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# 2024 Digital Media Kit

**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 auto remarketing, auto finance and used-car industry in the United States and Canada. CMG has delivered news to this industry for over 30 years; reaching franchised and independent dealers, remarketers, auctions, OEM executives, captives, independent finance companies, banks and more.

CMG also produces several conferences that bring together the auto industry to address trends in the retail, wholesale, finance, and collections & recoveries segments of the business.

## MEET OUR TEAM



**BILL ZADEITS**  
Group Publisher  
bzadeits@  
cherokeemediagroup.com  
800-608-7500, ext. 117



**STEVE LESLIE**  
Publisher  
sleslie@  
cherokeemediagroup.com  
800-608-7500, ext. 156



**JESSICA JOHNSON**  
Publisher  
jjohnson@  
cherokeemediagroup.com  
800-608-7500, ext. 144



**DANA NUSBAUM**  
Account Executive  
dnusbaum@  
cherokeemediagroup.com  
O: 919-377-9557  
C: 704-425-1608



**CHERISE KLUG**  
Media Manager  
cklug@  
cherokeemediagroup.com  
800-608-7500, ext. 130



**JOE OVERBY**  
Senior Editor  
joverby@  
cherokeemediagroup.com  
919-377-9564



**NICK ZULOVICH**  
Senior Editor  
nzulovich@  
cherokeemediagroup.com  
800-608-7500, ext. 137



**ANDREW FRIEDLANDER**  
Associate Editor  
afriedlander@  
cherokeemediagroup.com  
(817) 412-1436

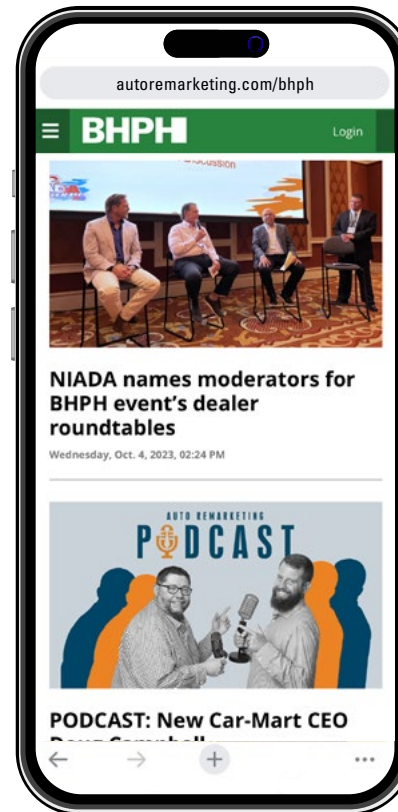
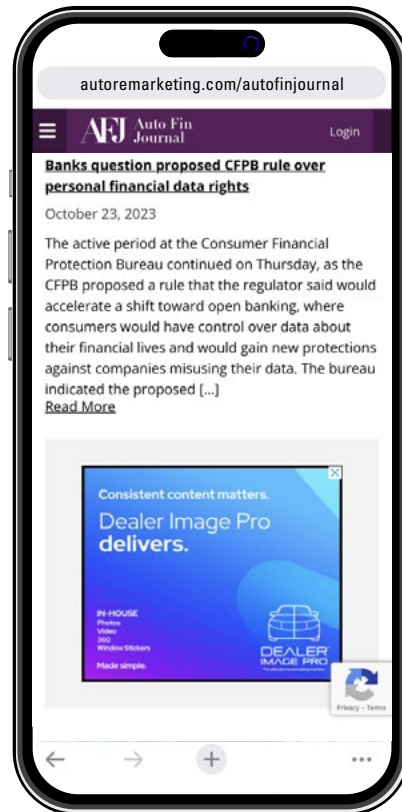
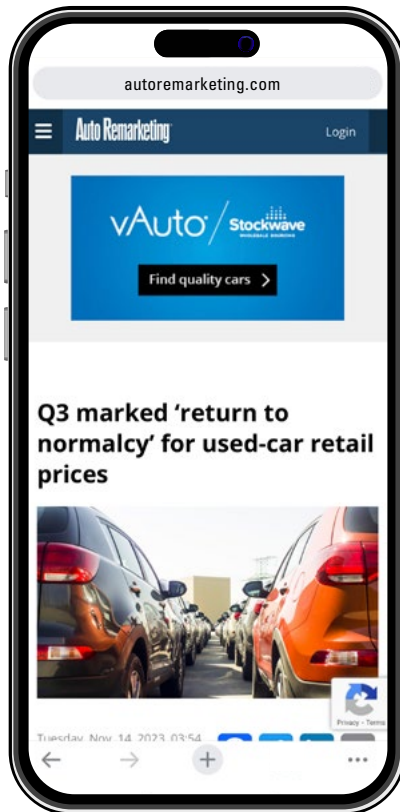
# WEBSITE

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 40% of our monthly website visitors view our news on their mobile device.



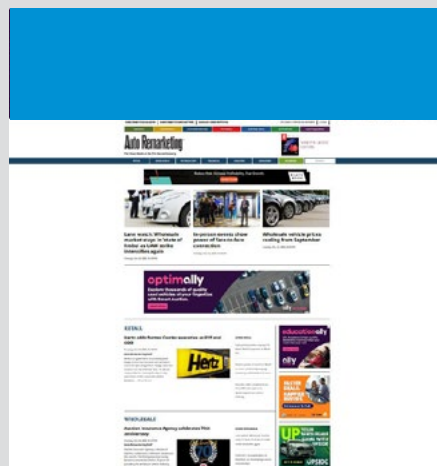
# WEBSITE ADVERTISING OPTIONS

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

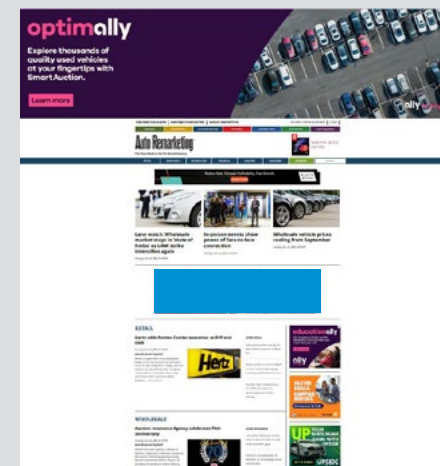
## DOMINANT POSITIONING

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

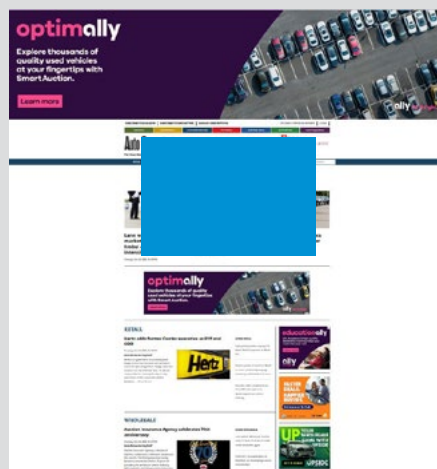
### MASTHEAD



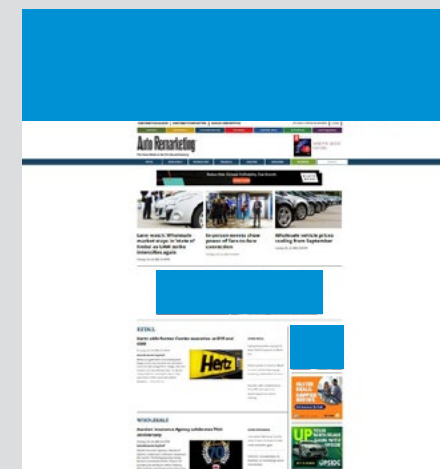
### JUMBO BANNER



### INTERSTITIAL



### PAGE TAKEOVER





# WEBSITE ADVERTISING OPTIONS

## SPONSORED CONTENT

This native style ad unit is complimentary to the information based site and are highly engaging.

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**2023 AUTO FINANCE EXECUTIVE OF THE YEAR**  
Lane watch: Wholesale market enters 'state of correction'  
Tuesday, Nov. 14, 2023, 9:27 PM

**Q3 marked 'return to normalcy' for used-car retail prices**  
Tuesday, Nov. 14, 2023, 9:30 PM

**CPO programs are crucial even as new-car inventory recovers**  
Tuesday, Nov. 14, 2023, 12:28 PM

**MOVE INVENTORY FAST WITH VINlocity**  
a free TMS by iCERSTUS  
[GET STARTED](#)

**RETAIL**  
**Charity roundup: Actions by America's Car-Mart, AutoNation, NextGear Capital, Rick Case Automotive Group & TrueCar**  
Tuesday, Nov. 14, 2023, 10:00 PM  
Auto Remarketing Staff  
2023 Veterans Day just passed and the holiday season is right around the corner. It's a time of giving and generosity, and it's a time to celebrate the contributions of our military. In partnership with Dealer's Choice, we're proud to support the U.S. Army's Operation Santa Claus. (Read more)

**WHOLESALE**  
**Lane watch: Wholesale market enters 'state of correction'**  
Tuesday, Nov. 14, 2023, 9:27 PM  
Auto Remarketing Staff  
While many industry leaders wait for the holidays, the wholesale market is already in a state of correction. According to Brook Brook... (Read more)

**TECHNOLOGY**  
**DealerOn completes acquisition of fusionZONE Automotive**  
Tuesday, Nov. 14, 2023, 10:00 PM  
Auto Remarketing Staff  
fusionZONE Automotive, a leading provider of vehicle data and analytics, has been acquired by DealerOn. The acquisition will strengthen DealerOn's position as a leading provider of vehicle data and analytics. (Read more)

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Enables thousands of dealers to move inventory faster and more accurately. Price for profit and move cars faster.  
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**DIGITAL EDITION**  
November 2023  
What's new in the car world.

## SPONSORED CONTENT

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With limited time and resources, it can feel like your used car business is running you.

Enough of that.

Provision® from vAuto gives you live market insights to help you appraise with accuracy, price for profit and move cars faster.

Find out how dealer Brandley Berndt nearly tripled his monthly sales – and what results you can get with Provision.

[See what Provision can do for you](#)

# WEBSITE ADVERTISING OPTIONS

## STRONG FREQUENCY

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

**SUPER  
LEADERBOARD**

**MEDIUM RECTANGLE  
(IN CONTENT)**

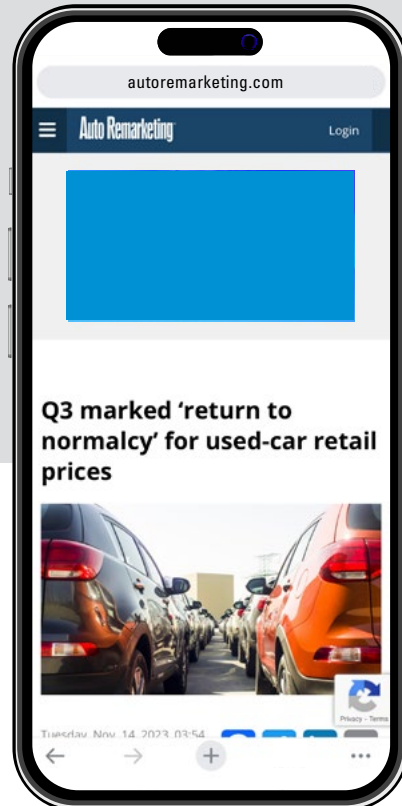
**MEDIUM  
RECTANGLE**

**MEDIUM  
RECTANGLE  
(SCROLL)**

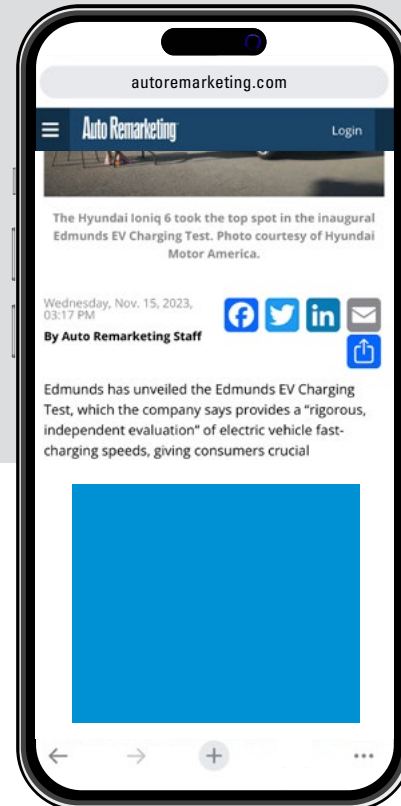




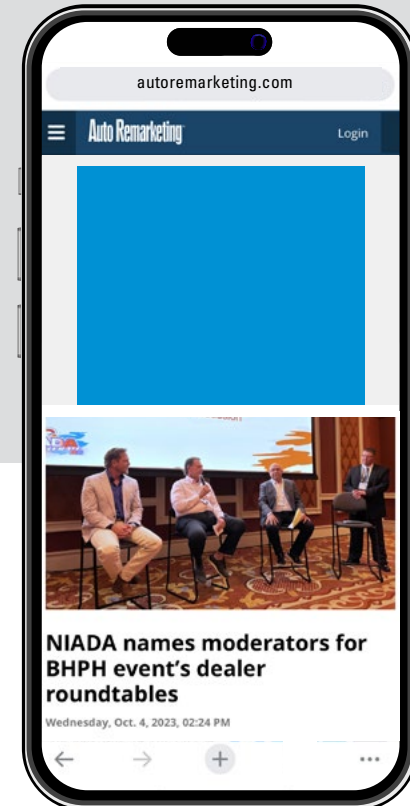
## MOBILE LEADERBOARD



## MOBILE MEDIUM RECTANGLE (IN CONTENT)



## MOBILE MEDIUM RECTANGLE (SCROLL)



## Homepage

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**2023 AUTO FINANCE EXECUTIVE OF THE YEAR**  
Lane watch: Wholesale market enters 'state of correction'  
Tuesday, Nov. 14, 2023, 10:07 PM

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Tuesday, Nov. 14, 2023, 10:07 PM

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a Free TMS by ACERTUS  
[GET STARTED](#)

**RETAIL**  
**Charity roundup: Actions by America's Car-Mart, AutoNation, NextGear Capital, Rick Case Automotive Group & TrueCar**  
Tuesday, Nov. 14, 2023, 10:07 PM  
Auto Remarketing Staff  
With Veterans Day just passing and the holiday season straight ahead, a variety of automotive enterprises showcased their philanthropy endeavors. Starting with a celebration of the industry, TrueCar, an partnership with Disaster Awareness, Veterans Day and humanitarian issues (U.S. Army - Blood Drive)

**WHOLESALE**  
**Lane watch: Wholesale market enters 'state of correction'**  
Tuesday, Nov. 14, 2023, 10:07 PM  
Auto Remarketing Staff  
While many industry leaders were in Louisville, Ky., last week for the discussions and initiatives associated with Used Car Week, consignors and dealers emerging through digital and physical auctions found themselves in a "state of correction," according to Black Book. — (David Hertz)

**TECHNOLOGY**  
**DealerOn completes acquisition of fusionZONE Automotive**

**SPONSORED CONTENT**  
**Leave used car inefficiencies in the past**  
Auto Remarketing Staff  
With Used Car Week underway, it's time to take your used car business to the next level. It's time to leave inefficiencies in the past and embrace the future of used car sales. — (David Hertz)

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Auto Remarketing Staff  
With Used Car Week underway, it's time to take your used car business to the next level. It's time to leave inefficiencies in the past and embrace the future of used car sales. — (David Hertz)

**DIGITAL EDITION**  
November 14, 2023  
Auto Remarketing Staff  
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**Q3 marked 'return to normalcy' for used-car retail prices**  
Tuesday, Nov. 14, 2023, 10:07 PM  
By Auto Remarketing Staff  
When it comes to used-car retail prices, the third quarter pointed to a "return to normalcy," a trend that was particularly evident by this metric. Late-model used cars have prices that are "notably below" those of new vehicles. That's according to the latest Used Vehicle Report from Edmunds, which detailed, among other trends, the move toward "stability" in the used-car market. Edmunds indicates that there was a \$13,000 gap during the third quarter between the average prices of used vehicles ages 3 years old or less and average prices on new cars. As recently as the first quarter of 2022, that gap was just \$8,350, Edmunds said. What's more, the gap between these prices during Q3 2019 (the last pre-pandemic year) was \$10,754, Edmunds said. No trend marks the return to normalcy in the used car market more clearly than used pricing sitting properly between new values," the company said. Looking at the overall used-car market, average transaction prices were at \$26,555 during Q3, which is a 5.5% year-over-year drop.

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**Leave used car inefficiencies in the past**  
Auto Remarketing Staff  
With Used Car Week underway, it's time to take your used car business to the next level. It's time to leave inefficiencies in the past and embrace the future of used car sales. — (David Hertz)

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**DIGITAL EDITION**  
November 14, 2023  
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## Page Takeover with Interstitial



## Mobile



AD UNIT	RATES
1. Masthead	\$250/cpm
2. Super Leaderboard	\$150/cpm
3. Jumbo Banner	\$200/cpm
4. Sponsored Content Banner	\$200/cpm
5. Medium Rectangle	\$150/cpm
6. Medium Rectangle (in content)	\$150/cpm
7. Medium Rectangle (scroll)	\$150/cpm
8. Mobile Leaderboard	\$200/cpm
9. Mobile Medium Rectangle (in content)	\$150/cpm
10. Mobile Medium Rectangle (scroll)	\$100/cpm
11. Interstitial	\$800/day
12. Page Takeover	\$1,500/day
13. Page Takeover with Interstitial	\$2,100/day

WEBSITE  
ADVERTISING  
PLACEMENTS:

*Auto Remarketing*



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**Auto finance 'never boring' for NMAC's Cullum, the 2023 Executive of the Year**  
Wednesday, Dec 20, 2023, 12:00 PM

**Banks question proposed CFPB rule over personal financial data rights**  
Monday, Dec 20, 2023, 12:00 PM

**Newest eLEND Solutions dealer survey sheds light on top obstacle to deal & pricing clarity**  
Monday, Dec 18, 2023, 11:40 AM

**CUNA and NAFCU members approve merger to create single credit union association**  
Thursday, Nov 8, 2023, 01:01 PM

**Wolters Kluwer: Digital transformation makes notable move when compared to 2020**  
Tuesday, Nov 21, 2023, 09:00 AM

**Free white paper from Nordis Technologies offers path to improve consumer billing & payments**  
Tuesday, Nov 21, 2023, 09:00 AM

**7 more credit unions to use GrooveCar Direct vehicle shopping & financing platform**  
Monday, Dec 18, 2023, 11:01 AM

**Invesco Advisers study dissects impact AI now has on investors**

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Wednesday, Dec 20, 2023, 12:00 PM

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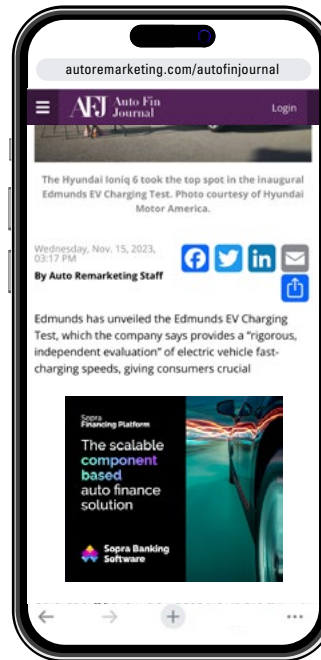
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AFJ Auto Fin Journal

**AFJ Reports**  
AFJ Auto Fin Journal

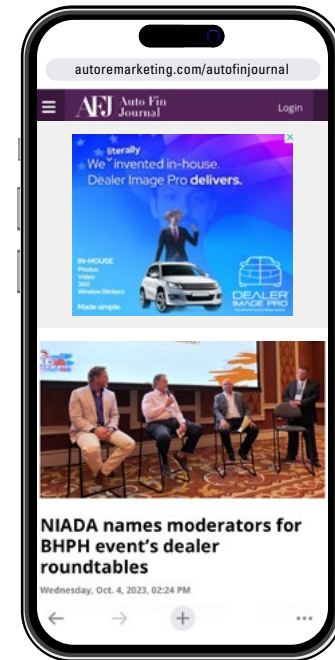
## Mobile



2



5



6

## WEBSITE ADVERTISING PLACEMENTS:

*Auto Fin Journal*

AD UNIT	RATES
1. Masthead	\$250/cpm
2. Super Leaderboard (desktop) + Mobile Leaderboard	\$750/mth
3. Sponsored Content Banner	\$1,000/mth
4. Medium Rectangle	\$750/mth
5. Medium Rectangle (in content) - desktop & mobile	\$750/mth
6. Medium Rectangle (scroll) - desktop & mobile	\$750/mth

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**SubPrime**  
Auto Finance News

VENDOR LIST | COMPANIES | MAGAZINE | RESOURCES | SEARCH

**Westlake** Fund your Next Purchase, Refinance, or Renovation Project with WCF [Learn More >](#)

**UPDATED: 4 economists react to Fed's expected rate holding**  
Thursday, Nov. 2, 2023, 11:01 AM

**Credit access improves again, but approvals drop near lowest point in 3 years**  
Tuesday, Nov. 2, 2023, 11:01 AM

**TransUnion spots continued softening of subprime originations as delinquencies jump**  
Monday, Nov. 15, 2023, 11:01 AM

**Resolution partners with AKUVO to boost repossession efficiency**  
Monday, Nov. 6, 2023, 12:49 PM

**Crédito Real USA Finance rebrands as FinBe USA**  
Friday, Nov. 3, 2023, 10:41 AM

**Open Lending reinforces Lenders Protection with new alternative data attributes**  
Wednesday, Nov. 3, 2023, 10:41 AM

**CFPB looking to add 75 employees to enforcement department**  
Tuesday, Nov. 15, 2023, 11:01 AM

**What consumers think about auto financing as next potential interest rate move nears**

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VENDOR LIST | COMPANIES | MAGAZINE | RESOURCES | SEARCH

**Westlake** Fund your Next Purchase, Refinance, or Renovation Project with WCF [Learn More >](#)

**Crédito Real USA Finance rebrands as FinBe USA**  
Friday, Nov. 3, 2023, 10:41 AM

**Leave used car inefficiencies in the past**  
Amount financed up to \$35k

**DIGITAL EDITION**  
SubPrime  
NOVEMBER 2023

**SubPrime**  
PODCASTS  
RESOURCES  
MAGAZINE  
NEWSLETTERS  
REPORTS

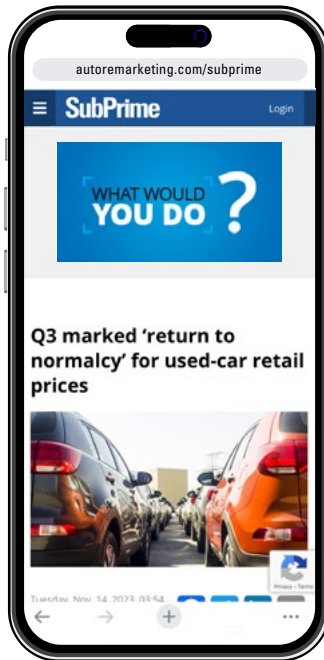
**RECOVERY CONNECT**  
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**Lane match, Wholesale market enters state of correction**  
November 14, 2023

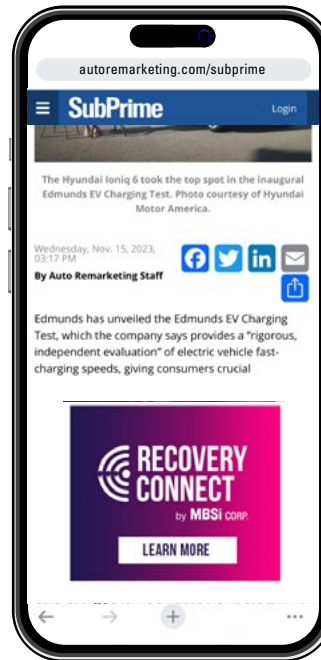
**In nearly 10 years, the auto industry has seen a lot of change**



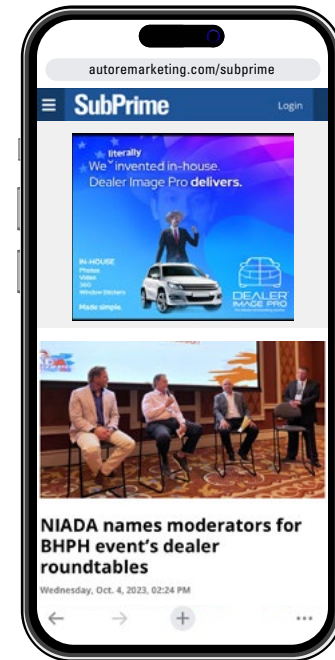
## Mobile



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## WEBSITE ADVERTISING PLACEMENTS:

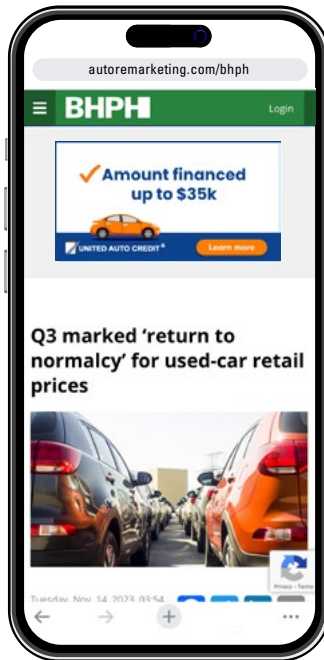
*SubPrime Auto  
Finance News*

AD UNIT	RATES
1. Masthead	\$250/cpm
2. Super Leaderboard desktop + Leaderboard mobile	\$1,500/mth
3. Sponsored Content Banner	\$2,000/mth
4. Medium Rectangle	\$1,500/mth
5. Medium Rectangle (in content) - desktop & mobile	\$1,500/mth
6. Medium Rectangle (scroll) - desktop & mobile	\$1,500/mth

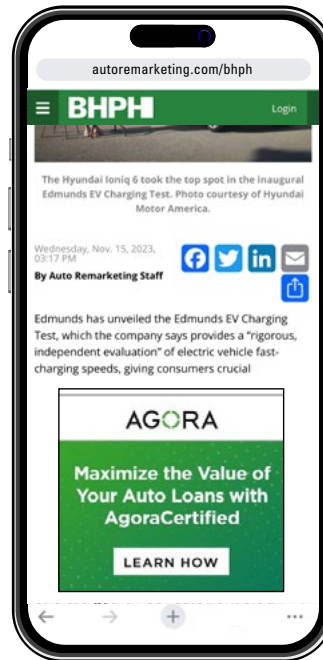
## Homepage

## Content Page

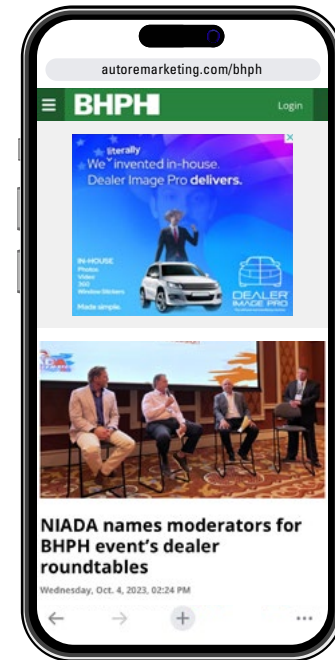
## Mobile



2



5



6

## WEBSITE ADVERTISING PLACEMENTS:

*BHPH Report*

AD UNIT	RATES
1. Masthead	\$250/cpm
2. Super Leaderboard desktop + Leaderboard mobile	\$750/mth
3. Sponsored Content Banner	\$1,000/mth
4. Medium Rectangle	\$750/mth
5. Medium Rectangle (in content) - desktop & mobile	\$750/mth
6. Medium Rectangle (scroll) - desktop & mobile	\$750/mth



# WEBSITE ADVERTISING SPECIFICATIONS

AD UNIT	SIZE (PX)	MAX FILE SIZE	FILE TYPE
Super Leaderboard	970 x 90	80kb	JPEG PNG GIF Animated GIF
Jumbo Banner	970 x 250		
Medium Rectangle	300 x 250		
Medium Rectangle (in content)	300 x 250		
Medium Rectangle (scroll)	300 x 250		
Sponsored Content Banner	Headline, 60 word count, and URL		
Mobile Leaderboard	320 x 170		
Mobile Medium Rectangle In Content	300 x 250		
Mobile Medium Rectangle Scroll	300 x 250		
Interstitial	800 x 600		
Masthead	2560 x 640 and 2560 x 256	600kb and 300kb	JPG or PNG
Page Takeover	see rep for details	see rep for details	see rep for details
Page Takeover with Interstitial			

# 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

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

# RETARGETING: AUDIENCE EXTENSION

## NEW PROGRAMMATIC SOCIAL DISPLAY

### Authentic Recreations of Social Media Posts

\$55/CPM

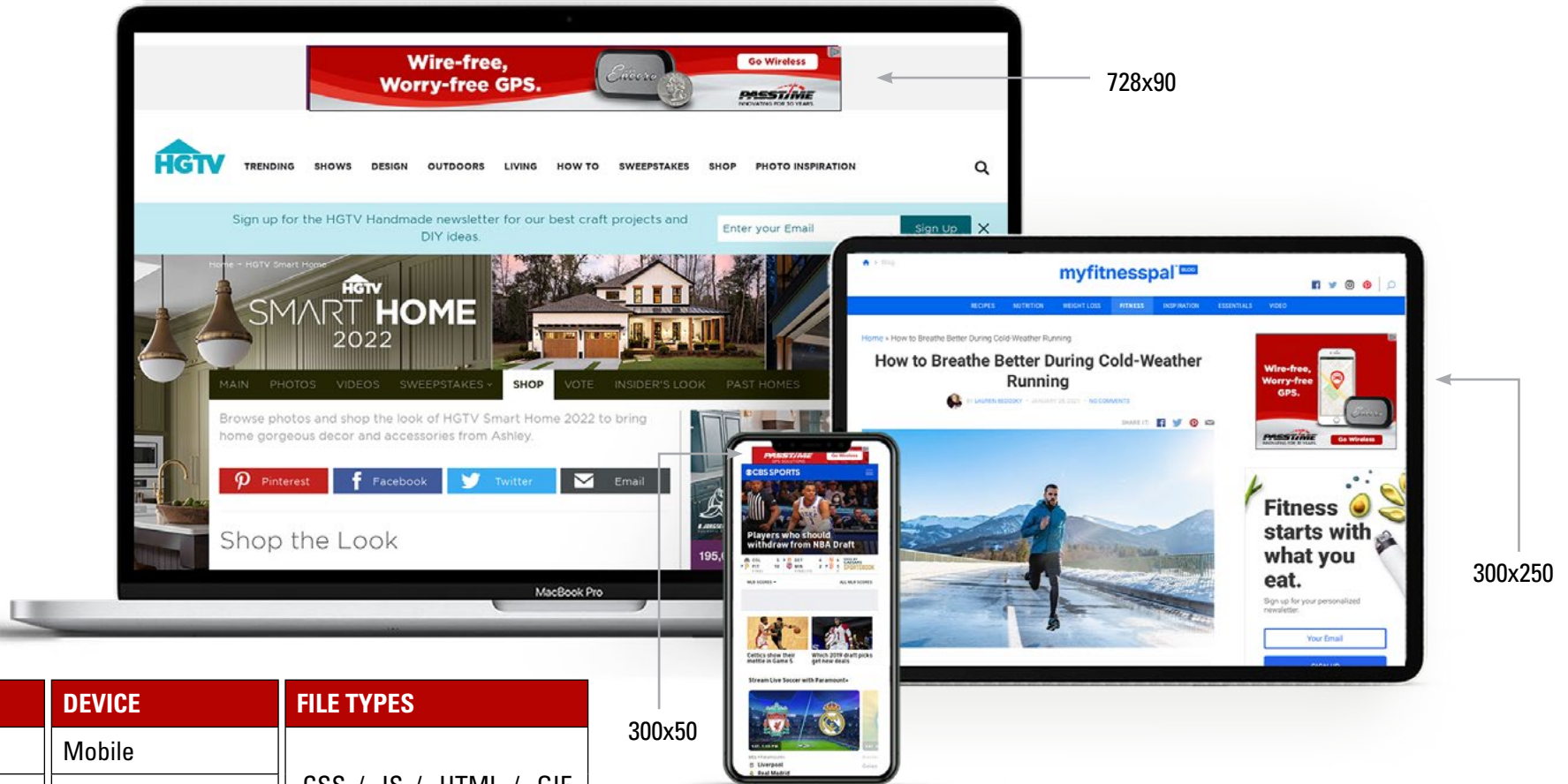
The diagram illustrates retargeting strategies across three devices: a laptop, a tablet, and a smartphone. Each device displays a different social media post, all featuring the 'VinSolutions' brand.

- Laptop:** Displays a post from 'VinSolutions' (17,505 followers) titled 'Overcome Inventory Shortages'. The post includes a video thumbnail and a 'Get the Guide' button. Below the post is a navigation bar for 'HGTV' with links like TRENDING, SHOWS, DESIGN, OUTDOORS, LIVING, HOW TO, SWEEPSTAKES, SHOP, and PHOTO INSPIRA. A newsletter sign-up for 'HGTV Handmade' is also visible.
- Tablet:** Displays a post from 'myfitnesspal' titled 'How to Breathe Better During Cold-Weather Running'. The post features a photo of a runner and a 'Get the Guide' button. A callout box points to the 'VinSolutions' brand avatar, stating: 'Clicking on the brand avatar, social data, or caption will take users to your social media page'. Another callout box points to the 'Get the Guide' button, stating: 'Clicking on the ad or customizable call-to-action directs users to your website'.
- Smartphone:** Displays a post from 'VinSolutions' titled 'Overcome Inventory Shortages'. The post includes a video thumbnail and a 'Get the Guide' button. A callout box points to the 'Get the Guide' button, stating: 'Clicking on the ad or customizable call-to-action directs users to your website'.



# RETARGETING: AUDIENCE EXTENSION

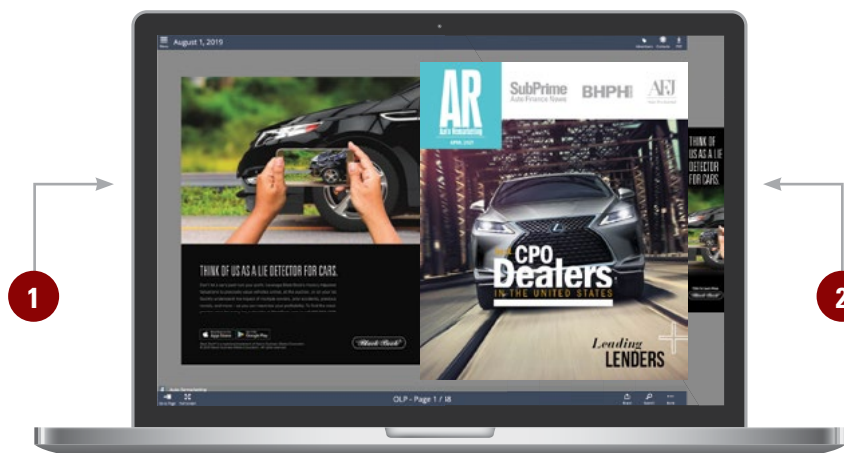
## TRADITIONAL DISPLAY



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

**\$45/CPM**

# DIGITAL EDITION MAGAZINE SPONSOR

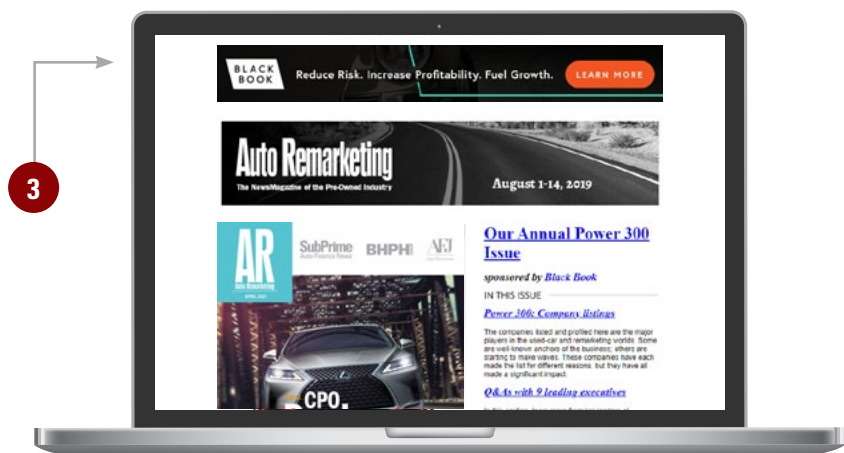


## 1 » Presentation Page (9.5" x 11.5")

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: 700KB.

**SPONSORSHIP PACKAGE PER ISSUE - \$5,500**

# WHITE PAPER

You worked hard to compile relevant information and data. Let us promote it to our audience, showing off your thought leadership and industry expertise.

**\$4,500**


2

ARCHIVE LIBRARY:  
Your white paper archived  
on AutoRemarketing.com

1

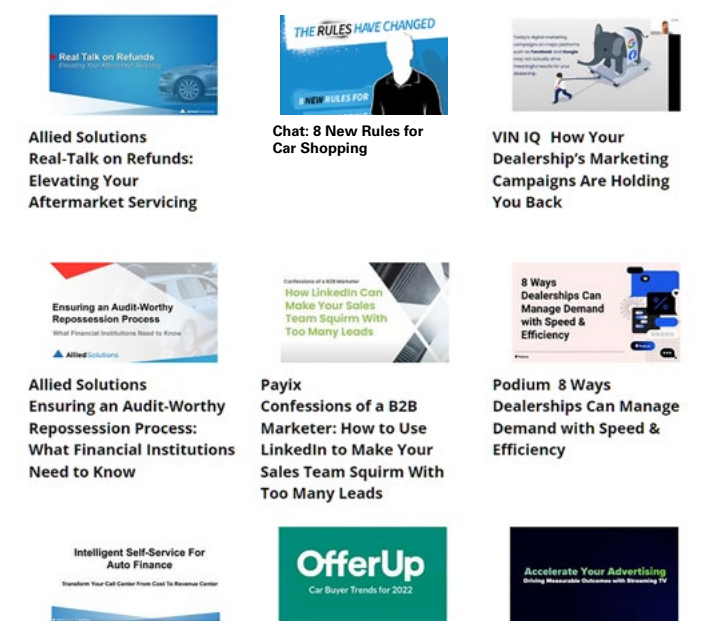
CUSTOM EMAIL:  
Your exclusive  
message  
delivered by our  
trusted brand

Free Guidebook - 8 New Rules for Car Shopping



Millennials are changing the game in a lot of ways these days...including the car shopping process.

Want to know how to win? [Download the Free Guidebook](#), "8 New Rules for Car Shopping," and step onto their playing field.



Allied Solutions  
Real-Talk on Refunds:  
Elevating Your  
Aftermarket Servicing

Chat: 8 New Rules for  
Car Shopping

VIN IQ How Your  
Dealership's Marketing  
Campaigns Are Holding  
You Back

Allied Solutions  
Ensuring an Audit-Worthy  
Repossession Process:  
What Financial Institutions  
Need to Know

Payix  
Confessions of a B2B  
Marketer: How to Use  
LinkedIn to Make Your  
Sales Team Squirm With  
Too Many Leads

Podium 8 Ways  
Dealerships Can Manage  
Demand with Speed &  
Efficiency

Allied Solutions  
Artificial Intelligence for  
Financial Institutions -  
How Your Call Center Can  
Generate Revenue with AI

OfferUp  
Buyer Trends that Will  
Impact Dealers in 2022 and  
Beyond

Premion  
Automotive Marketers Can  
Win with Streaming TV



# 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 **20,000 SUBSCRIBERS.**

AD UNIT	SIZE (PX) / DELIVERABLES	POSITION	RATES
1. Leaderboard	728 x 90	Top Banner	\$4,500/mth
2. Horizontal Bar	728 x 90	Rotating Banners	\$2,500/mth
3. Medium Rectangle	300 x 250	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

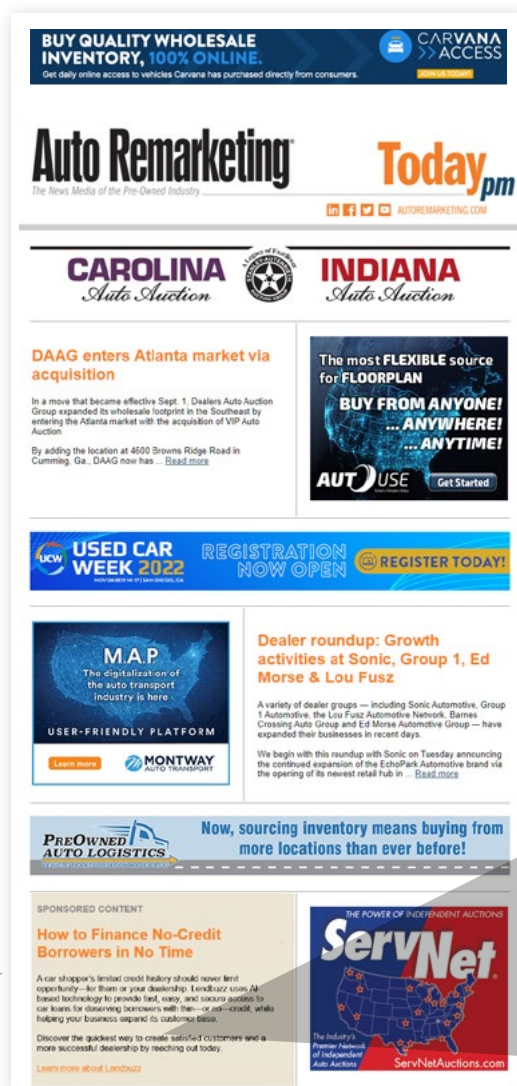
Combining five different conferences, Used Car Week (UCW) unites all corners of the used-car industry from remarketing to dealer-consignor relations and auto finance for four days to discuss current trends, forecasting for the future and prepping for the road ahead.

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

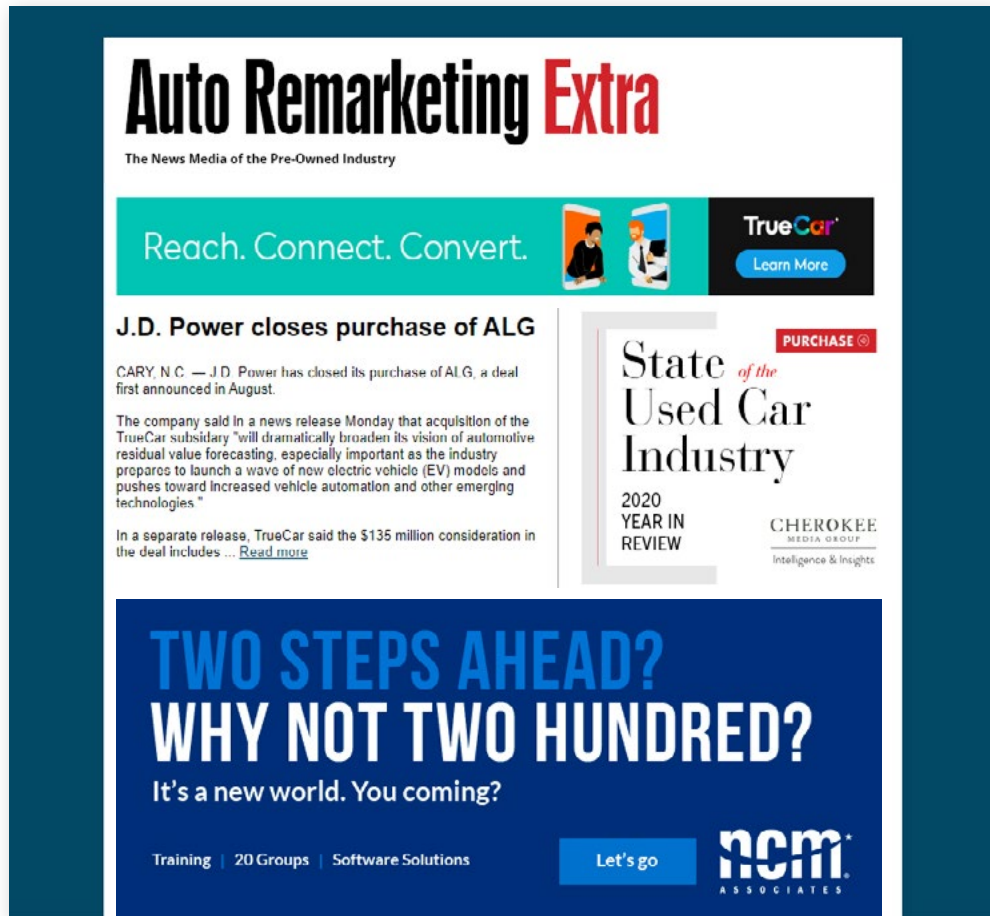
This newsletter is a three-story afternoon version of *AR Today*.

AD UNIT	SIZE (PX) / DELIVERABLES	POSITION	RATES
1. Leaderboard	728 x 90	Top Banner	\$4,500/mth
2. Horizontal Bar	728 x 90	Rotating Banners	\$2,500/mth
3. Medium Rectangle	300 x 250	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 *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	728 x 90	Banner 1	\$2,500/mth
2. Medium Rectangle	300 x 250	In-Content	\$2,500/mth
3. Oversized Horizontal Bar	728 x 300	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](http://subprimenews.com). It is delivered every Monday, Wednesday and Friday to over 11,000 subscribers.

2

3

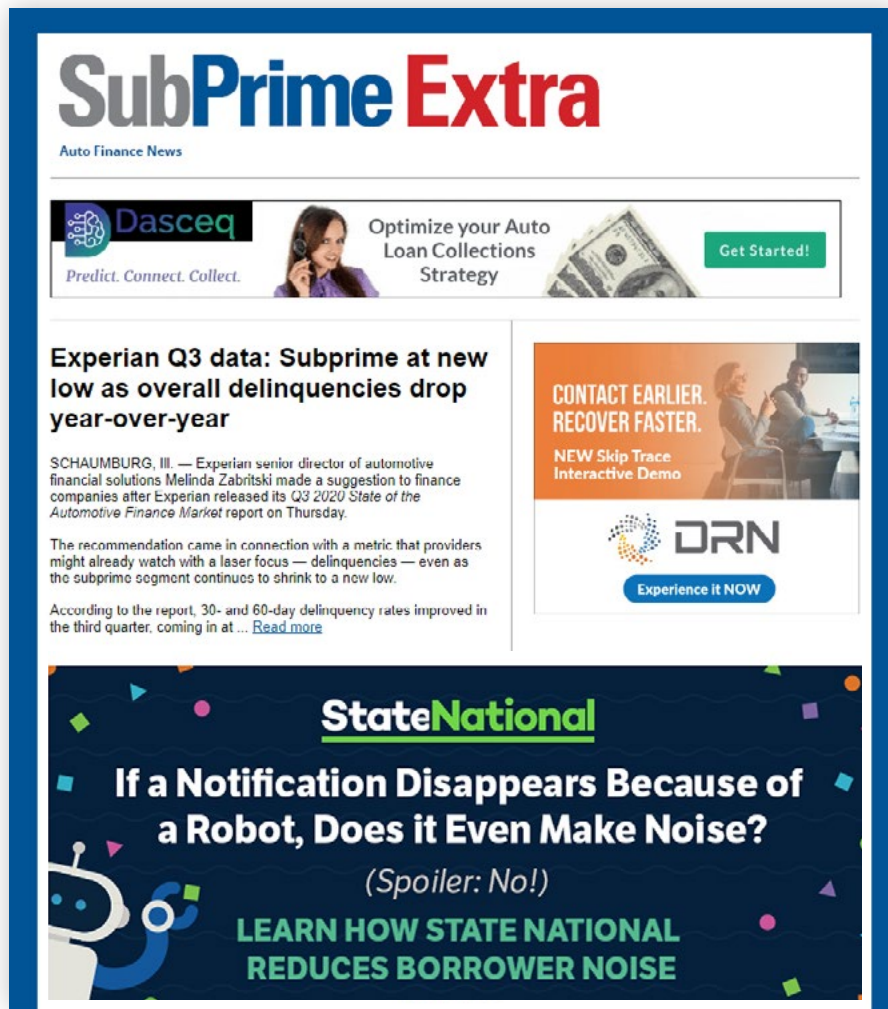
AD UNIT	SIZE (PX) / DELIVERABLES	POSITION	RATES
1. Leaderboard	728 x 90	Top Banner	\$4,500/mth
2. Horizontal Bar	728 x 90	Rotating Banners	\$2,500/mth
3. Medium Rectangle	300 x 250	Rotating In-Content	\$2,750/mth
4. Sponsored Content	- Headline - 60 word count - URL	3rd story	\$1,500/wk

4

## 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



## 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	728x90	Banner 1	\$2,500/mth
2. Medium Rectangle	300x250	In-Content	\$2,500/mth
3. Oversized Horizontal Bar	728x300	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	728x90
Oversized Horizontal Bar	728x300

**\$3,500**

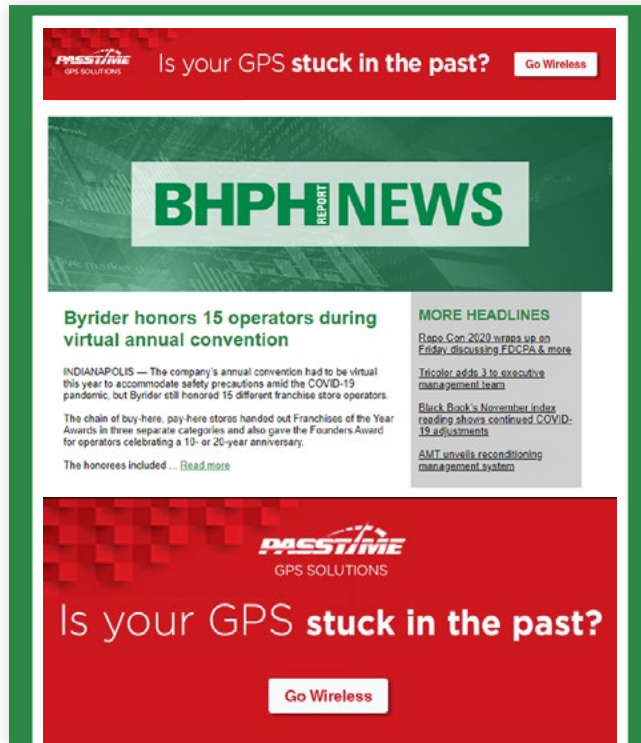
*Pre-Owned & CPO* is focused on certified pre-owned content and is delivered every Tuesday and Thursday to nearly 13,000 subscribers.

**\$2,500**

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

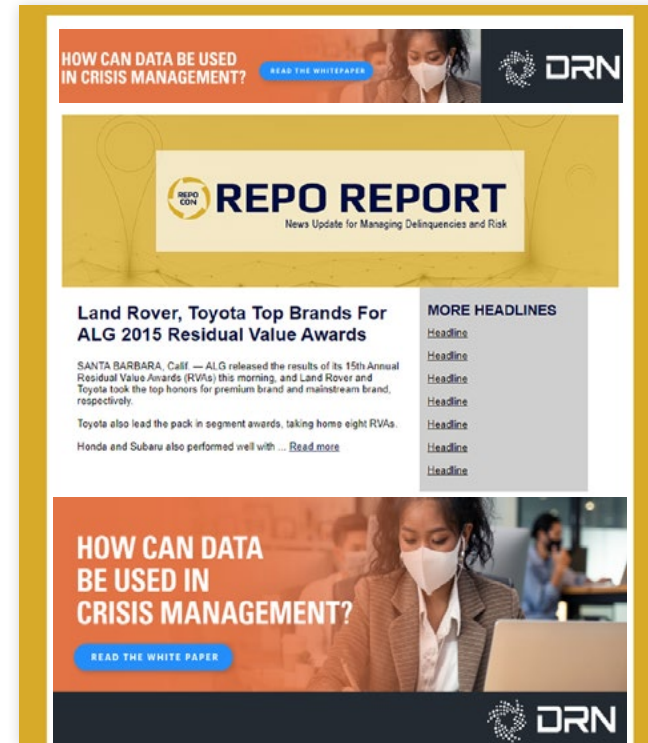


# EMAIL NEWSLETTER



**\$3,500**

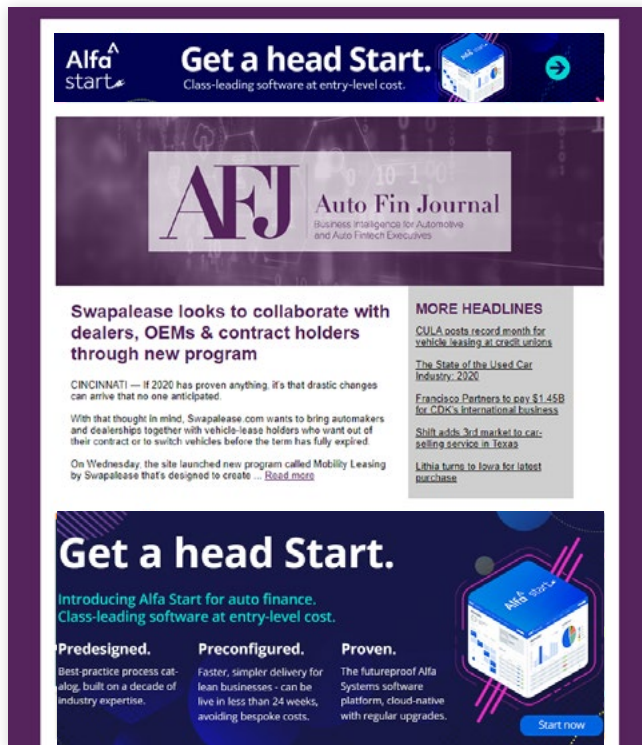
*BHPH Report News* highlights major news stories in the BHPH industry. It's delivered every Tuesday and Thursday to our 12,000 subscribers.



**\$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 700K 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.

# DEALER TRAINING SERIES

## SPONSORSHIP

### Co-Sponsorship, 4 Available

Bringing professional dealer trainers to the stage to provide the latest in best practices and strategies to grow dealership business.



**CO-SPONSORSHIP - \$15,000 ANNUALLY**

# DEALER TRAINING SERIES



2

Company logo on marketing materials (print and digital advertising as well as emails).



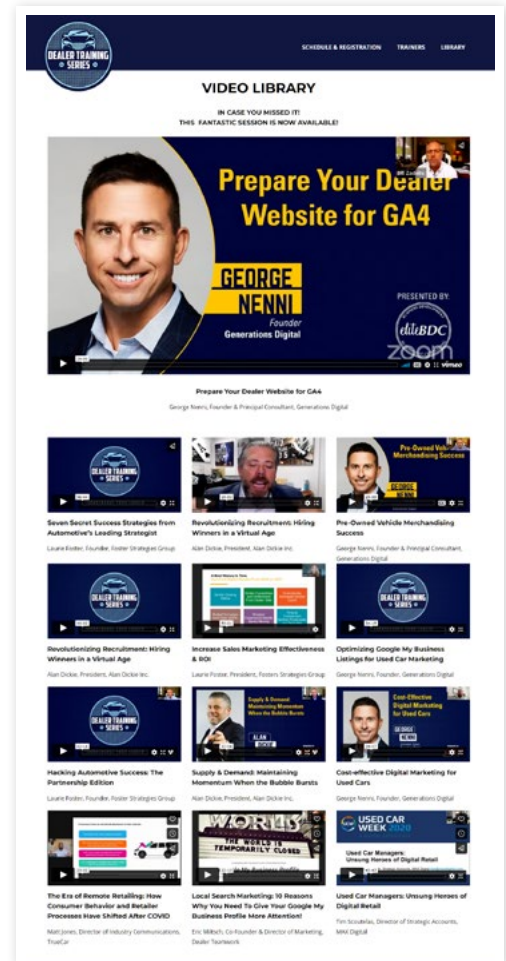
3

Company logo on live event materials.



5

Company logo on Used Car Week's live, in-person Dealer Training Day event.



4

Your recorded training video added to the library as sponsored content.



# 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.

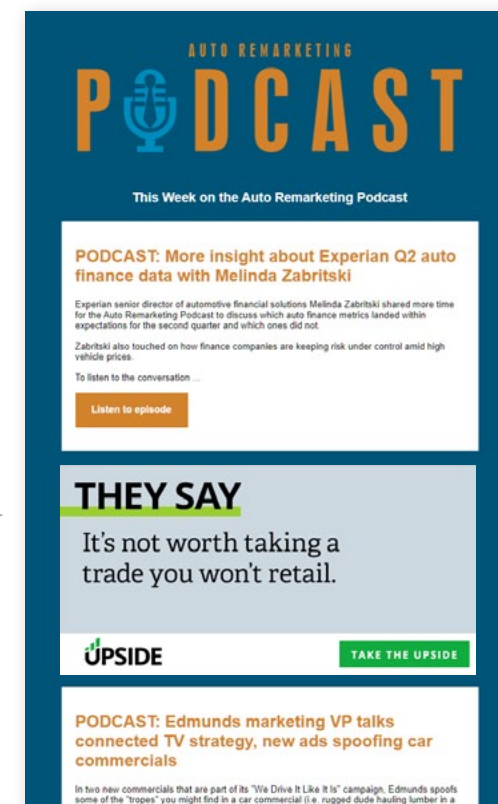


2 Verbal commercial leading and ending the podcasts.



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

**SPONSORSHIP OPPORTUNITY PER MONTH - \$6,500**

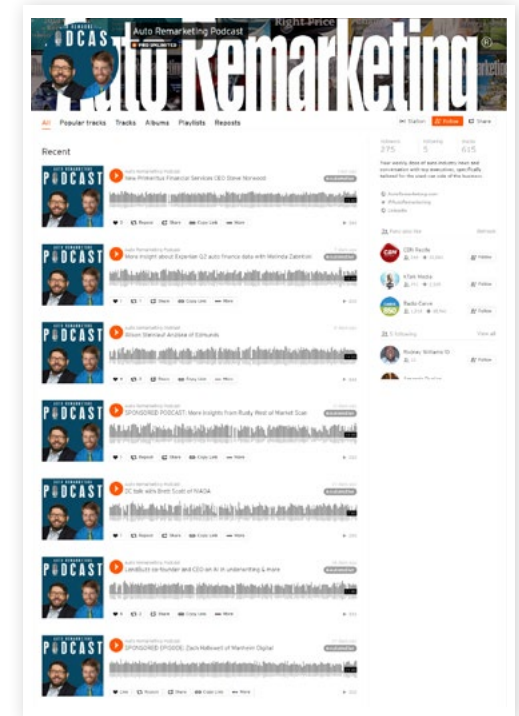


3 Banner (600px x 300px) on weekly podcast round-up e-newsletter.

# 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**

**ADD 1/2 PAGE PODCAST AD IN OUR MONTHLY MAGAZINE - \$1,500**

[Click here for more information.](#)

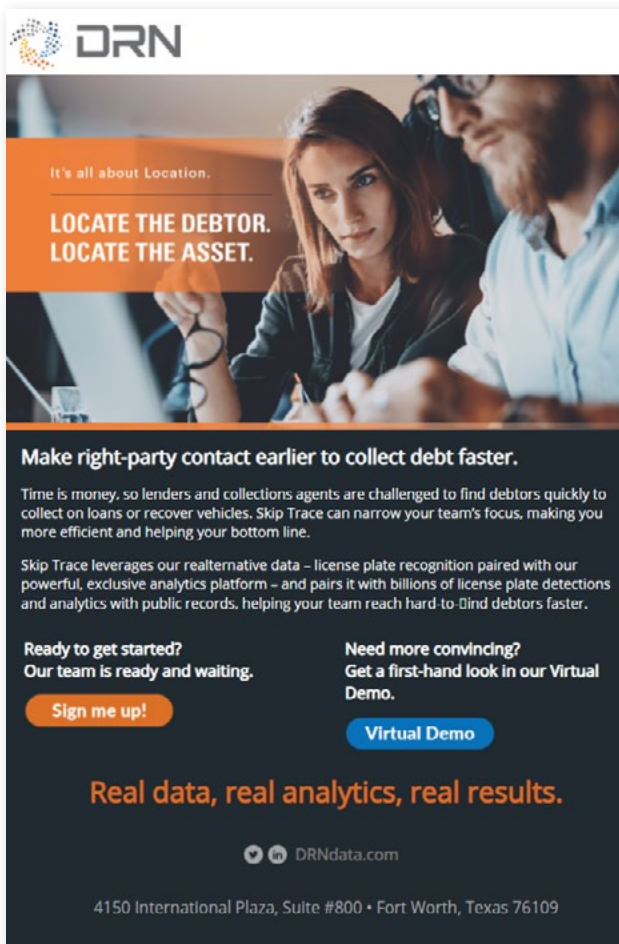
# CUSTOM EMAIL MARKETING

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



**DRN**

It's all about Location.

**LOCATE THE DEBTOR.  
LOCATE THE ASSET.**

**Make right-party contact earlier to collect debt faster.**

Time is money, so lenders and collections agents are challenged to find debtors quickly to collect on loans or recover vehicles. Skip Trace can narrow your team's focus, making you more efficient and helping your bottom line.

Skip Trace leverages our realalternative data – license plate recognition paired with our powerful, exclusive analytics platform – and pairs it with billions of license plate detections and analytics with public records, helping your team reach hard-to-find debtors faster.

**Ready to get started?**  
Our team is ready and waiting.

**Sign me up!**

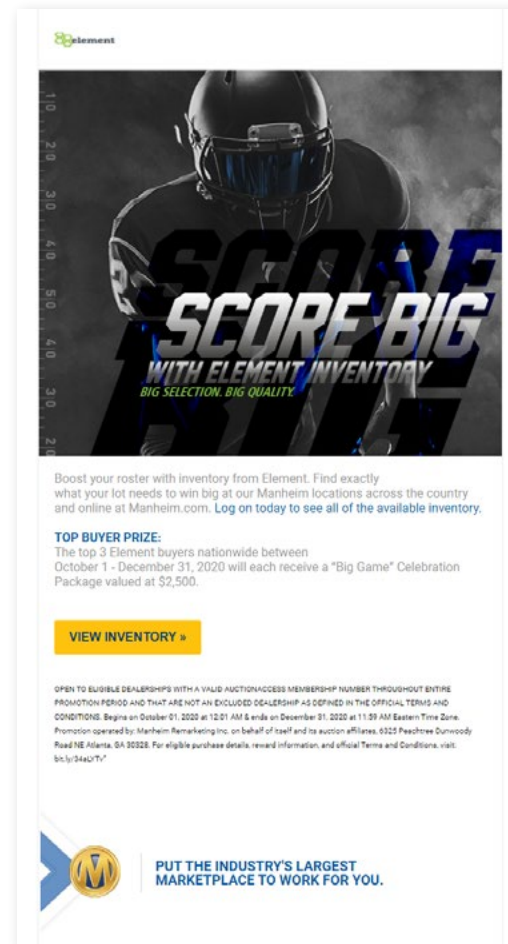
**Need more convincing?**  
Get a first-hand look in our Virtual Demo.

**Virtual Demo**

**Real data, real analytics, real results.**

DRNdata.com

4150 International Plaza, Suite #800 • Fort Worth, Texas 76109



**Element**

**SCORE BIG  
WITH ELEMENT INVENTORY**  
BIG SELECTION. BIG QUALITY.

Boost your roster with inventory from Element. Find exactly what your lot needs to win big at our Manheim locations across the country and online at Manheim.com. Log on today to see all of the available inventory.

**TOP BUYER PRIZE:**  
The top 3 Element buyers nationwide between October 1 - December 31, 2020 will each receive a "Big Game" Celebration Package valued at \$2,500.

**VIEW INVENTORY »**

OPEN TO ELIGIBLE DEALERSHIPS WITH A VALID AUCTIONACCESS MEMBERSHIP NUMBER THROUGHOUT ENTIRE PROMOTION PERIOD AND THAT ARE NOT AN EXCLUDED DEALERSHIP AS DEFINED IN THE OFFICIAL TERMS AND CONDITIONS. Begins on October 01, 2020 at 12:01 AM & ends on December 31, 2020 at 11:59 AM Eastern Time Zone. Promotion operated by: Manheim Remarketing Inc. on behalf of itself and its auction affiliates, 6325 Peachtree Dunwoody Road NE Atlanta, GA 30328. For eligible purchase details, reward information, and official Terms and Conditions, visit: bit.ly/344U7V7

**PUT THE INDUSTRY'S LARGEST  
MARKETPLACE TO WORK FOR YOU.**



# 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**

**Auto Remarketing CarGurus**

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

**SubPrime Allied Solutions**

WEBINAR

**A CUSTOMER-CENTRIC APPROACH TO RISK & RECOVERY**

TUESDAY, SEPT 22ND AT 2PM EST

**REGISTER NOW!**

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**

**Anne Holtzman**  
Senior Vice President of Risk and Recovery  
Allied Solutions

**Presenter**

**Barrett Crites**  
Director of User Experience (UX/UI)  
Allied Solutions

**Moderator**

**Nick Zulovich**  
SP/BPH & Auto Fin Journal  
Cherokee Media Group



## LIVE EVENTS



**The Auto Intel & National Remarketing Spring Summit** unites pioneers in technology and finance to discover what's next in automotive. Participants will explore emerging trends, advancements, and disruptions that are shaping and transforming the way customers shop, buy, and lease cars. The summit explores innovation and digitization within the retail, finance, and remarketing segments of automotive - including regulatory considerations, investment community roles, B2B and B2C applications - and more.

**SAVE THE DATE:**  
**APRIL 23-25, 2024**

[autointelsummit.com](http://autointelsummit.com)



Two popular and distinguished events, merged together under one umbrella, **Canada's Used Car Week** brings together all corners of the remarketing and used-vehicle industry for a wide array of learning, sharing and networking. The **Auto Remarketing Canada** segment produces content focused in-depth coverage of within three content tracks — Retail, Remarketing & Fleet and Auto Finance — including the growing demand for certified pre-owned vehicles, automotive retail technology, used-vehicle supply trends, subprime lending, digital marketing and more. The **Women & Automotive** segment promotes atmosphere for the dissemination of knowledge from women leaders, employers and programs supporting these leaders and women who aspire to lead the industry themselves.

**SAVE THE DATE:**  
**JUNE 24-26, 2024**

[canada.usedcarweek.biz](http://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 18-21, 2024**

[usedcarweek.biz](http://usedcarweek.biz)