

2025  
**Media Kit**



**Auto Remarketing<sup>®</sup> Canada**

# 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



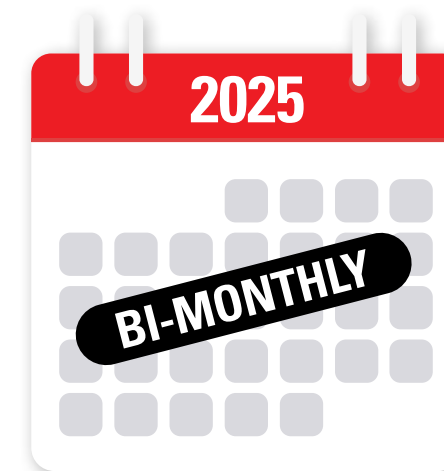
**ANDREW FRIEDLANDER**  
Associate Editor  
afriedlander@  
cherokeemediagroup.com  
(817) 412-1436

## 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

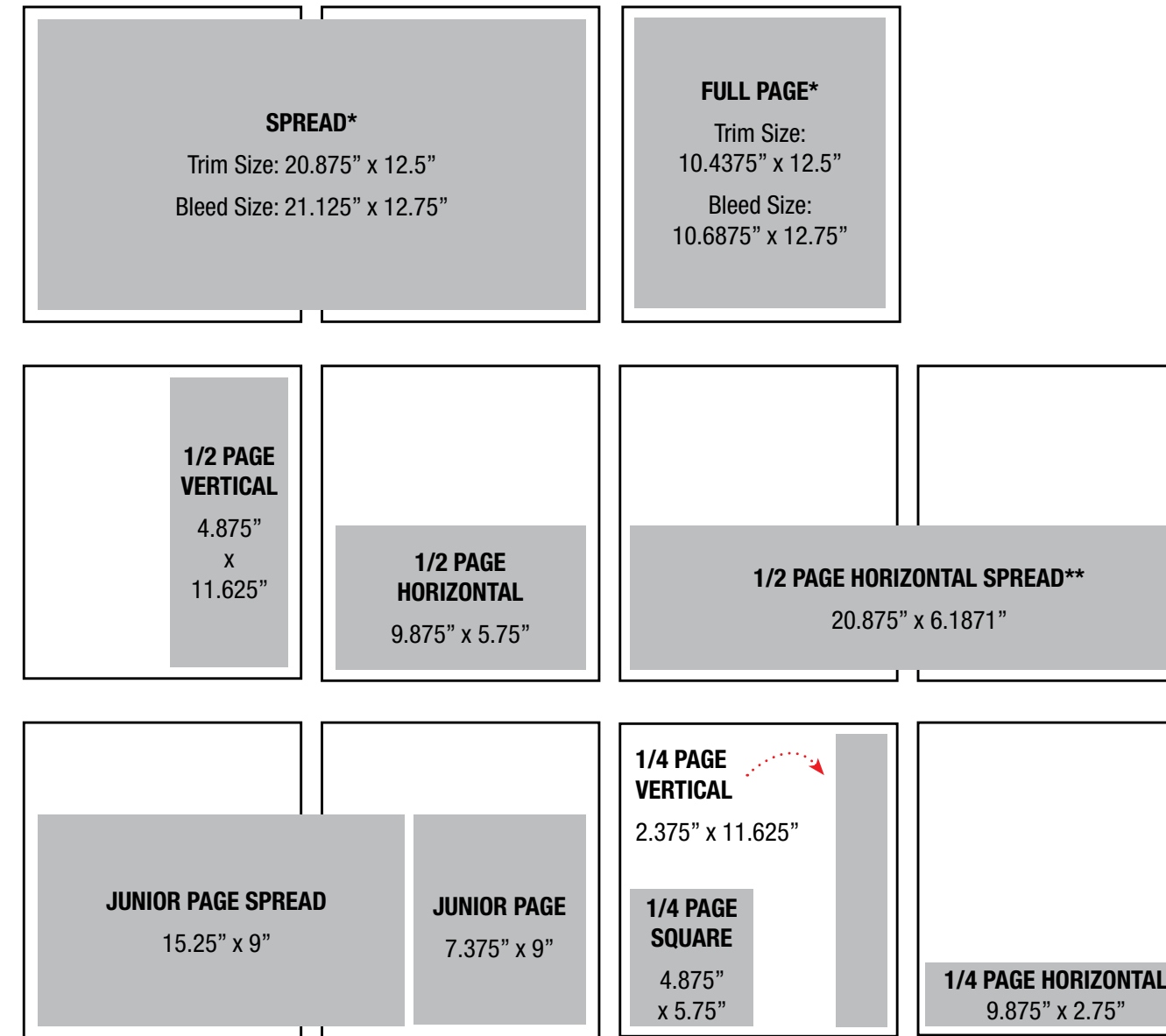
# PRINT ADVERTISING

## RATE INFORMATION

- » Rates are USD
- » Rates are 4-color
- » Back Cover: additional 25%
- » All Spreads: additional 25%
- » Sequential Pages or Special Placement: additional 25%
- » Inside Cover: additional 15%

AD UNIT	1X	3X	6X
Full Page*	\$3,950	\$3,500	\$3,250
Spread*	\$7,900	\$7,000	\$6,500
Junior Page	\$3,250	\$2,950	\$2,750
Junior Page Spread	\$6,500	\$5,900	\$5,500
1/2 Page Horizontal/Vertical	\$2,750	\$2,250	\$1,950
1/2 Page Horizontal Spread**	\$5,500	\$4,500	\$3,900
1/4 Page Square/Horizontal/Vertical	\$1,950	\$1,550	\$1,250
Front Cover Wrap	\$20,000	see ad rep for rates	
Cover Peel	\$2,500 + full-page ad in same issue		
Print Edition Sponsor	\$12,500	see ad rep for rates	

# 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.

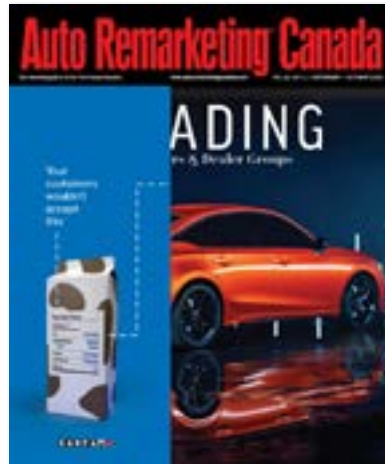
\*\* 1/2-page horizontal spread has a bleed on left, right and bottom



IN PRINT.

# PREMIUM ADVERTISING

## FRONT COVER WRAP



Outside Cover Wrap

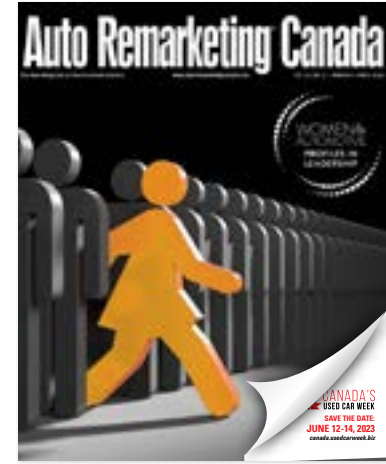
**Outside Flap Specs:**  
4.66" x 8.8125"  
.125" bleed on all sides



Inside Cover Wrap

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

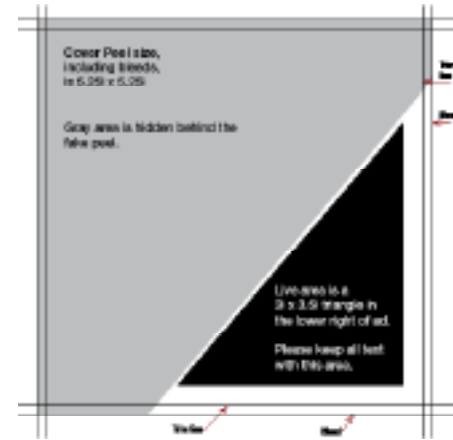
## COVER PEEL



Cover Peel Example

**Total size including bleeds:**  
5.25" x 5.25"  
**Live area:**  
3" x 3.5" triangle in the lower right of ad

Bleed is very important on the right and bottom of art work. Please keep text .125" from right and bottom trim.

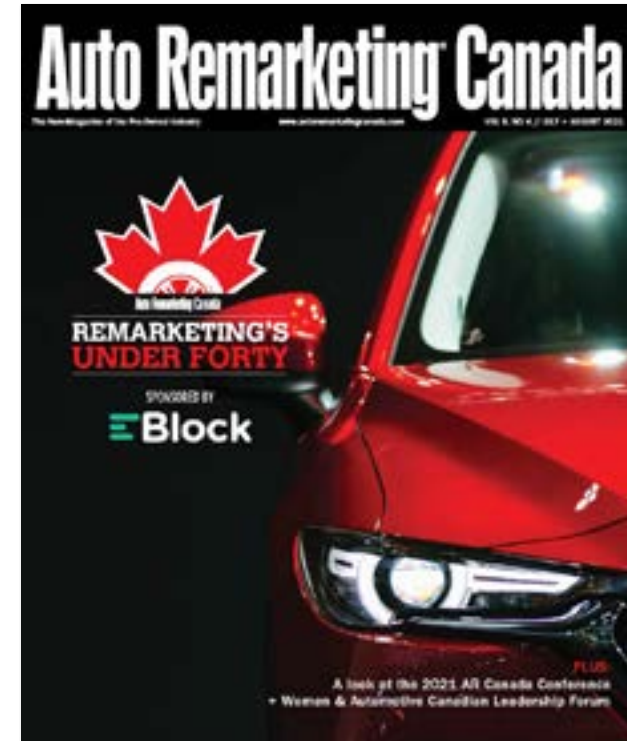


Cover Peel Specifications

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

IN PRINT.

# PRINT EDITION MAGAZINE SPONSOR

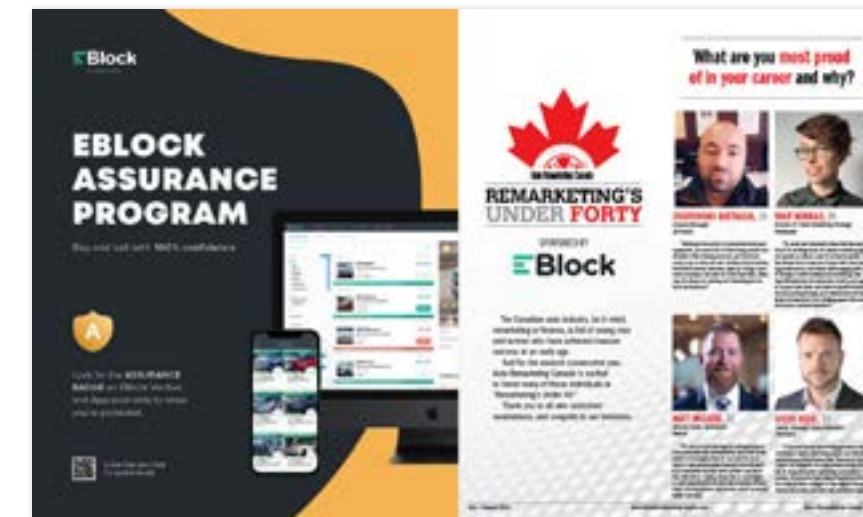


Logo on Cover

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**



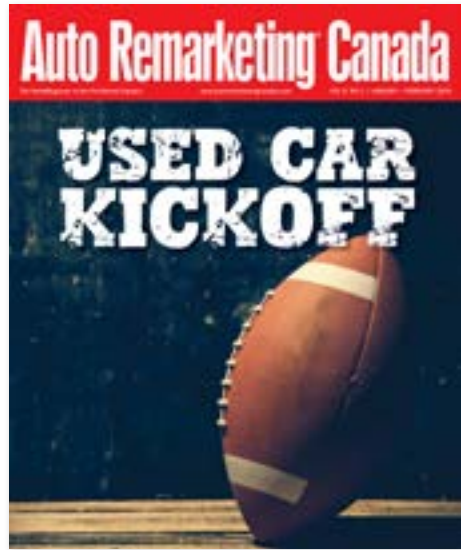
Full-page ad to the left of the special section

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



Logo on all feature pages of the special section

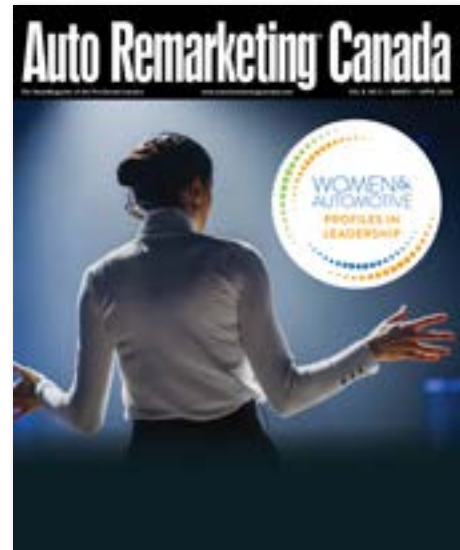
# EDITORIAL CALENDAR



**JANUARY/FEBRUARY**  
*Ad Materials Due: January 28*

### Used Car Kickoff

We explore the most important used-car retail and remarketing trends in Canada as 2025 gets underway.



**MARCH/APRIL**  
*Ad Materials Due: April 1*

### Women & Automotive: Profiles in Leadership

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



**MAY/JUNE**  
*Ad Materials Due: May 27*

### 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: June 24*

### The Finance Issue

A look at top auto finance trends in Canada.



**SEPTEMBER/OCTOBER**  
*Ad Materials Due: September 30*

### Leading Dealers + Dealer Groups

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



**NOVEMBER/DECEMBER**  
*Ad Materials Due: December 2*

### 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.



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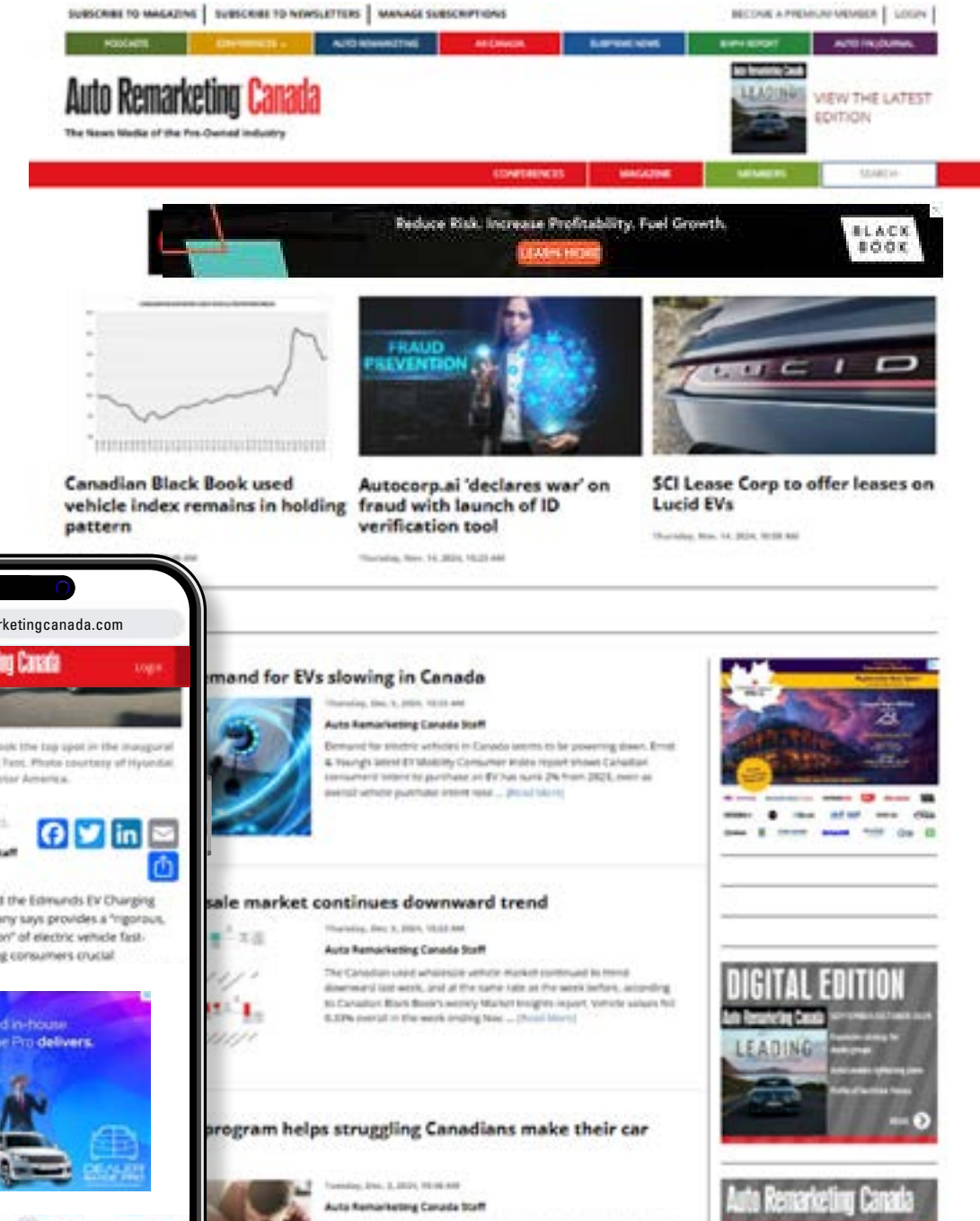
# DIGITAL ADVERTISING



# AUTOREMARKETINGCANADA.COM

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

ONLINE.



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

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.

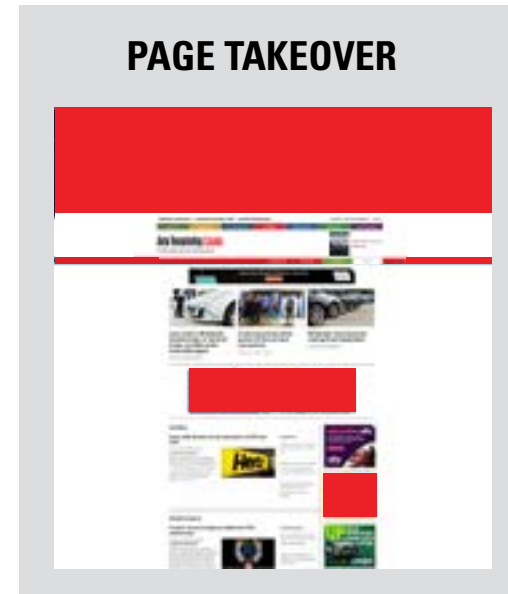
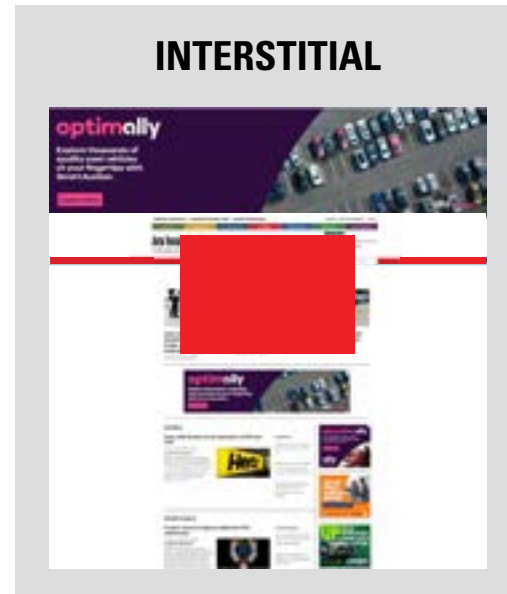
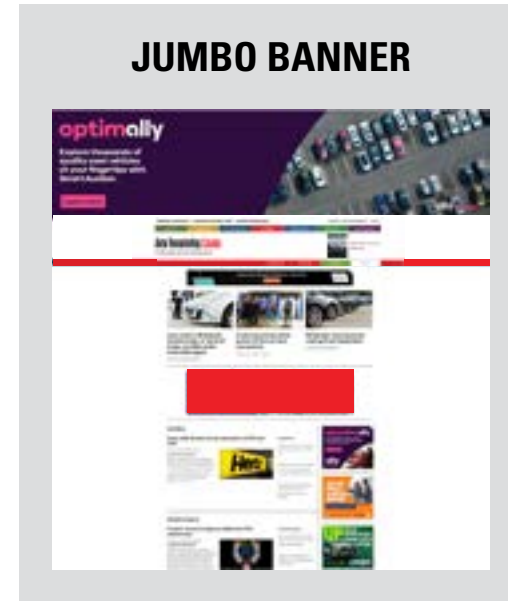
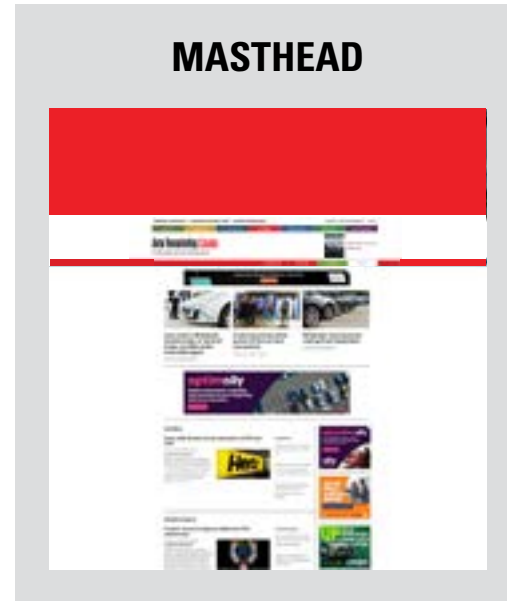
ONLINE.

# WEBSITE ADVERTISING OPTIONS

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

## DOMINANT POSITIONING

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



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# WEBSITE ADVERTISING OPTIONS



## SPONSORED CONTENT

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



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**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)**

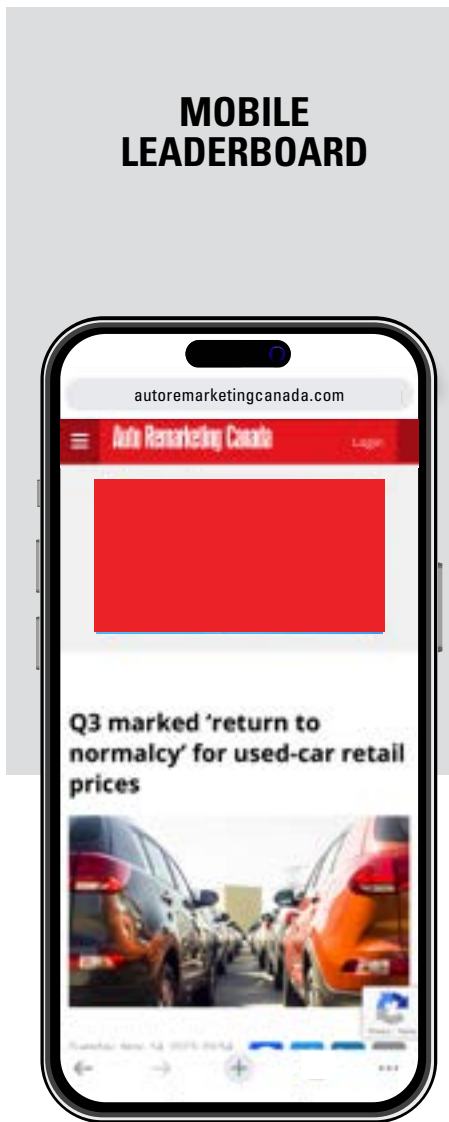
**WEBSITE ADVERTISING PLACEMENTS:**

*Auto Remarketing Canada*

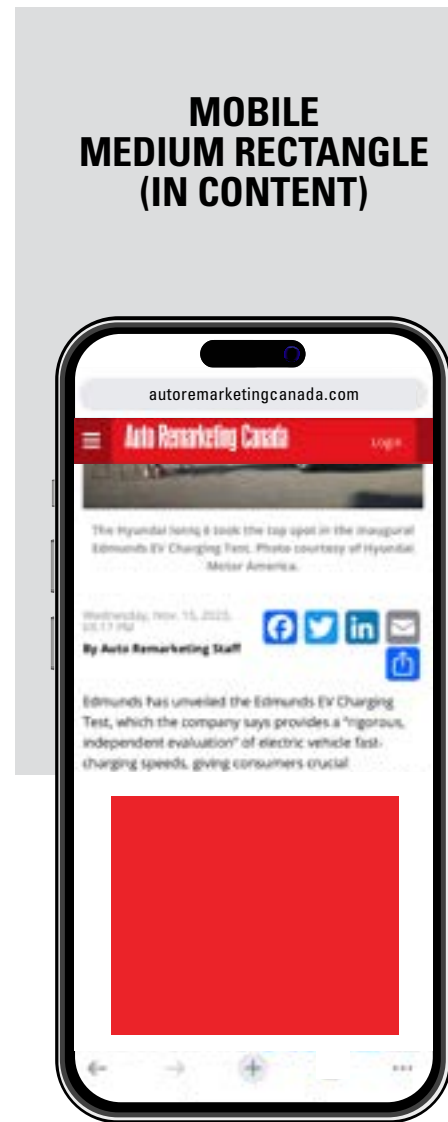
ONLINE.

**WEBSITE ADVERTISING OPTIONS**

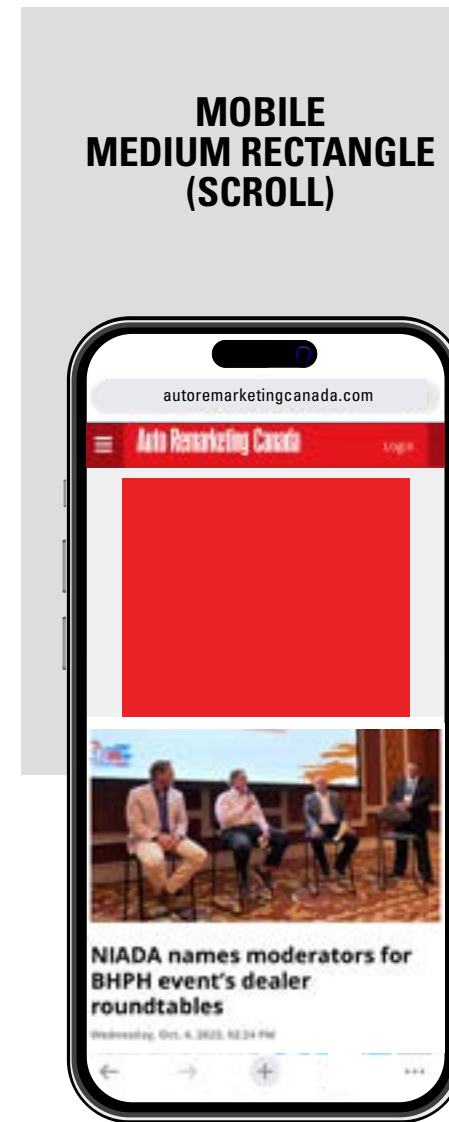
**MOBILE LEADERBOARD**



**MOBILE MEDIUM RECTANGLE (IN CONTENT)**

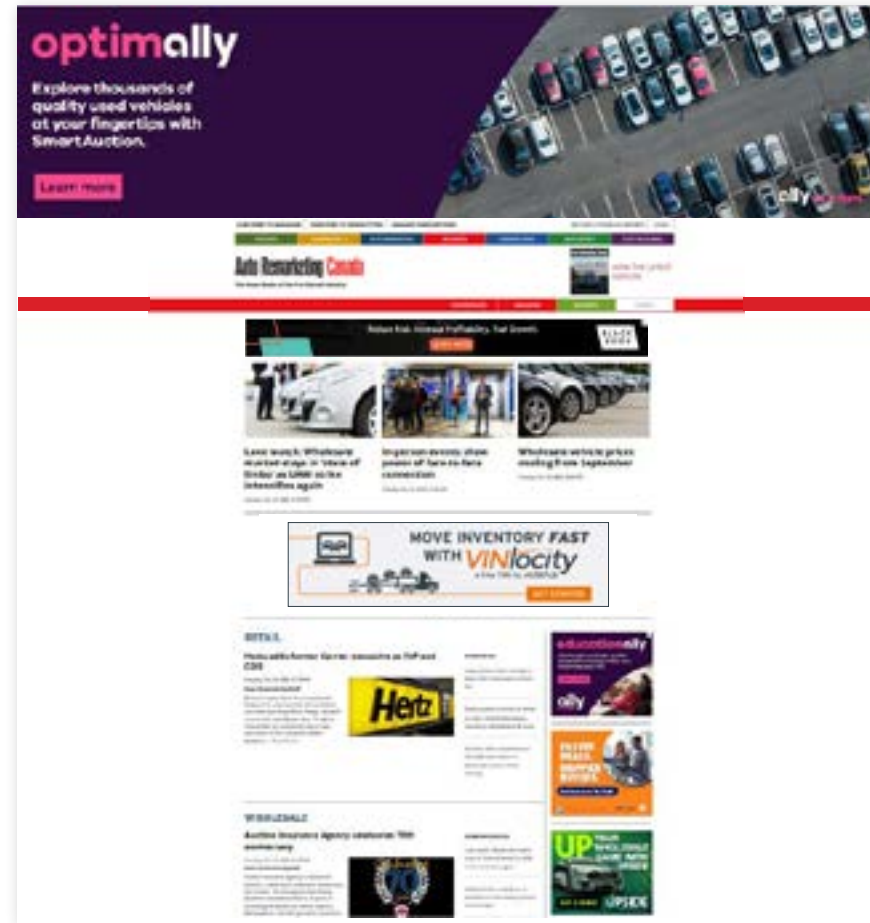


**MOBILE MEDIUM RECTANGLE (SCROLL)**





## 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:**

**229,591**

**UNIQUE USERS:**

**131,167**

**PAGEVIEWS USING A MOBILE DEVICE:**

**45%**

**PAGEVIEWS USING A DESKTOP DEVICE:**

**55%**

## 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	\$500/day		
Page Takeover	see rep for details	\$1000/day	see rep for details	see rep for details
Page Takeover with Interstitial		\$1250/day		

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<sup>®</sup> Canada

ONLINE.

# 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**



# 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.



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# 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.



## 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 USD

## 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 39.5%**  
(average from 2024)

## 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 USD

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.

# PODCAST

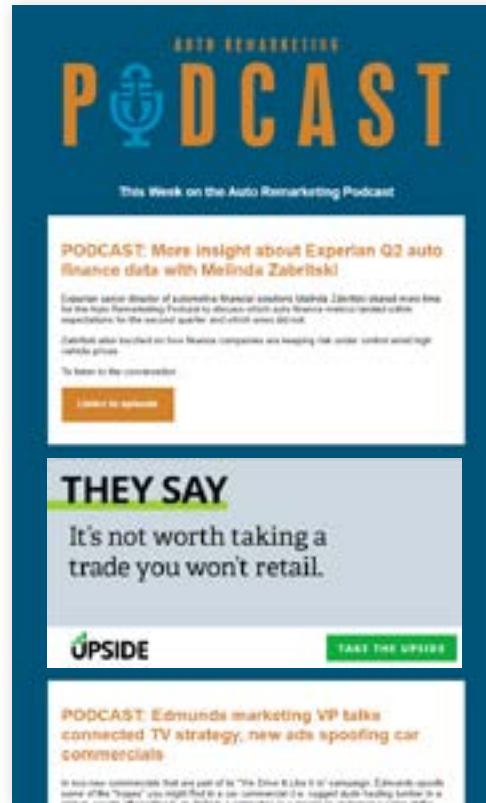
## MONTHLY SPONSORSHIP PACKAGE

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 - \$6,500**

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**

ONLINE.

## CHEROKEE CONNECTS

### INTENT-DRIVEN ENGAGEMENT

Cherokee CONNECTS delivers lead generation solutions for the automotive industry, targeting high-value prospects aligned with your ideal customer profile. We connect them with buyer-oriented content, accelerating their journey through the sales funnel and uncovering new opportunities to fill your pipeline and drive revenue.

**Key Benefits:**

- **High-Quality Leads:** Connect with decision-makers who fit your ideal customer profile and show interest in your solution category.
- **Faster Sales Cycles:** Engage buyers ready for deeper conversations to accelerate the sales process.

*Partner with Cherokee Connects to generate qualified leads, amplify your brand's reach, and convert more prospects into customers.*

**EXCLUSIVE LEAD**  
*3 month minimum*

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

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

Custom programs with higher volumes available. We can target exclusive lead programs based on your ideal customer profile within the automotive space.

**SHARED LEAD**  
*3 month minimum*

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

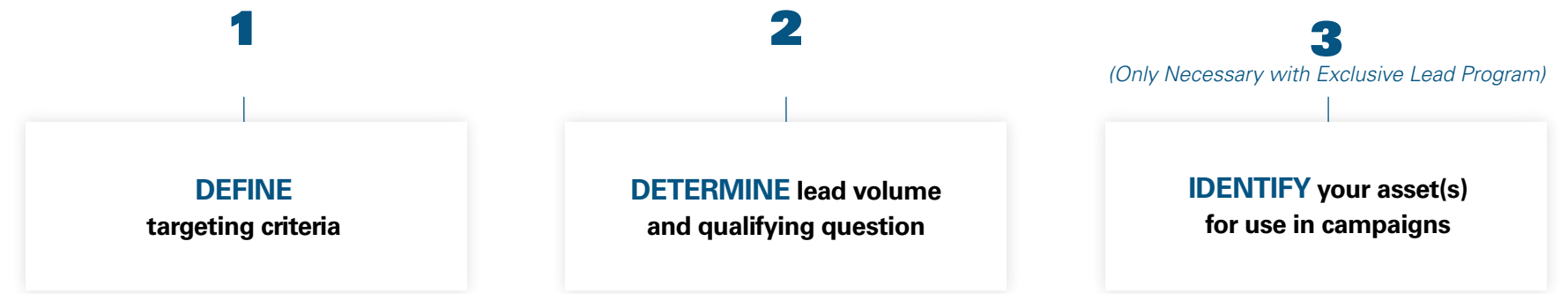
**\$1,500/month – 15 Leads**  
**\$2,250/month – 25 Leads**  
**\$3,000/month – 35 Leads**

We have shared leads for the following solution categories:

**Lender Solutions** (Launching December 1)  
**Auctions** (Launching December 1)  
**Dealer Management Systems** (Launching January 1)

ONLINE.

### THREE SIMPLE STEPS



### CHEROKEE CONNECT LEAD GENERATION GOES TO WORK





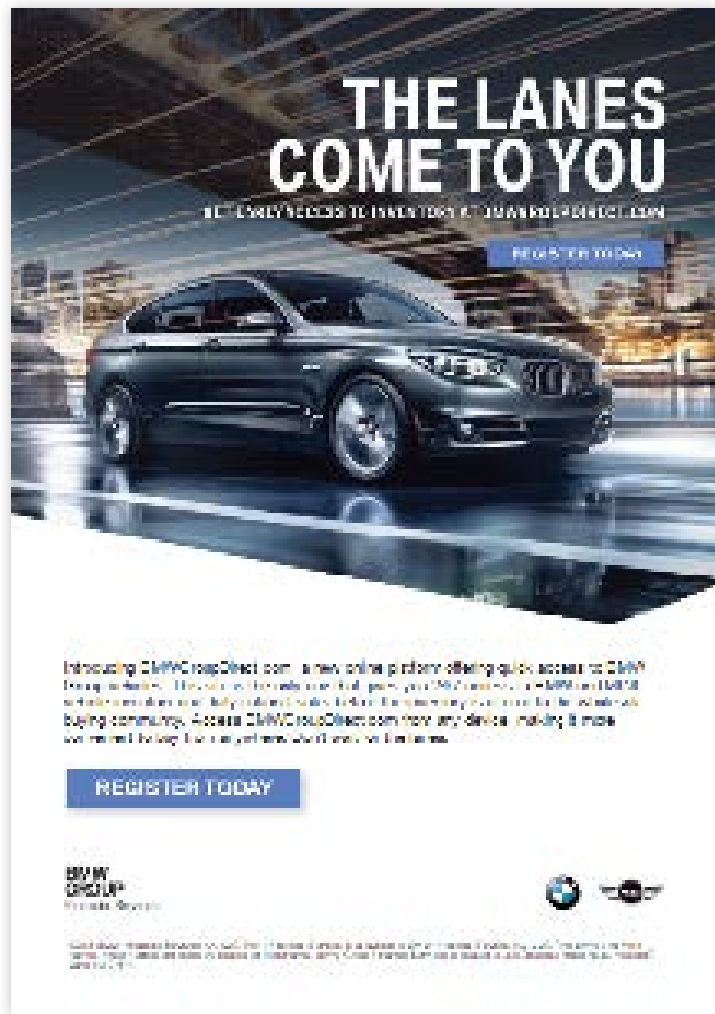
# CUSTOM MARKETING

## 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



# CUSTOM MARKETING

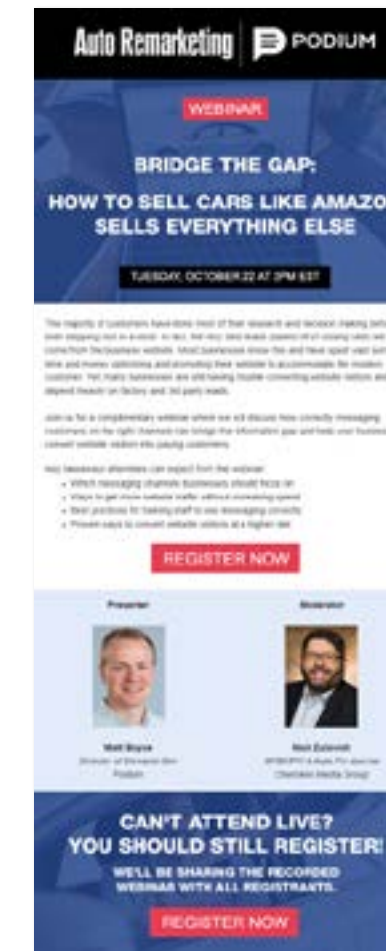


## CUSTOM WEBINAR

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

With an exclusive webinar, you receive the following:

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



**EXCLUSIVE WEBINAR - \$6,500**

## 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](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 17-19, 2025**

[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 17-20, 2025**

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