

2024 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 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



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WHAT SETS US APART



Auto Remarketing Canada is the leading publication for the used-car and remarketing industry. Our experts provide original and timely content for the industry. We are everywhere our readership needs us to be.

PUBLISHED 6 TIMES ANNUALLY



READ BY

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

DISTRIBUTION OF



over
5,000
desks &
mailboxes

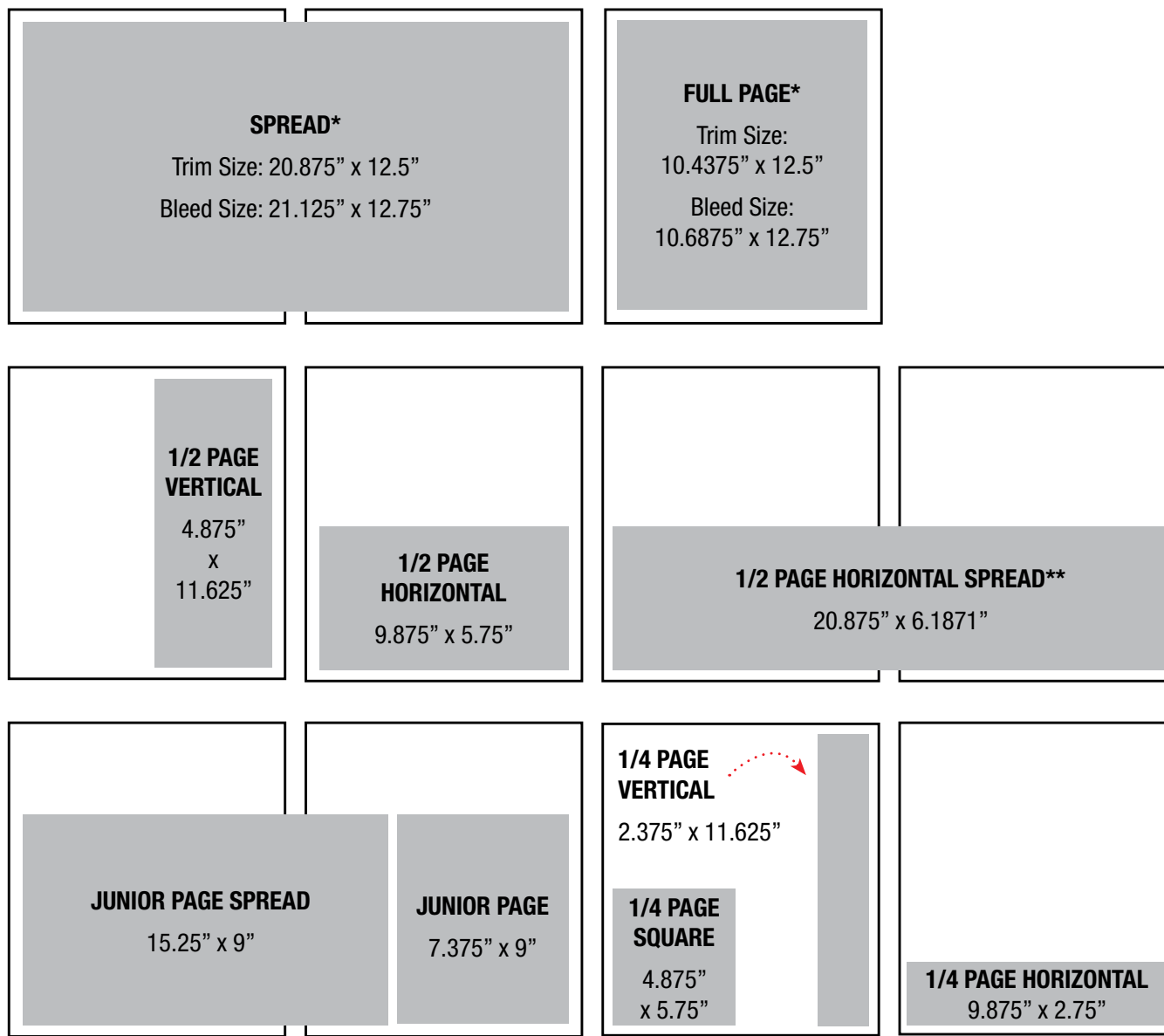
PRINT ADVERTISING

RATE INFORMATION

- » Rates are CAD
- » 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
Post-It Note	\$10,000	see ad rep for rates	
Front Cover Wrap	\$20,000	see ad rep for rates	
Cover Peel	\$2,500 + full-page ad in same issue		
Print Edition Sponsor	\$12,500	see ad rep for rates	

PRINT ADVERTISING



FILE SPECIFICATIONS

- » CMYK digital artwork, 300 DPI
- » High-resolution PDF, TIF, EPS and JPEG files.
- » Please include all fonts and graphics if needed.
- » If color is critical, a certified color accurate proof can be submitted.

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

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

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

PREMIUM ADVERTISING

FRONT COVER WRAP



Outside Cover Wrap



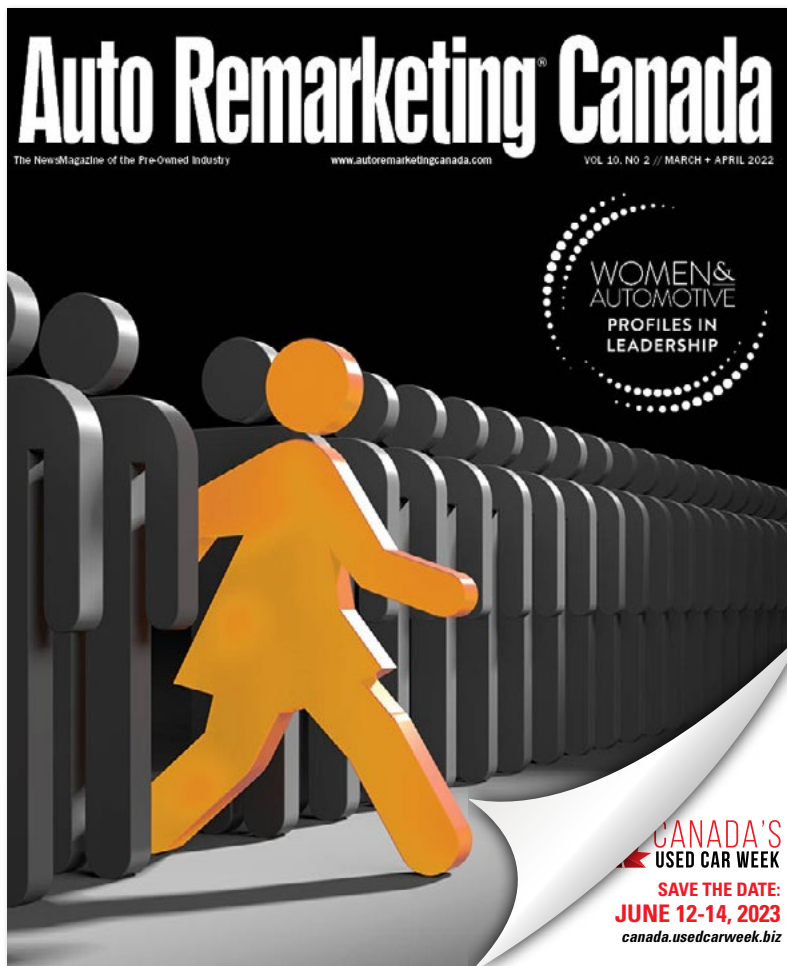
Inside Cover Wrap

Outside Flap Specs:
4.66" x 8.8125"
.125" bleed on all sides

Inside Flap Specs:
4.66" x 12.5"
.125" bleed on all sides

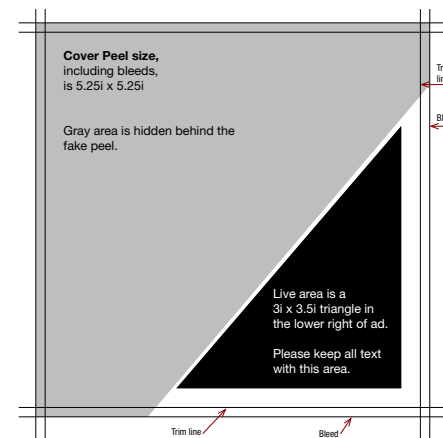
PREMIUM ADVERTISING

COVER PEEL



Cover Peel Example

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



Cover Peel Specifications

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.

IN PRINT.

PRINT EDITION MAGAZINE SPONSOR

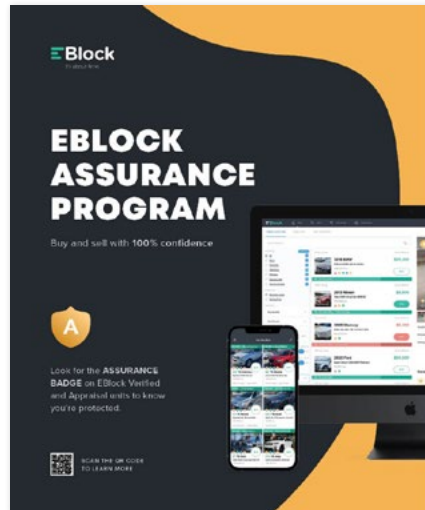


Logo on Cover

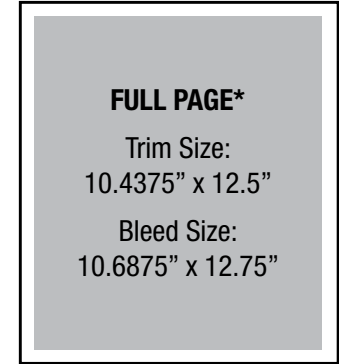
Package includes:

- Logo on the cover.
- Logo on feature section pages.
- Full-page ad adjacent to the section opening.

SPONSORSHIP PACKAGE PER ISSUE
\$12,500

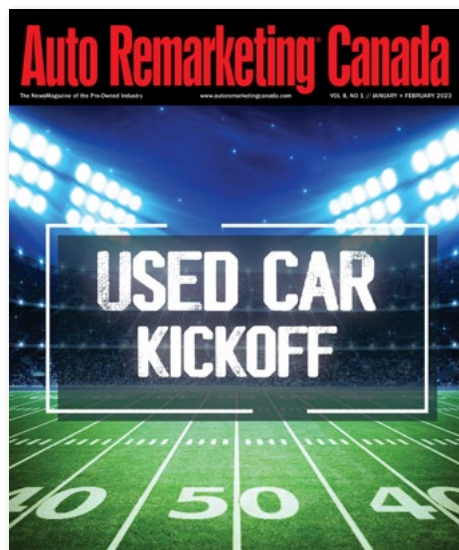


Full-page ad to the left of the special section



Logo on all feature pages of the special section

EDITORIAL CALENDAR



JANUARY/FEBRUARY

Ad Materials Due: February 6

Used Car Kickoff

We explore the most important used-car retail and remarketing trends in Canada as 2024 gets underway.



MARCH/APRIL

Ad Materials Due: March 26

Women & Automotive: Profiles in Leadership

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



MAY/JUNE

Ad Materials Due: May 21

Canada's Used Car Week Conference Issue + Under 40

In-depth descriptions of this year's speakers and conference sessions, plus comprehensive analysis on the used-car market. Plus, a special section on the Remarketing's Under 40 and other awards.

EDITORIAL CALENDAR



JULY/AUGUST

Ad Materials Due: July 23

The Finance Issue

A look at top auto finance trends in Canada.



SEPTEMBER/OCTOBER

Ad Materials Due: September 24

Leading Dealers + Dealer Groups

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



NOVEMBER/DECEMBER

Ad Materials Due: November 12

Power 150: Biggest Names in the Used-Car Business

Power features provide an in-depth look at how these leaders shape Canada's remarketing industry.

ONLINE.

DIGITAL ADVERTISING



AUTOREMARKETINGCANADA.COM

AutoRemarketingCanada.com is the destination site to find relevant, compelling content about the Canadian used-vehicle industry.

WEBSITE | MOBILE | E-NEWS | CUSTOM MARKETING

ONLINE.

DIGITAL ADVERTISING

HOMEPAGE

5 steps to sell down winter inventory. Lotline

SUBSCRIBE TO MAGAZINE | SUBSCRIBE TO NEWSLETTERS | MANAGE SUBSCRIPTIONS | BECOME A PREMIUM MEMBER | LOGIN

Auto Remarking Canada

CONFERENCE | MAGAZINE | NEWSLETTERS | SEARCH

Westlake Fund your Next Purchase, Refinance, or Renovation Project with WCF. Learn More

AutoTrader Canada's new Pivot tool uses augmented reality to bring 3D visualization to online car shopping

CBB's new tool aims to offer big-picture view of Canadian auto inventory landscape

Safe-Guard Canada hires former Dealertrack executive as managing director

Audi Canada president adds VW Group Canada leadership position to title

CBB 2023 Retained Value Awards reflect high used-vehicle values

SCI Lease Corp. to support leasing program for VinFast EVs in Canada

Dilawri, Milan's Rosscorso partner to create new North American racing team

DIGITAL EDITION

Auto Remarking Canada

PODCASTS | RESOURCES | MAGAZINE | NEWSLETTERS | REPORTS

CONTENT PAGE

educationally Ally Academy's high quality dealership training helps you maximize your ROI. Learn more

SUBSCRIBE TO MAGAZINE | SUBSCRIBE TO NEWSLETTERS | MANAGE SUBSCRIPTIONS | BECOME A PREMIUM MEMBER | LOGIN

Auto Remarking Canada

CONFERENCE | MAGAZINE | NEWSLETTERS | SEARCH

Westlake The Power of One | One Automotive

CBB's new tool offers a big-picture view of Canadian auto inventory landscape

A deal-building solution that just clicks.

DIGITAL EDITION

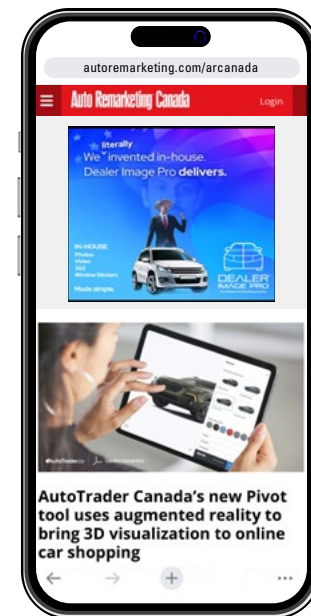
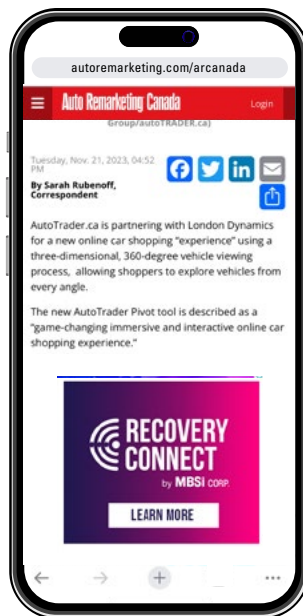
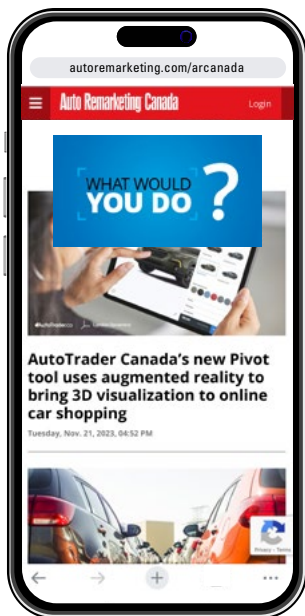
Auto Remarking Canada

PODCASTS | RESOURCES | MAGAZINE | NEWSLETTERS | REPORTS

ONLINE.

DIGITAL ADVERTISING

MOBILE



WEBSITE ADVERTISING PLACEMENTS:

Auto Remarketing Canada

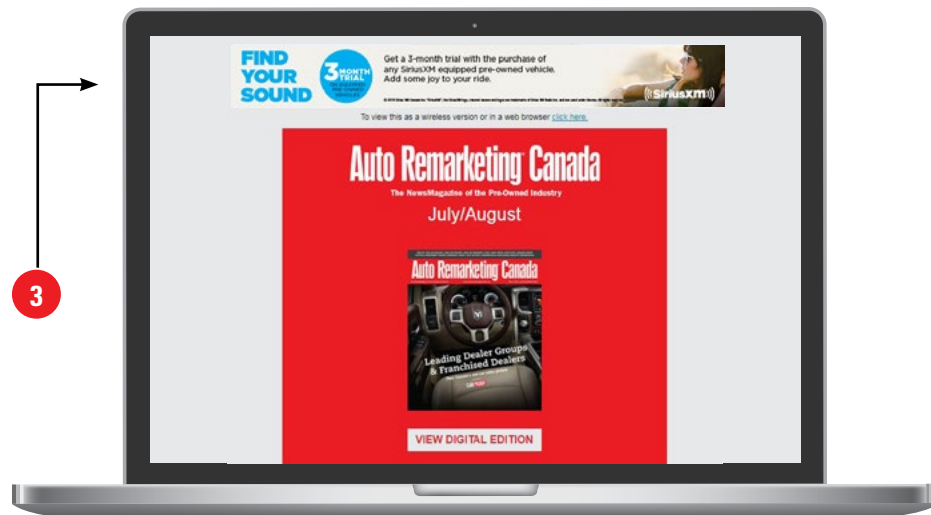
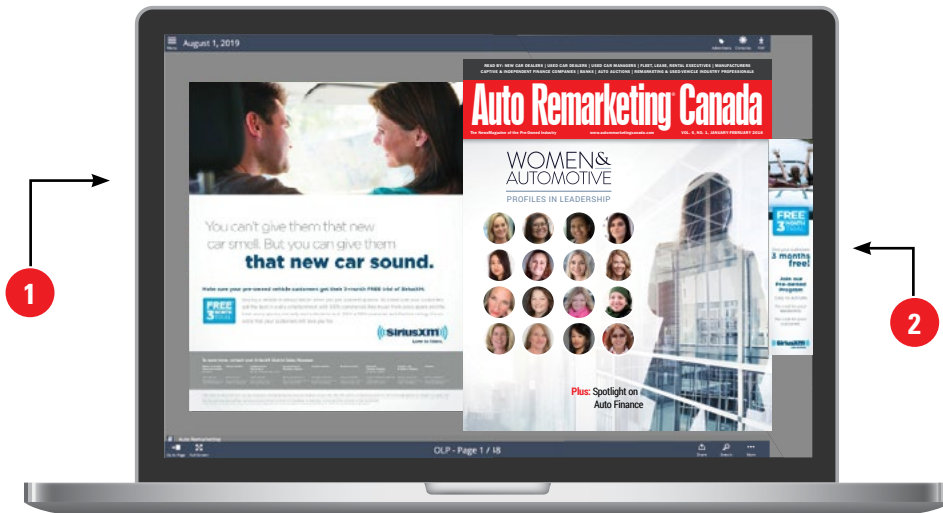
AD UNIT	RATES
1. Masthead	\$250/cpm
2. Super Leaderboard desktop + Leaderboard mobile	\$1,500/mth
3. Sponsored Content Banner	\$2,000/mth
4. Medium Rectangle	\$1,500/mth
5. Medium Rectangle (in content) - desktop & mobile	\$1,500/mth
6. Medium Rectangle (scroll) - desktop & mobile	\$1,500/mth
7. Interstitial	\$350/day

WEBSITE ADVERTISING SPECIFICATIONS

AD UNIT	SIZE (PX)	MAX FILE SIZE	FILE TYPE
Super Leaderboard	970 x 90	80kb	JPEG PNG GIF Animated GIF
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

ONLINE.

DIGITAL EDITION 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.

SPONSORSHIP PACKAGE PER ISSUE
\$5,500

ONLINE.

RETARGETING: AUDIENCE EXTENSION



SITE RETARGETING

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

Target Your Clients Through **Our Trusted Brand**

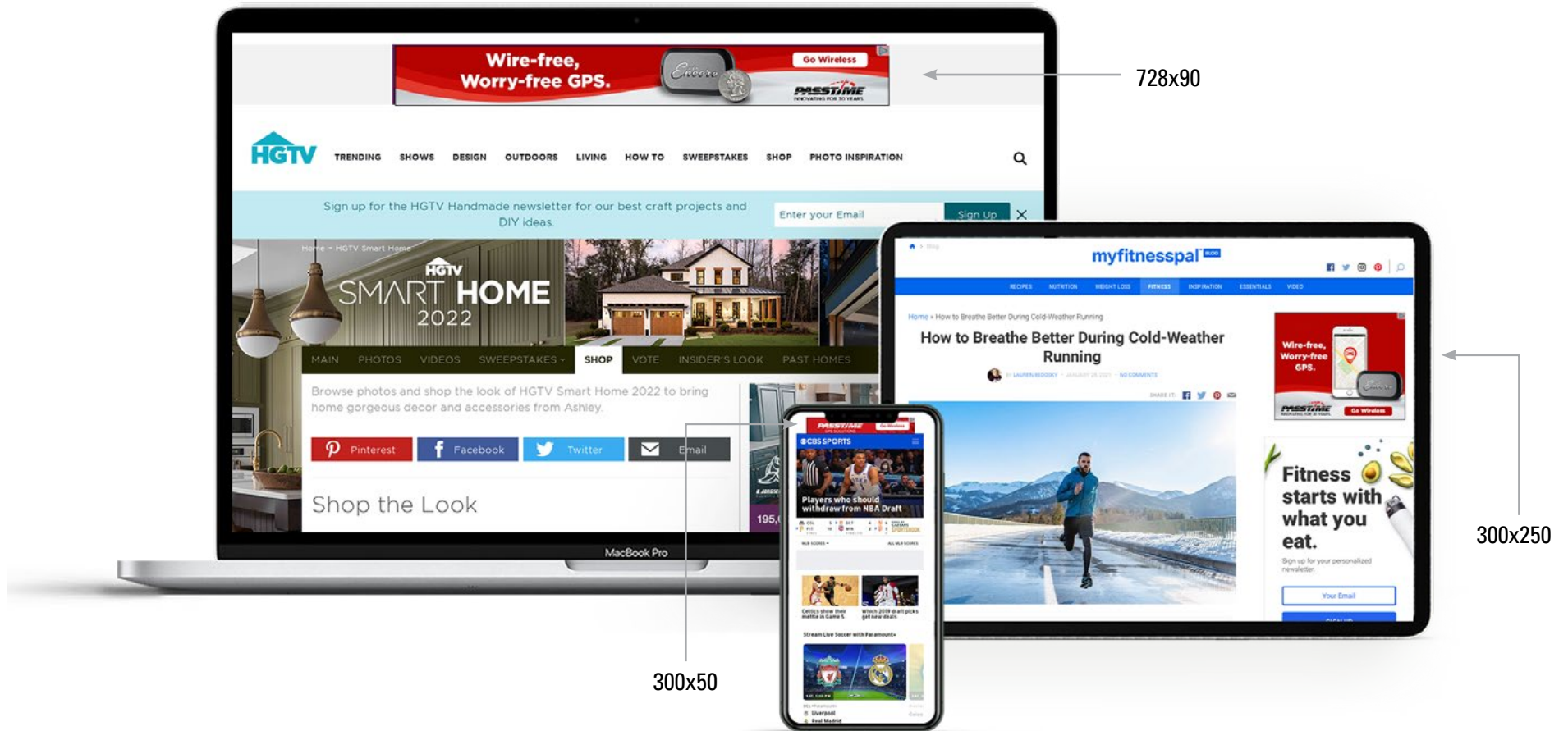
Auto Remarketing[®] Canada

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

ONLINE.

RETARGETING: AUDIENCE EXTENSION



KEEP YOUR BRAND AND MESSAGE IN FRONT OF YOUR **TARGET AUDIENCE**

ONLINE.

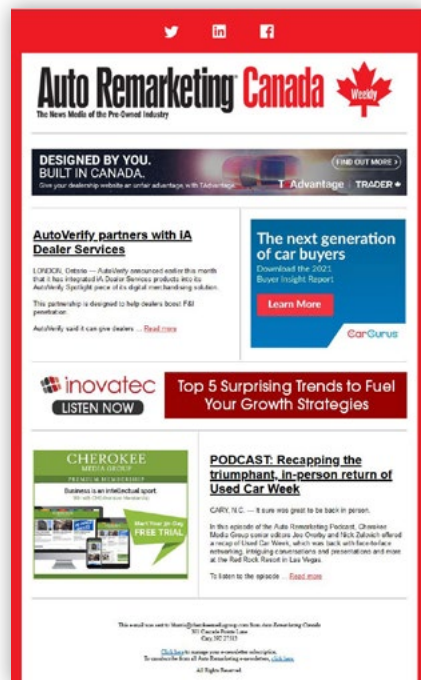
EMAIL NEWSLETTERS

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



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.

OPEN RATE IS
34.02%
(average from 2023)

E-NEWSLETTER AVAILABLE AD SIZES

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

* Rates are CAD

ARC-EXTRA AVAILABLE AD SIZES

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

* Rates are CAD

ONLINE.

PODCAST

MONTHLY SPONSORSHIP PACKAGE

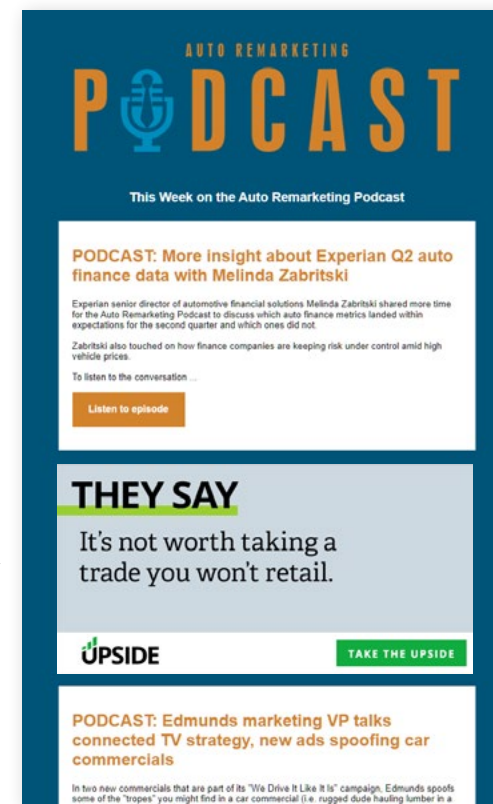
Your weekly dose of auto-industry news and conversation with top executives, specifically tailored for the used-car side of the business. Subscribe today via iTunes or Google Play.



2 Verbal commercial leading and ending the podcasts.



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



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

SPONSORSHIP OPPORTUNITY PER MONTH - \$7,500

ONLINE.

PODCAST

COMPANY SPONSORED EPISODE

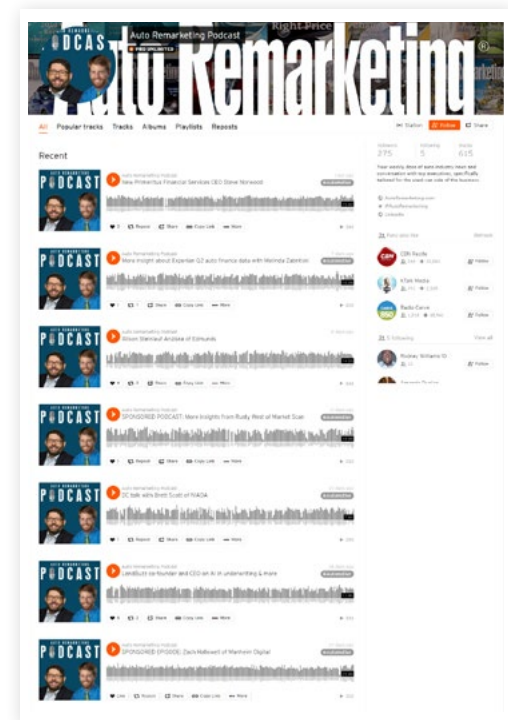
Opportunity to share your team's industry insights.



- 1 Record a podcast with your executive sharing your targeted message.



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



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

SPONSORED CONTENT PER RECORDING - \$4,500


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



**THE LANES
COME TO YOU**



GET EARLY ACCESS TO INVENTORY AT BMWGROUPDIRECT.COM

[REGISTER TODAY](#)

Introducing BMWGroupDirect.com, a new online platform offering quick access to BMW Group vehicles. This site is the only one that gives you 24/7 access to BMW and MINI vehicle inventory and daily national sales before the inventory is offered to the wholesale buying community. Access BMWGroupDirect.com from any device, making it more convenient to buy from anywhere. Don't wait for the lanes.

[REGISTER TODAY](#)

**BMW
GROUP**
Financial Services

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ONLINE.

CUSTOM MARKETING



Auto Remarketing | **PODIUM**

WEBINAR

**BRIDGE THE GAP:
HOW TO SELL CARS LIKE AMAZON
SELLS EVERYTHING ELSE**

TUESDAY, OCTOBER 22 AT 2PM EST

The majority of customers have done most of their research and decision making before ever stepping foot in a store. In fact, the very best leads (based off of closing rate) will come from the business website. Most businesses know this and have spent vast sums of time and money optimizing and promoting their website to accommodate the modern customer. Yet many businesses are still having trouble converting website visitors and depend heavily on factory and 3rd party leads.


Join us for a complimentary webinar where we will discuss how correctly messaging customers on the right channels can bridge the information gap and help your business convert website visitors into paying customers.

Key takeaways attendees can expect from the webinar:


- Which messaging channels businesses should focus on
- Ways to get more website traffic without increasing spend
- Best practices for training staff to use messaging correctly
- Proven ways to convert website visitors at a higher rate

REGISTER NOW

Presenter


Matt Boyce
Director of Demand Gen
Podium

Moderator


Nick Zulovich
SPE/HPH & Auto Fin Journal
Cherokee Media Group

**CAN'T ATTEND LIVE?
YOU SHOULD STILL REGISTER!**

WE'LL BE SHARING THE RECORDED
WEBINAR WITH ALL REGISTRANTS.

REGISTER NOW

CUSTOM WEBINAR

By hosting an exclusive webinar, you provide the topic, presenters and presentation materials. *Cherokee Media Group* will manage the process and help promote the event.

With an exclusive webinar, you receive the following:

- » **Custom marketing campaign**
- » **45-minute presentation** with a 15-minute Q&A session.
- » **Full data on all registrations (not just attendees!).** This includes names, company, title phone number, email address and any questions asked during webinar.
- » **Post event metric reporting** on marketing campaign.
- » **Archived webinars** on *autoremarketingcanada.com*.

EXCLUSIVE WEBINAR - \$6,500

LIVE EVENTS



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



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



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