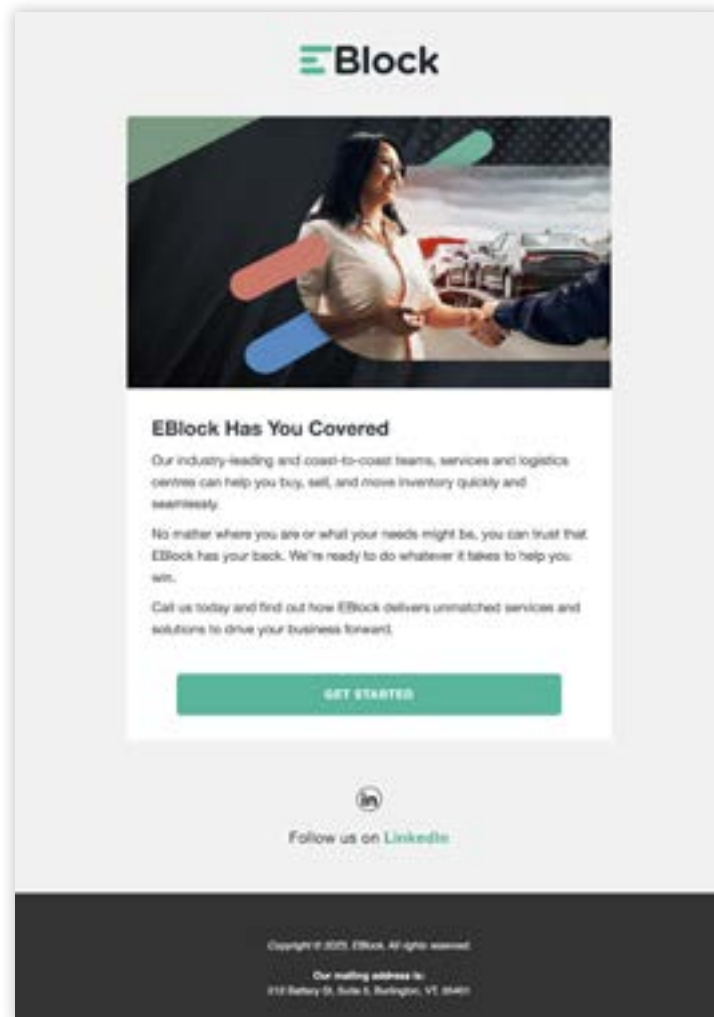
CUSTOM MARKETING

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

AUTO REMARKETING CANADA MAGAZINE

Industry Insights and Leadership Edition



AUTO REMARKETING CANADA ANNUAL ISSUE

Ad Materials Due: May 13

This annual issue is the definitive, must-have edition for anyone who buys, sells, finances, or remarks vehicles across Canada. Timed to coincide with Canada’s Used Car Week, this Conference Issue goes beyond event coverage — it’s a forward-looking market playbook, and a celebration of rising talent in one compact, high-value package.

WHAT’S INSIDE

- **Conference coverage you can rely on.** Full, in-depth descriptions of this year’s speakers and conference sessions — not just who is speaking, but the themes, practical takeaways, and how those ideas will influence day-to-day remarketing strategies.
- **Market trends & analysis.** Comprehensive reporting on the Canadian used-car market, including pricing trends, supply dynamics, consumer behavior shifts, and expert outlooks that help readers plan for the next cycle.
- **Special feature: Remarketing’s Under 40.** A robust section celebrating the industry’s rising leaders. Includes Q&As and standout accomplishments from this year’s honorees, along with insights into how the next generation is driving innovation across operations, technology, and retailing.
- **Special feature: Profiles in Leadership.** An exploration of seasoned executives making meaningful impacts on the Canadian automotive landscape. This section offers personal leadership stories, strategic milestones, and perspective pieces that illuminate how today’s top decision-makers are shaping the future of used-car operations and remarketing.
- **Digital companion content.** Extended interviews and online-only materials available through our website and e-newsletter for deeper engagement and team sharing.

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.

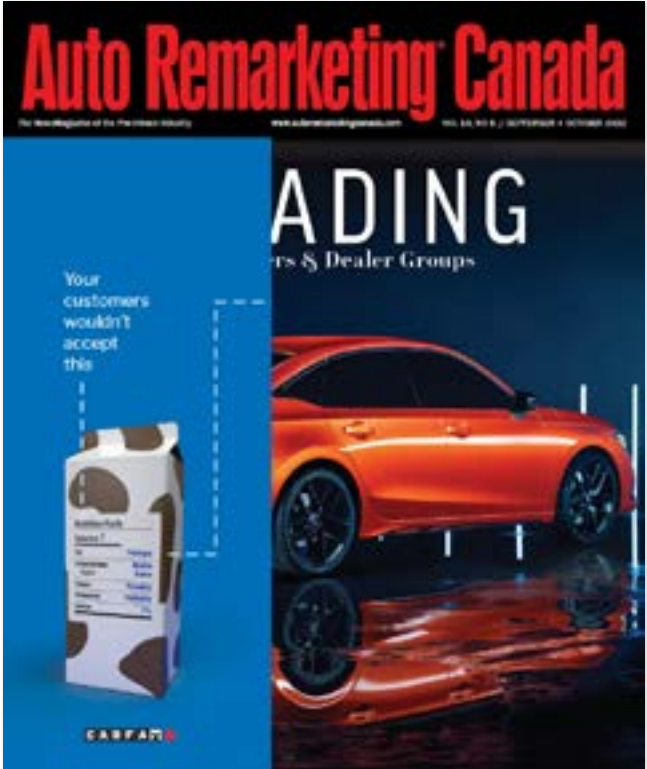
* Spreads and full-page ads have an 1/8" (.125") bleed on each side; live area is 1/4" (.25") inside trim.

** 1/2-page horizontal spread has a bleed on left, right and bottom

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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"

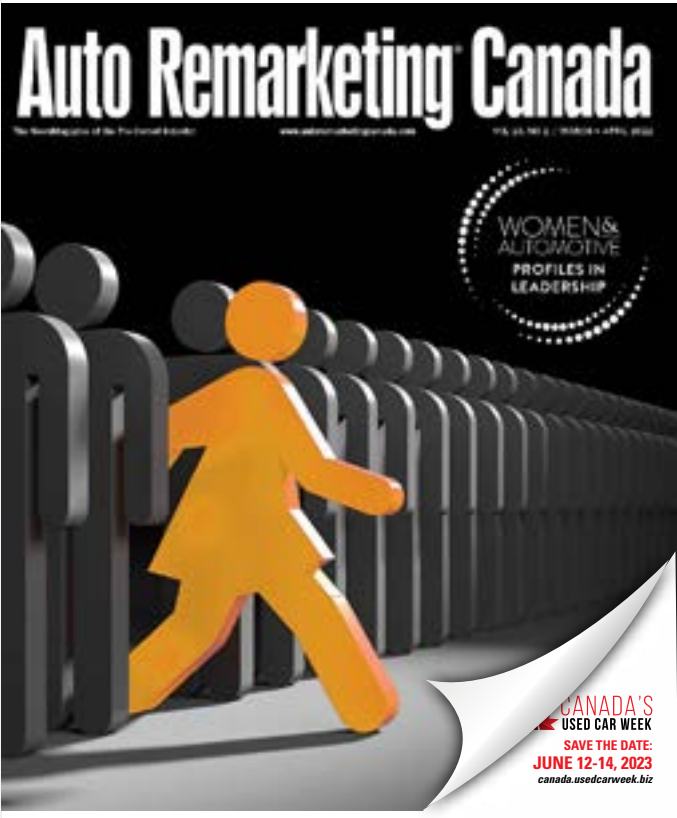


Inside Cover Wrap

.125" bleed on all sides

PREMIUM ADVERTISING

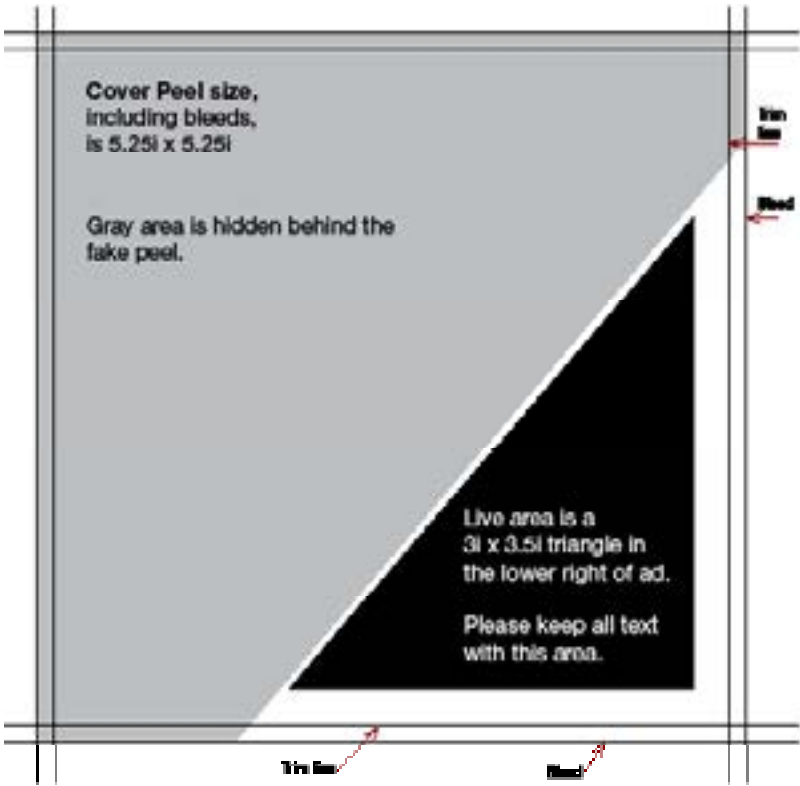
COVER PEEL



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.

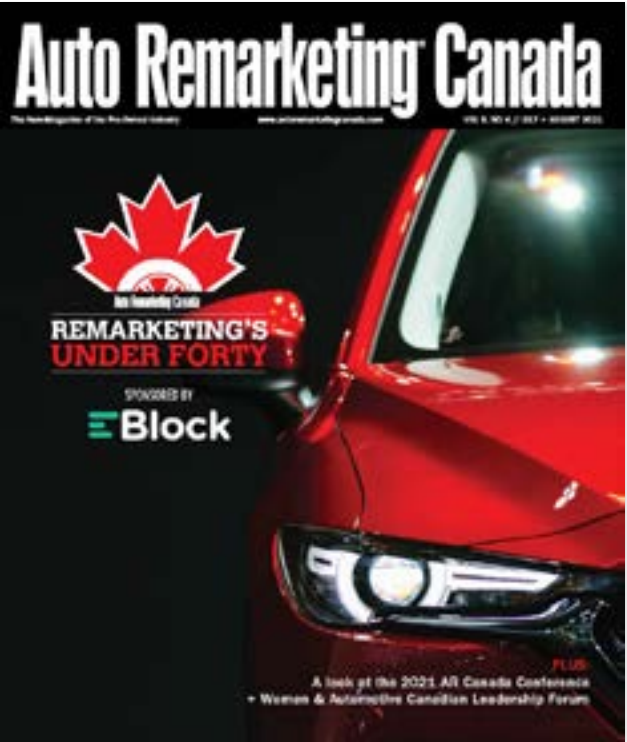


Cover Peel Specifications

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



Logo on all feature pages of the special section

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

IN PRINT.

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.

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	

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