

2025 Digital Media Kit

Photo credit: shutterstock.com



AR
Auto Remarketing

SubPrime Auto Finance News

BHPH REPORT

AFJ | Auto Fin
Journal

TABLE OF CONTENTS

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

LEAD GENERATION

SPONSORED CONTENT

BRAND AWARENESS

THOUGHT LEADERSHIP

EXCLUSIVITY

Meet Our Team	3
Website Advertising	4-11
Retargeting	12-15
Email Newsletter	16-23
Podcast	24-27
Lead Generation Program	28-29
Custom Email Marketing	30
Webinar	31
White Paper	32
Digital Edition Magazine Sponsor	33
Live Events	34

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 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, best practices, and leading industry insights in the pre-owned retail, auto finance, collections & recoveries, and wholesale 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

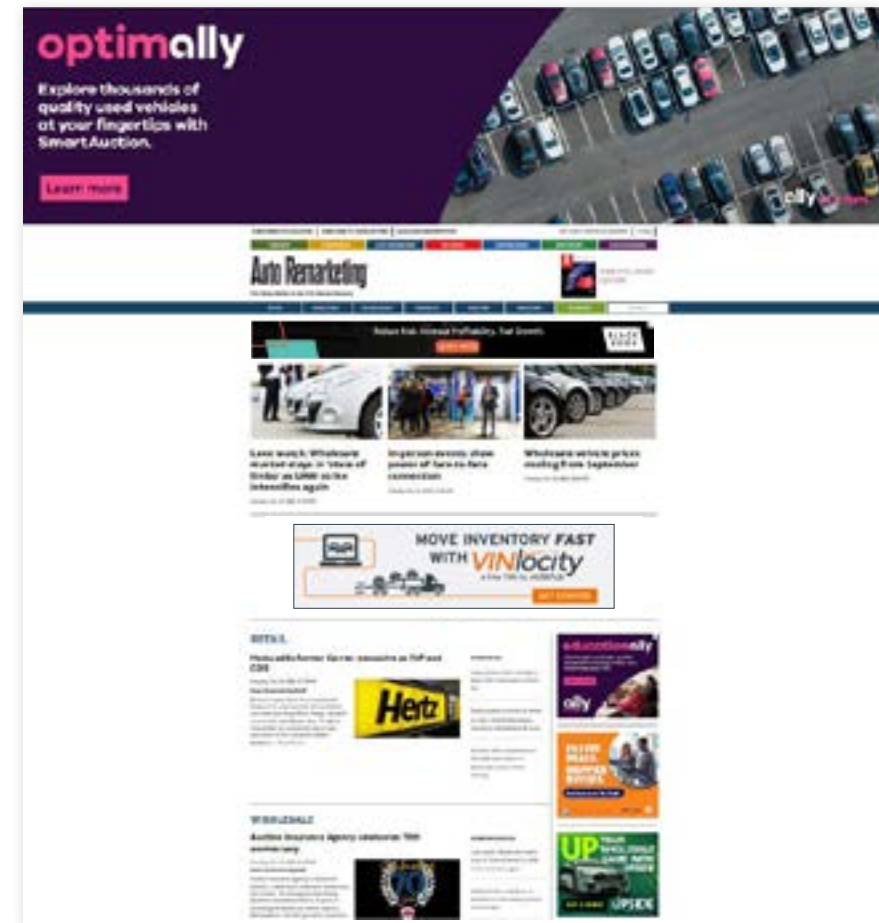


ANDREW FRIEDLANDER
 Associate Editor
 afriedlander@cherokeemediagroup.com
 (817) 412-1436

WEBSITE

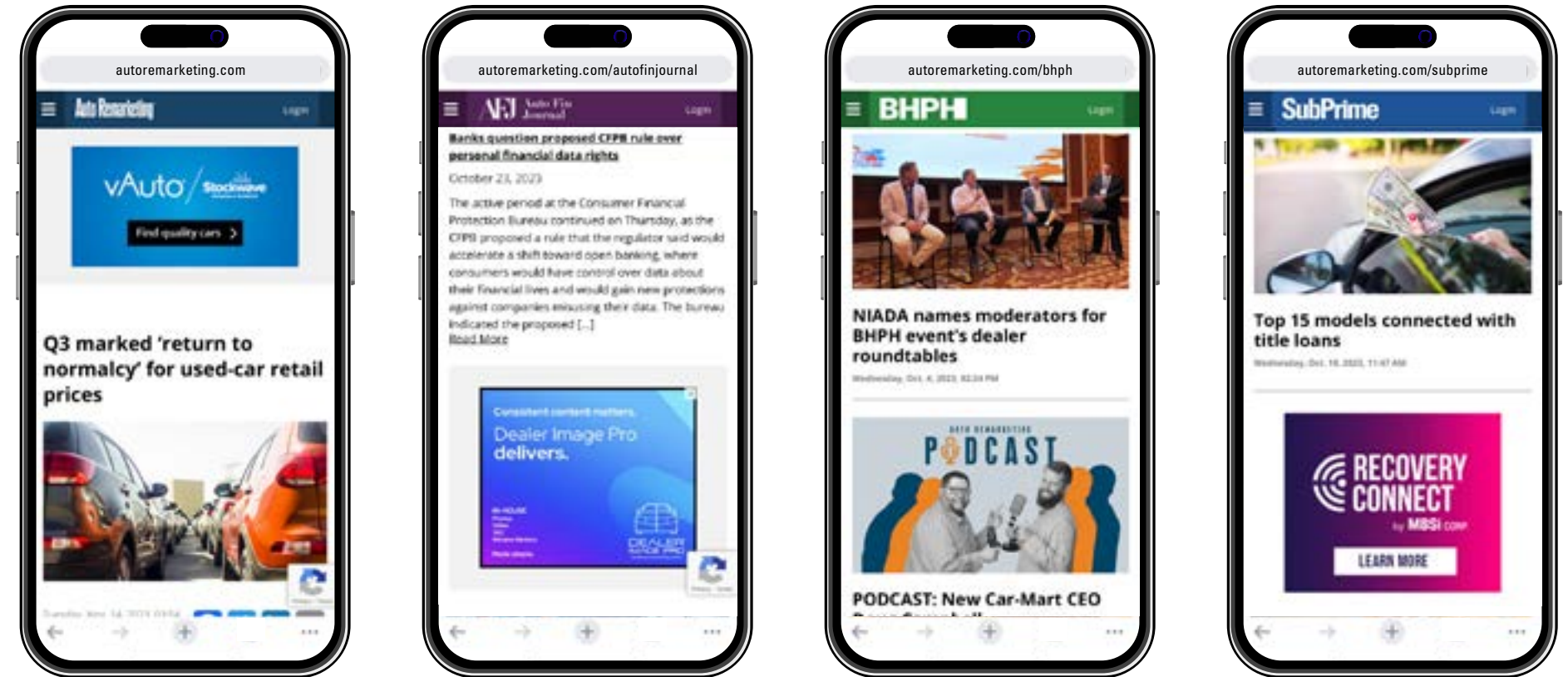
Providing original coverage of the latest news, plus data and analysis, thought leadership, and training – all supporting the decision-making process of industry stakeholders.

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 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.

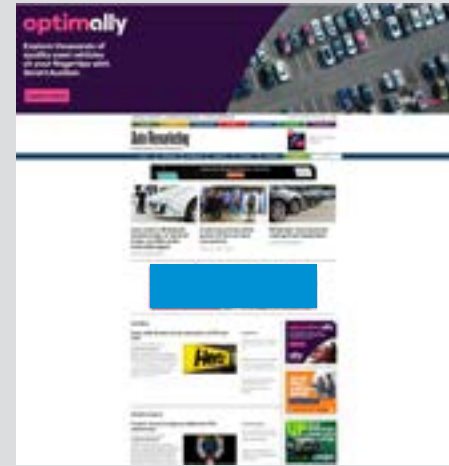
DOMINANT POSITIONING

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

MASTHEAD



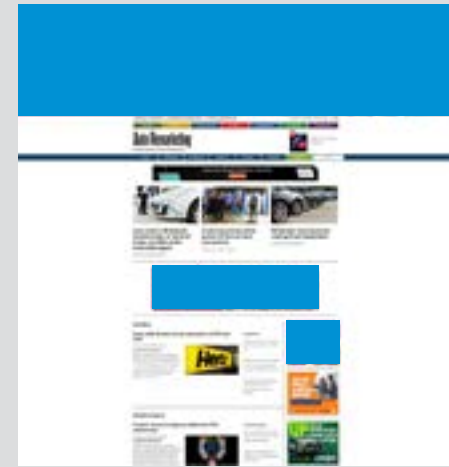
JUMBO BANNER



INTERSTITIAL



PAGE TAKEOVER



WEBSITE ADVERTISING OPTIONS

SPONSORED CONTENT

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



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)



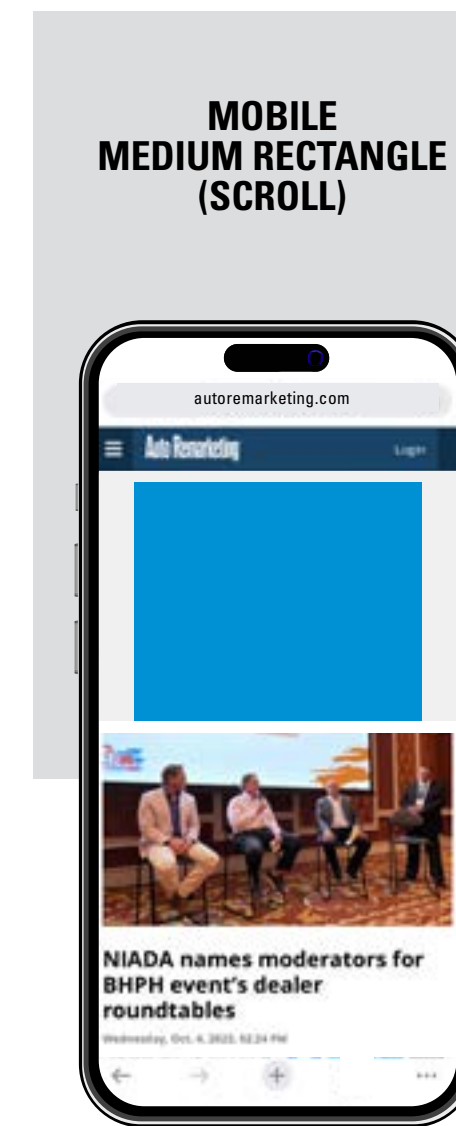
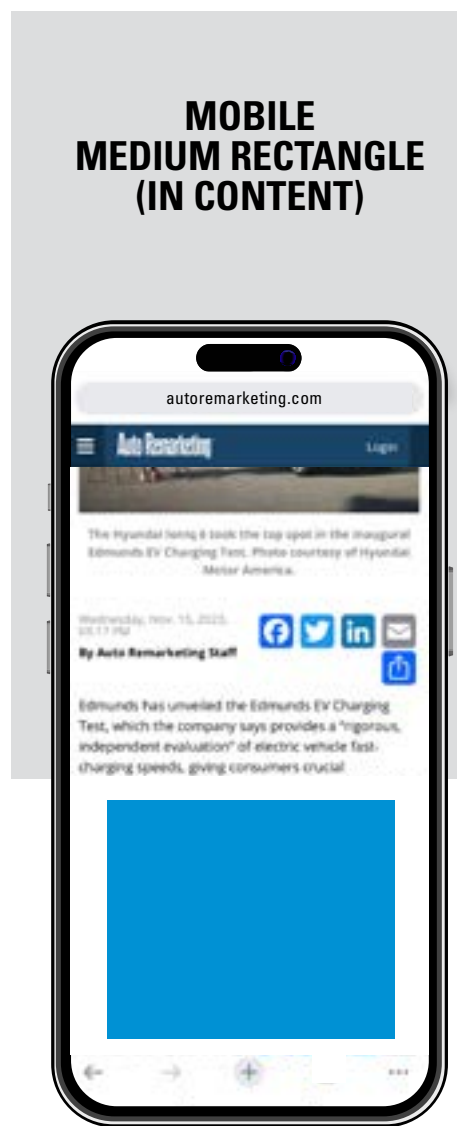
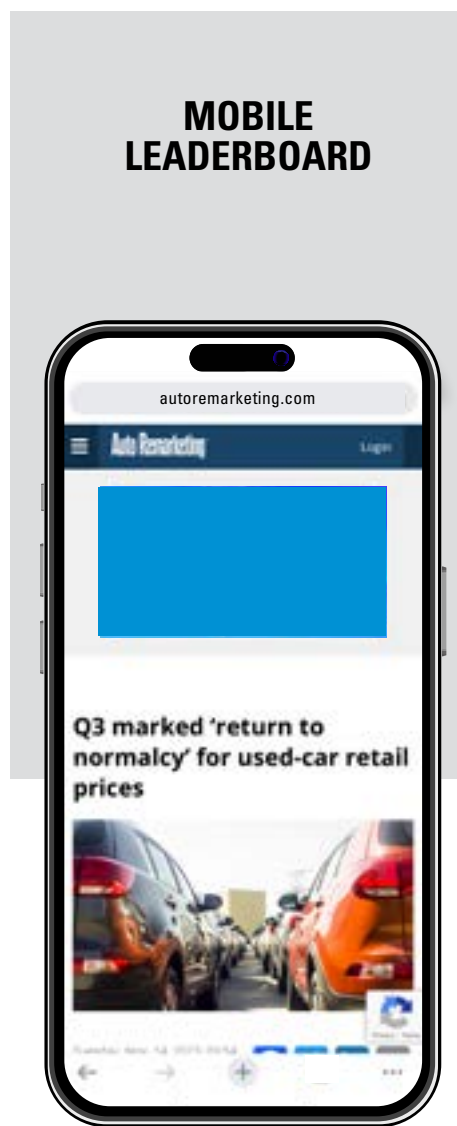
MEDIUM RECTANGLE

MEDIUM RECTANGLE (SCROLL)

MOBILE LEADERBOARD

MOBILE MEDIUM RECTANGLE (IN CONTENT)

MOBILE MEDIUM RECTANGLE (SCROLL)



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 2024)

WEBSITE VIEWS:

1,550,821

UNIQUE USERS:

1,046,003

PAGEVIEWS USING A MOBILE DEVICE:

35.1%

PAGEVIEWS USING A DESKTOP DEVICE:

62.2%

WEBSITE ADVERTISING SPECIFICATIONS AND RATES

AD UNIT	SIZE (PX)	RATE	MAX FILE SIZE	FILE TYPE
Masthead	2560 x 640 and 2560 x 256	\$250/cpm	400kb and 300kb	JPG or PNG
Super Leaderboard	970 x 90	\$150/cpm	80kb	JPEG PNG GIF Animated GIF
Jumbo Banner	970 x 250	\$200/cpm		
Medium Rectangle	300 x 250	\$150/cpm		
Medium Rectangle (in content)	300 x 250	\$150/cpm		
Medium Rectangle (scroll)	300 x 250	\$150/cpm		
Sponsored Content Banner	Headline, 60 word count, and URL	\$200/cpm		
Mobile Leaderboard	320 x 170	\$200/cpm		
Mobile Medium Rectangle In Content	300 x 250	\$150/cpm		
Mobile Medium Rectangle Scroll	300 x 250	\$100/cpm		
Interstitial	800 x 600	\$800/day		
Page Takeover	see rep for details	\$1500/day	see rep for details	see rep for details
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

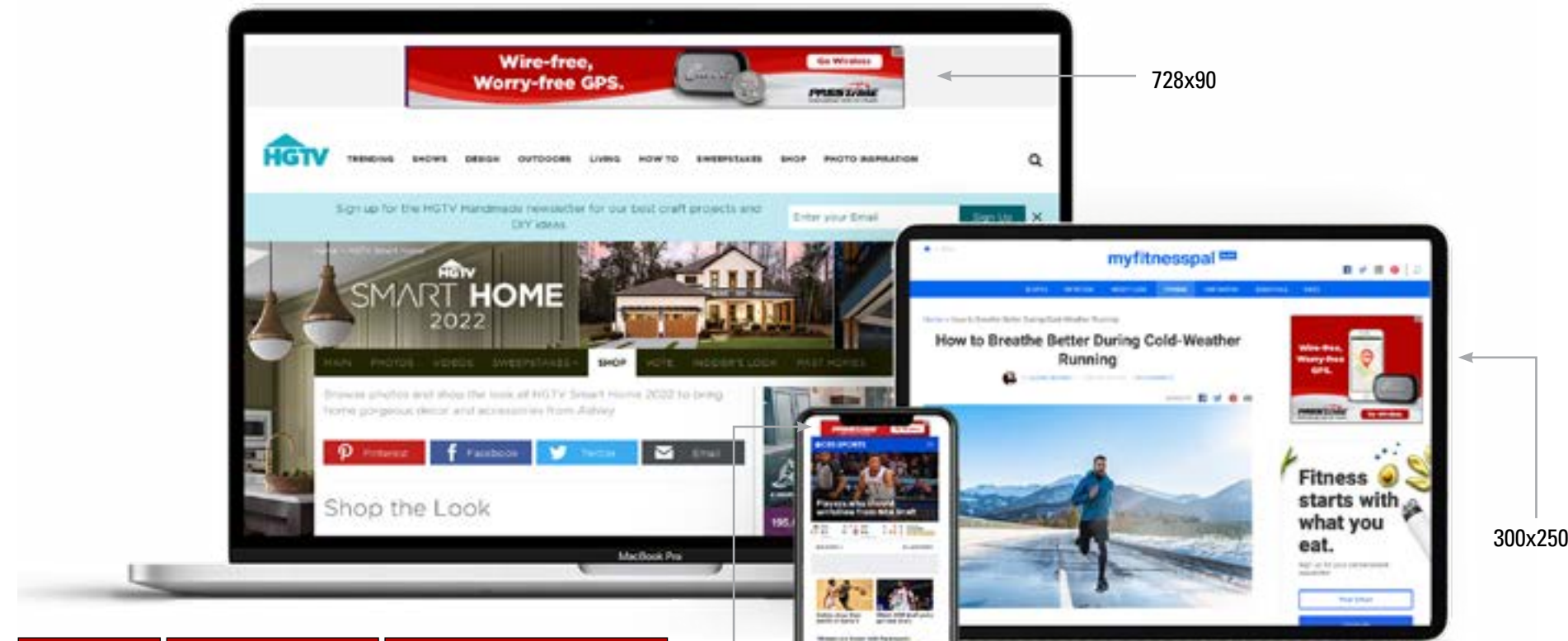
SubPrime Auto Finance News

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	Mobile & Desktop	MAX FILE SIZE IS 200KB.
728x90	Desktop	
160x600	Desktop	

\$45/CPM

RETARGETING: AUDIENCE EXTENSION

PROGRAMMATIC DIGITAL VIDEO



RETARGETING: AUDIENCE EXTENSION

PROGRAMMATIC DIGITAL VIDEO

VIDEO FILE REQUIREMENTS

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

*All videos are non skippable.

Pre-Roll Video Ads appear immediately before free video content on publishers like Forbes, MLB.com, Local and National News Sites, etc.



EMAIL NEWSLETTER



AUTO REMARKETING TODAY

AR Today provides the latest news from the remarketing and used-car industry. This newsletter is ready and waiting every business morning for our subscribers who count on this to start the day.

The *Auto Remarketing Today*, *Auto Remarketing Today PM* and *Auto Remarketing Extra* e-newsletters are delivered to **15,000 SUBSCRIBERS.**

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

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.

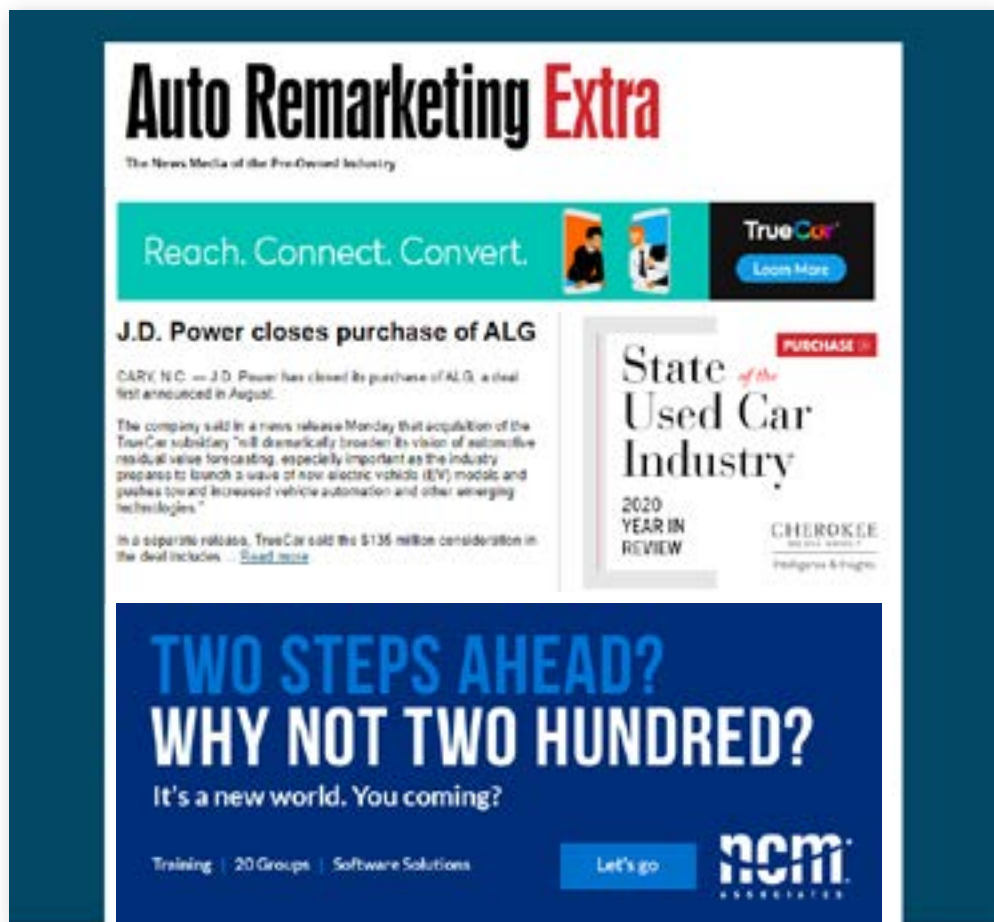
Discover the quickest way to create satisfied customers and a more successful dealership by reaching out today.

[Learn more about Lendbuzz](#)

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.

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



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	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 *SubPrime News Update* e-newsletters.

EMAIL NEWSLETTER

SubPrime Extra
Auto Finance News

1 Dasceq
Optimize your Auto Loan Collections Strategy
Predict. Connect. Collect. [Get Started!](#)

2 Experian Q3 data: Subprime at new low as overall delinquencies drop year-over-year
CONTACT EARLIER, RECOVER FASTER
NEW Skip Trace Interactive Demo
DRN
Experience it NOW

3 StateNational
If a Notification Disappears Because of a Robot, Does it Even Make Noise?
(Spoiler: No!)
LEARN HOW STATE NATIONAL REDUCES BORROWER NOISE

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

ACV THE AUCTION THAT'S ALWAYS ON.

PRE-OWNED & CPO

Shift adds 3rd market to car-selling service in Texas
MORE HEADLINES

ACV THE AUCTION THAT'S ALWAYS ON.

\$3,500

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

IAS NEXT LEVEL
Marketplace | Collx | Simulcast | AuctionMaster
Let us help you drive your wholesale business forward

REMARKETER & CONSIGNOR

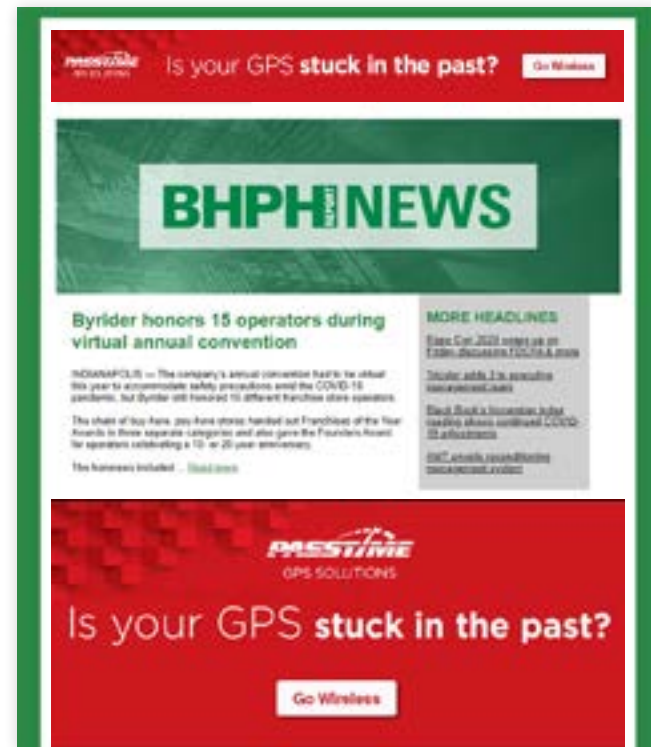
New general manager for America's Auto Auction West Michigan
MORE HEADLINES

IAS NEXT LEVEL
Marketplace | Collx | Simulcast | AuctionMaster
Let us help you drive your wholesale business forward
SCHEDULE A DEMO

\$2,500

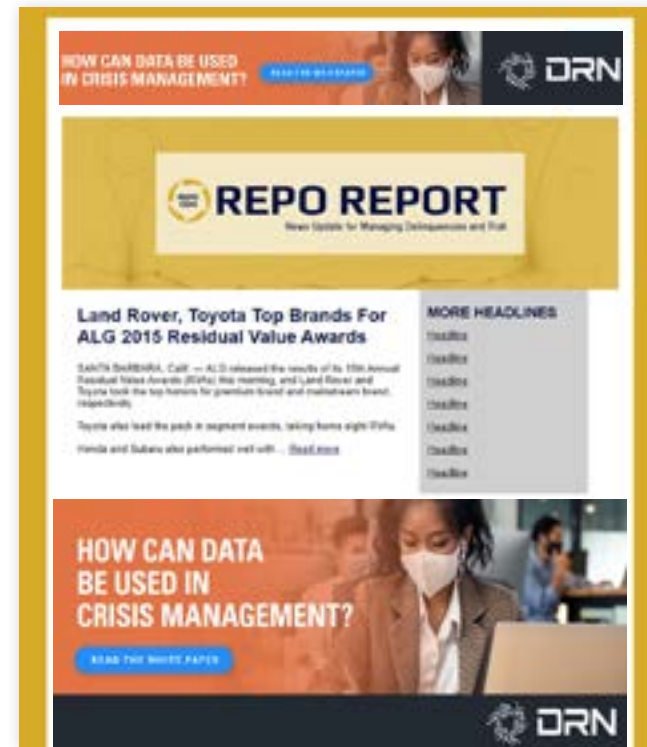
Remarketer & Consignor covers what's happening in the auction world and is delivered every Monday to nearly 4,500 subscribers.

EMAIL NEWSLETTER



\$3,500

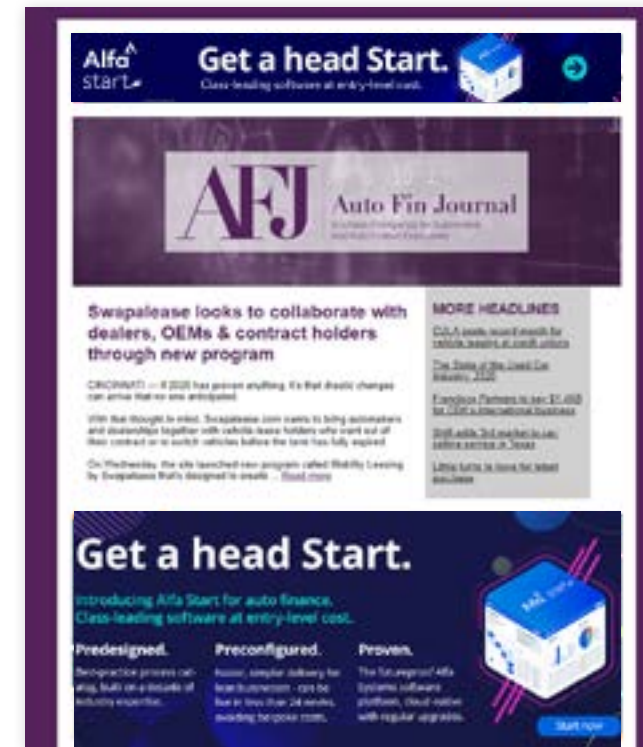
BHPH Report News highlights major news stories in the BHPH industry. It's delivered every Tuesday and Thursday to our 12,000 subscribers.



\$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.
- » File Size: eWhile our e-newsletters are formatted for 728x90, 300x250, and 728x300 ad units, we can accommodate 1456x180, 600x500, and 1456x600 for sharper resolution.

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.

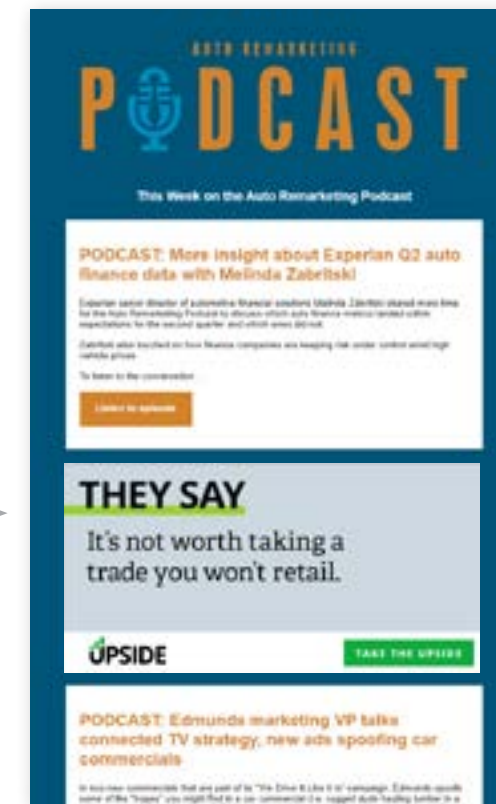


1 Leaderboard (728px x 90px) on podcast website page.

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.

SHARED LEAD

3 month minimum

Delivering leads who have engaged with our buyer-oriented content in your chosen solution category. *Leads are not exclusive.*

\$1,500/month – 15 Leads

\$2,250/month – 25 Leads

\$3,000/month – 35 Leads

We have shared leads for the following solution categories:

Lender Solutions
(Launching December 1, 2024)

Auctions
(Launching December 1, 2024)

Dealer Management Systems
(Launching January 1, 2025)

THREE SIMPLE STEPS

1

DEFINE
targeting criteria

2

DETERMINE lead volume
and qualifying question

3

(Only Necessary with Exclusive Lead Program)

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

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

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, BPH 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

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

1

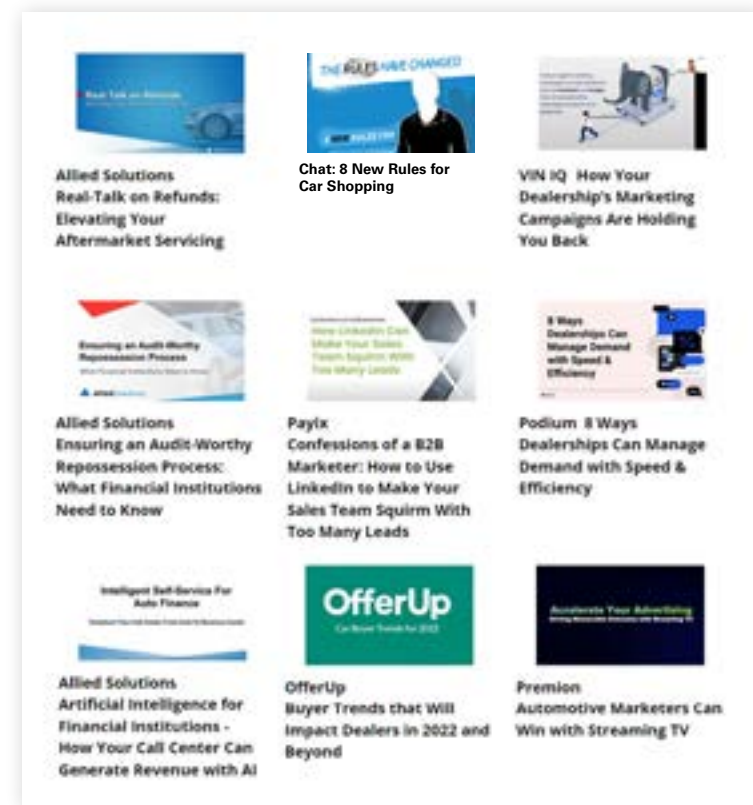
CUSTOM EMAIL:
Your exclusive message delivered by our trusted brand



32

2

ARCHIVE LIBRARY:
Your white paper archived on AutoRemarketing.com



DIGITAL EDITION MAGAZINE SPONSOR

1



2



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

33

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 8-10 2025**

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 17-19, 2025**

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 17-20, 2025**

usedcarweek.biz