

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

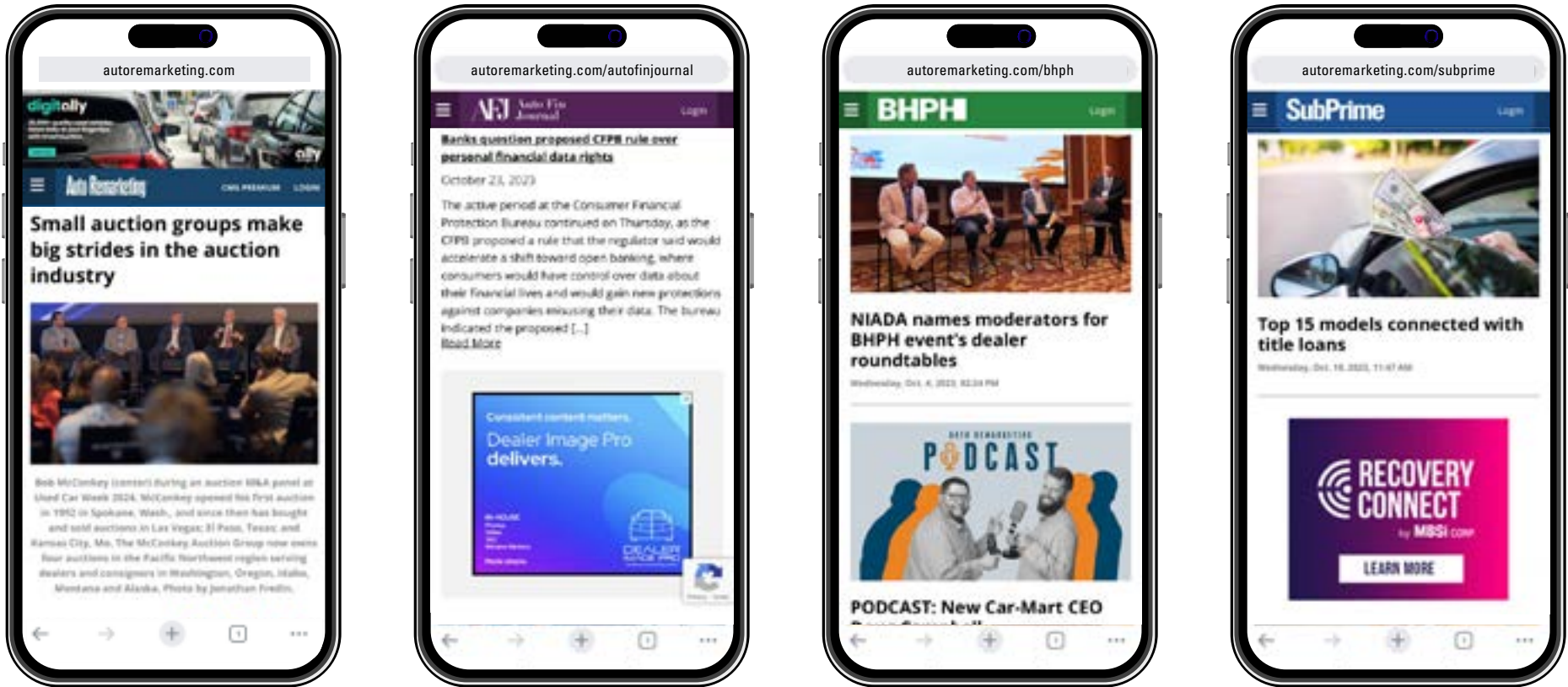
Providing original coverage of the latest news, plus data and analysis, thought leadership, and training – all supporting the decision-making process of industry stakeholders.

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



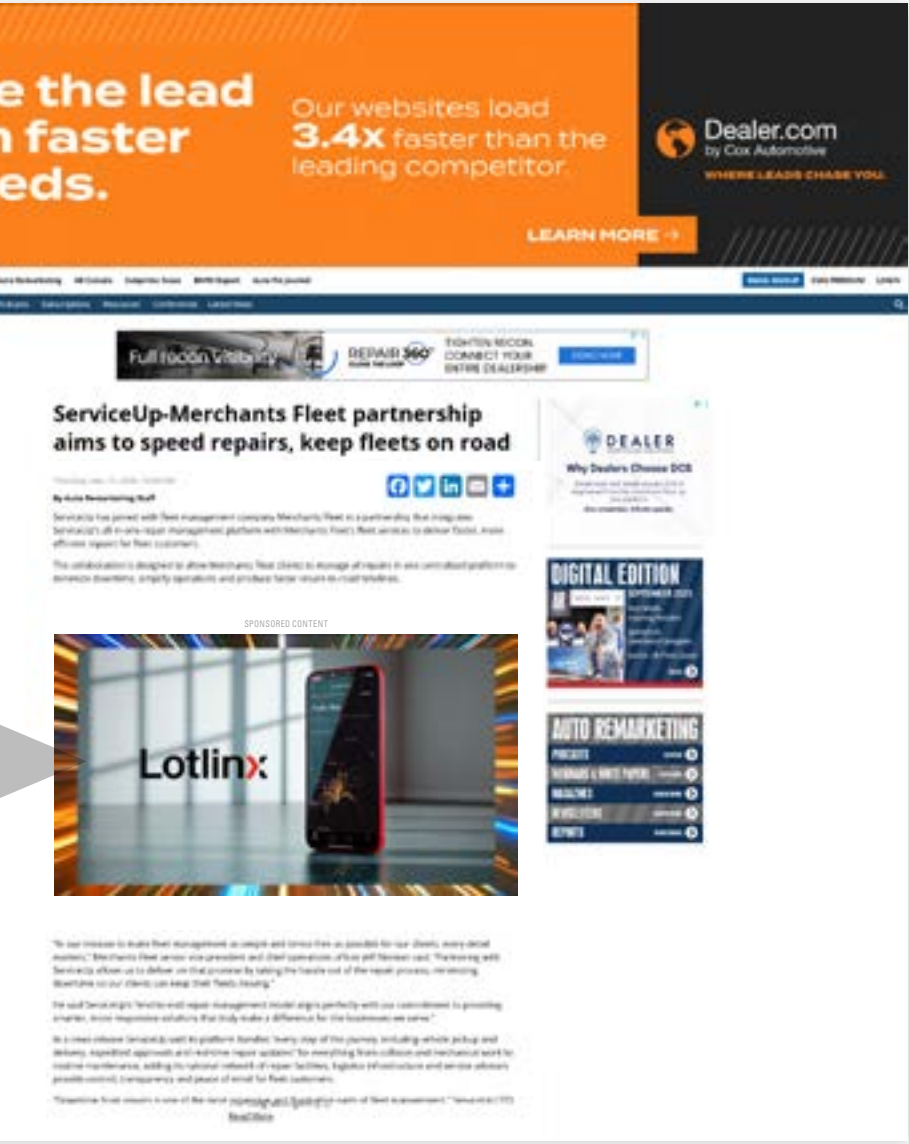
PAGE TAKEOVER



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.



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)

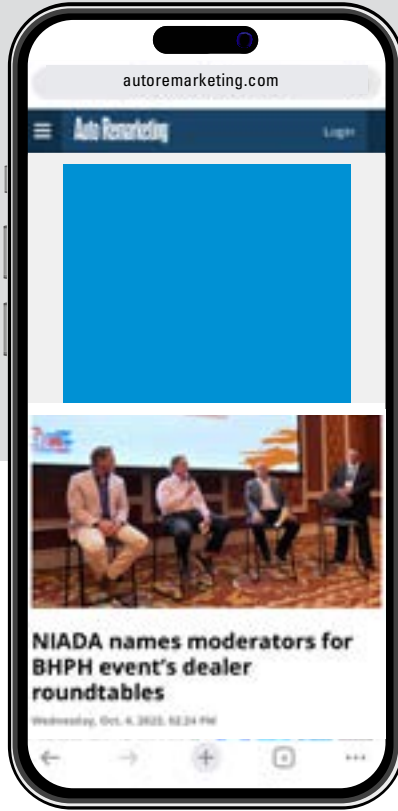
MOBILE
MASTHEAD



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:
35%

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	• 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

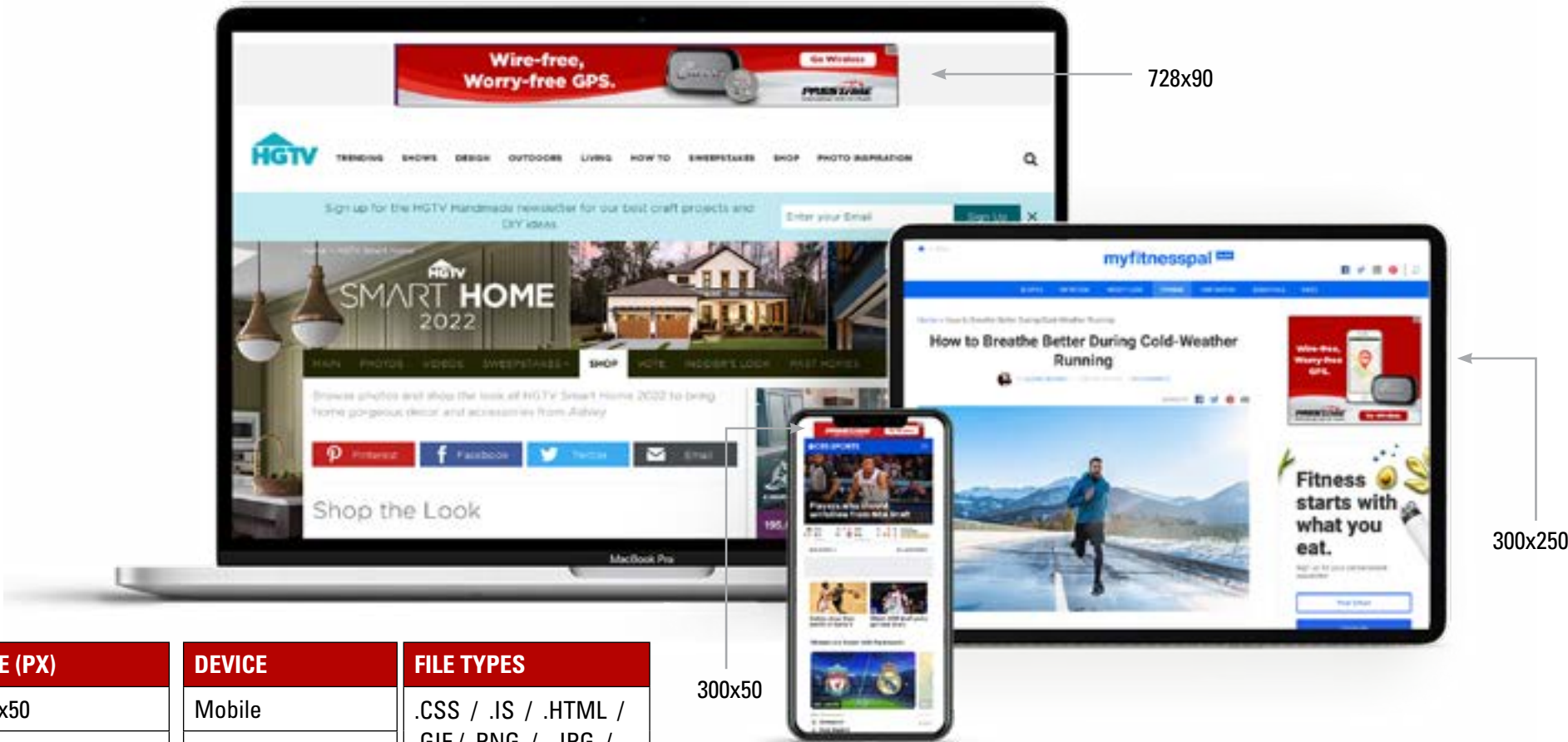
BHPH
REPORT

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
300x50	Mobile	
300x250 (600x500)	Mobile & Desktop	
728x90 (1456x180)	Desktop	MAX FILE SIZE IS 200KB.
160x600 (320x1200)	Desktop	

\$45/CPM

RETARGETING: AUDIENCE EXTENSION

PROGRAMMATIC DIGITAL VIDEO



RETARGETING: AUDIENCE EXTENSION

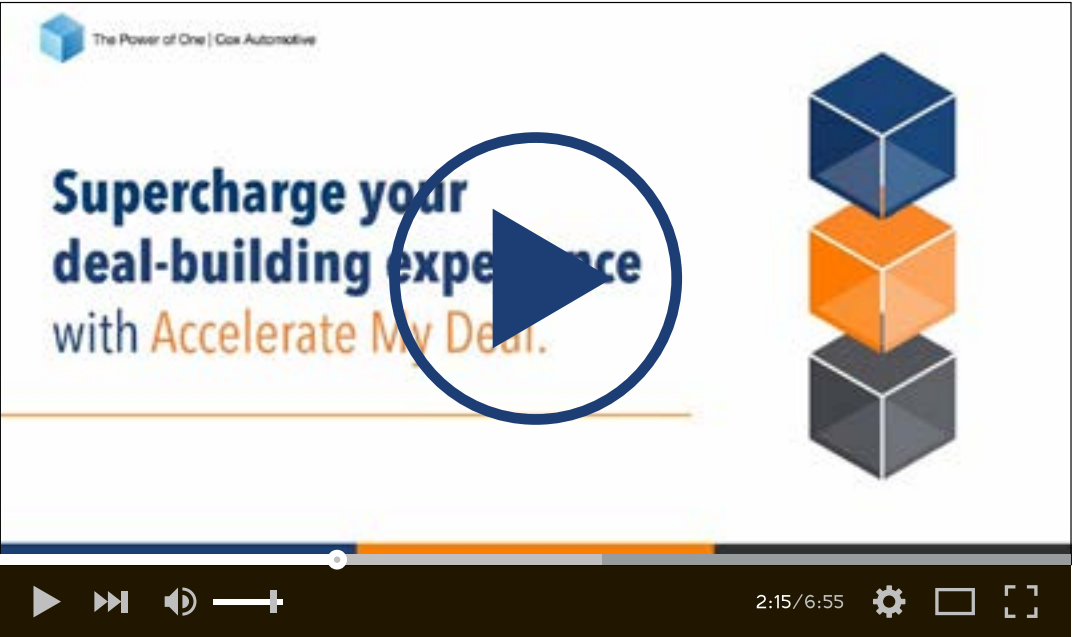
PROGRAMMATIC DIGITAL VIDEO

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

1

2

3

4



1

2

3

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

1. Leaderboard

SIZE (PX) / DELIVERABLES

1456 x 180

POSITION

Top Banner

RATES

\$4,500/mth

AD UNIT

2. Horizontal Bar

SIZE (PX) / DELIVERABLES

1456 x 180

POSITION

Rotating Banners

RATES

\$2,500/mth

AD UNIT

3. Medium Rectangle

SIZE (PX) / DELIVERABLES

600x500

POSITION

Rotating In-Content

RATES

\$2,750/mth

AD UNIT

4. Sponsored Content

SIZE (PX) / DELIVERABLES

- Headline
- 60 word count
- URL

POSITION

3rd story

RATES

\$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 ...



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EMAIL NEWSLETTER

1

2

3

4



1

2

3

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

How to Finance No-Credit Borrowers in No Time

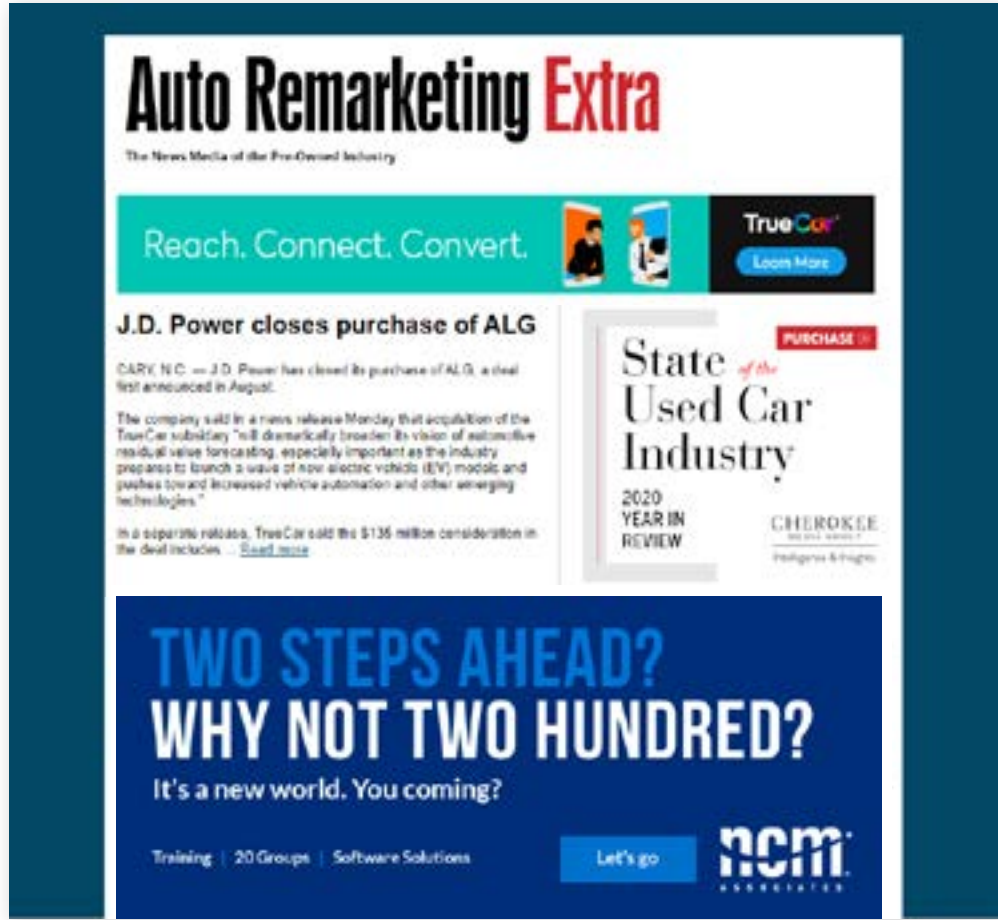
A car shopper's limited credit history should never limit opportunity—for them or your dealership. Lendbuzz uses AI-based technology to provide fast, easy, and secure access to car loans for deserving borrowers with fair—or no—credit, while helping your business expand its customer base.

Discover the quickest way to create satisfied customers and a more successful dealership by reaching out today.



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EMAIL NEWSLETTER



AUTO REMARKETING EXTRA

The *Auto Remarketing Extra* highlights major news stories in the used-car industry as they develop. Readers can count on news they can use, when it happens.

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



SUBPRIME NEWS UPDATE

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

AD UNIT	SIZE (PX) / DELIVERABLES	POSITION	RATES
1. Leaderboard	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.

EMAIL NEWSLETTER



1

2

3

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

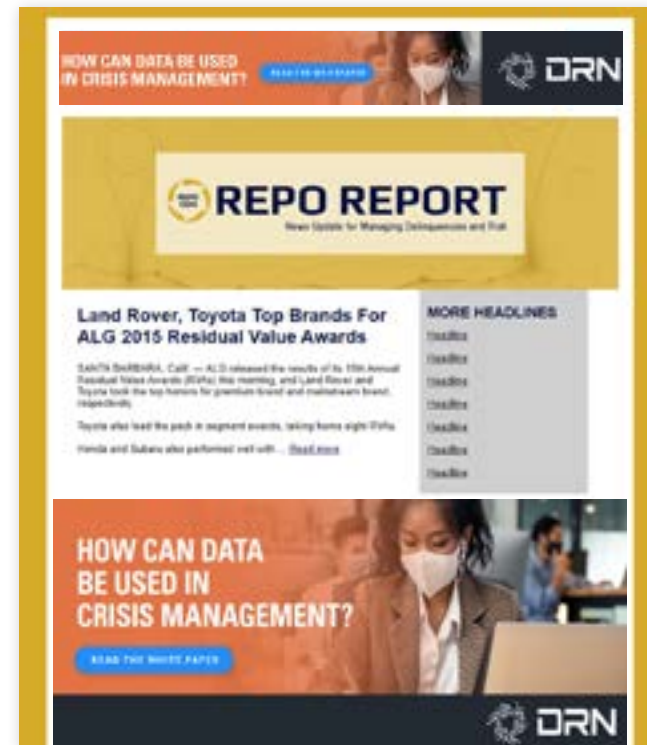
Remarketer & Consignor covers what's happening in the auction world and is delivered every Monday to nearly 4,500 subscribers.

EMAIL NEWSLETTER



\$3,500

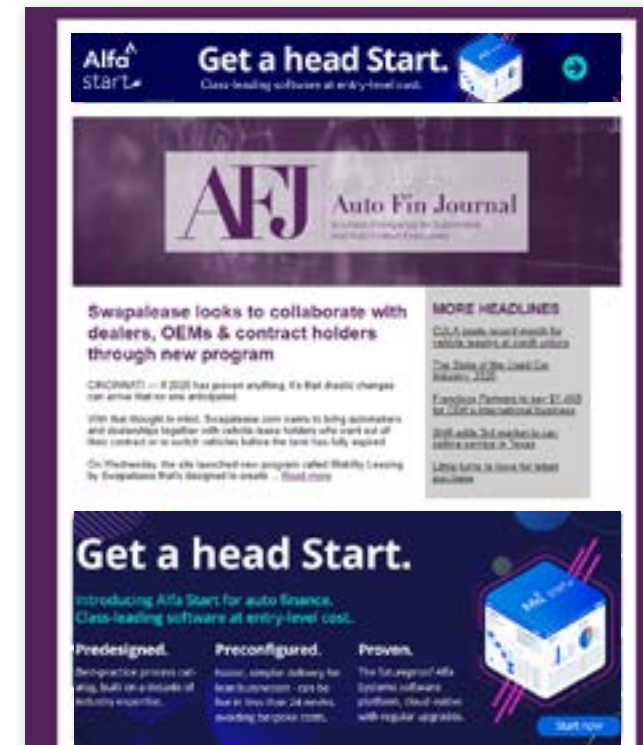
BHPH Report News highlights major news stories in the BHPH industry. It's delivered every Tuesday and Thursday to our 12,000 subscribers.



\$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.

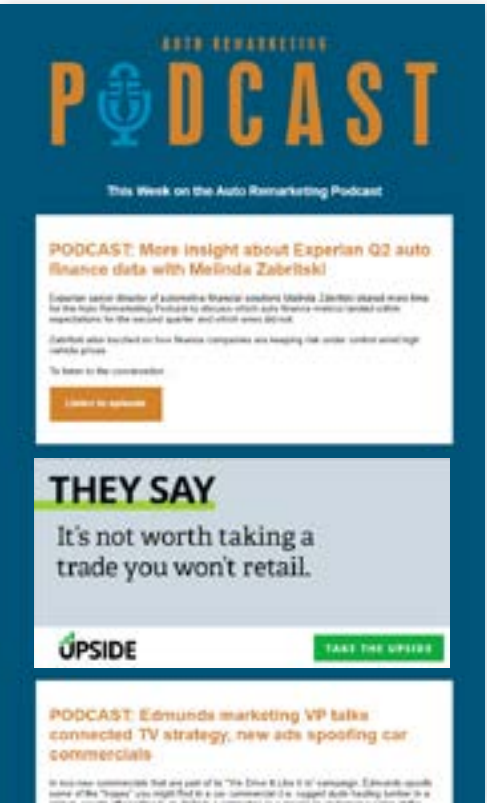


1 Leaderboard (728px x 90px) on podcast website page.

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.

SPONSORED CONTENT PER RECORDING - \$4,500



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



- 3
- Archived in the Auto Remarketing podcast library.

PODCAST



- 4
- Add a Half Page ad in our monthly magazine to promote your podcast episode
- \$1,500



- 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

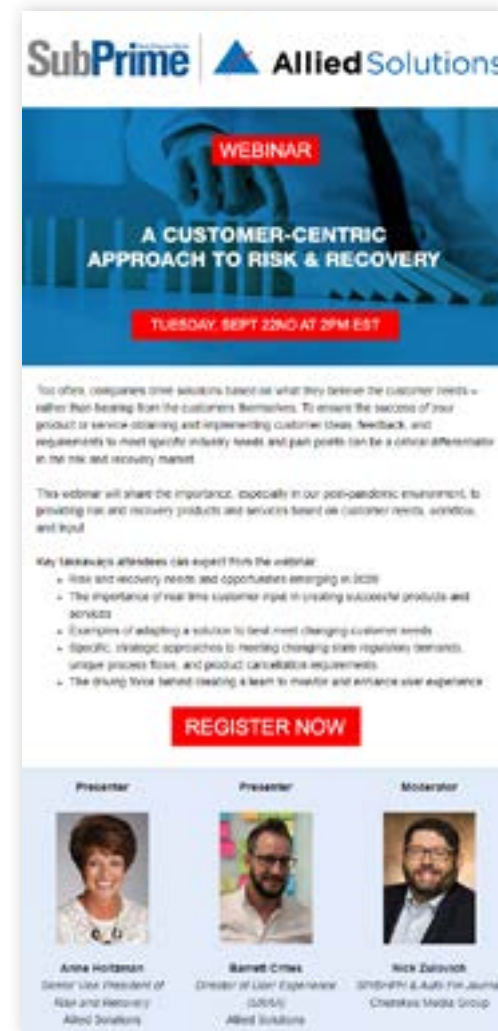
WEBINAR

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



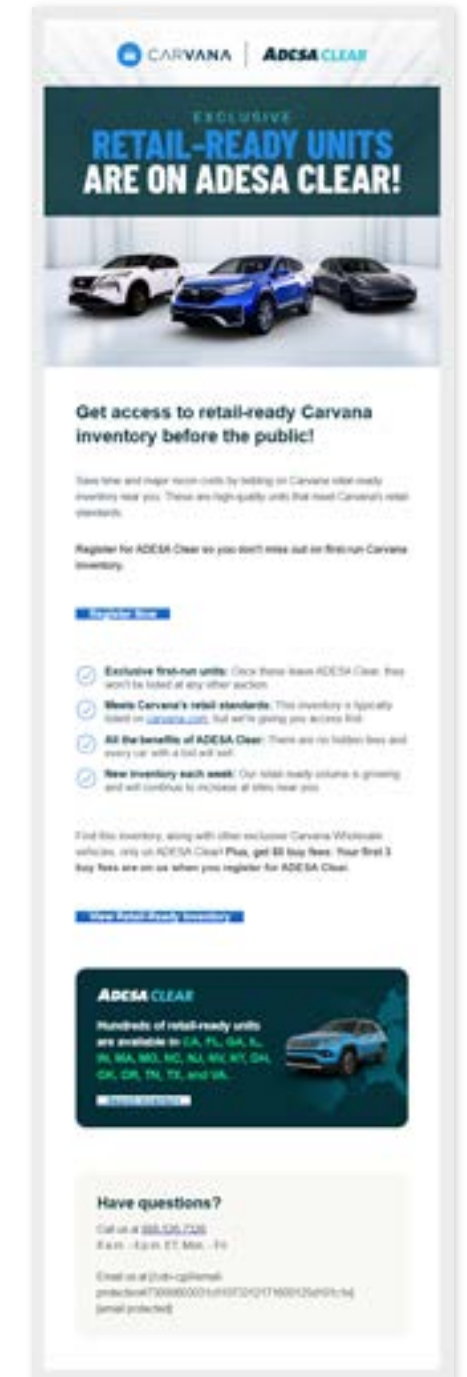
CUSTOM EMAIL MARKETING

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



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