

2009 ADVERTISING OPPORTUNITIES

Auto Remarketing®

In Print • In Person • Online

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Used Car Manager

SELLING MORE USED CARS

A Bi-Monthly Supplement Of Auto Remarketing

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SubPrime

AUTO FINANCE NEWS

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Readership

51,000+ readers every two weeks

- 25,000 franchise dealers
- 20,000 high-volume independent dealers
- 6,000 manufacturers, banks, finance companies, credit unions, remarketers, fleet/lease/rental executives and auto auctions

File Formatting Specs:

- Finished trim size is 10.875" x 12.5"
- Live area is 10.375" x 12"
- Full page bleed size is 11.125" x 12.75"
- Resolution is 300 dots per inch.
- Only flattened, CMYK digital artwork with a color proof will be accepted.
- We prefer high-resolution PDF files but will accept high-resolution TIF, EPS & JPEG files. Please include all fonts and graphics.
- We are compatible with Adobe CS2 and Quark XPress 7.0.

Two-Page Spread	Full Page	3/4 Page	1/2 Page Horizontal	1/2 Page Vertical	1/4 Page Square or Vert.	1/8 Page Vert. or Horiz.
<p>Trim Size: 21.75 x 12.5</p> <p>Bleed Size: 22 x 12.75</p>	<p>Trim Size: 10.875 x 12.5</p> <p>Bleed Size: 11.125 x 12.75</p>	<p>7.375 x 11.625</p>	<p>9.875 x 5.75</p>	<p>4.875 x 11.625</p>	<p>Square: 4.875 x 5.75</p> <p>Vertical: 2.375 x 11.625</p>	<p>Vertical: 2.375 x 5.75</p> <p>Horizontal: 4.875 x 2.75</p>

** Please note that two-page spreads and full-page ads have an 1/8" bleed on each side, live area is 1/4" inside trim.*

Page/Size	1x	3x	12x	24x
Full Page	\$6,610	\$6,085	\$5,350	\$5,035
3/4 Page	\$5,245	\$4,930	\$4,300	\$3,985
1/2 Page	\$3,985	\$3,670	\$3,250	\$3,040
1/4 Page	\$2,095	\$1,990	\$1,780	\$1,675
1/8 Page	\$1,255	\$1,150	\$1,045	\$940

- Rates are 4-Color
- Cover 4:
additional 25%
- Cover 2 & 3:
additional 15%

SUBMIT ADS: visit www.cherokeepublishing.com/adupload

Issue	Editorial Concentration		Space	Materials
	1-Jan. NADA Convention Preview		1-Dec.	2-Dec.
	15-Jan. NADA Convention Issue	BONUS CIRCULATION	15-Dec.	16-Dec.
Used Car Manager	1-Feb. CPO — Critical Brand for Dealers & OEMs		5-Jan.	6-Jan.
	15-Feb. New Strategies to Advertise & Market Used Cars		19-Jan.	20-Jan.
	1-March Women and Remarketing (and event)	NEW TO THE MAGAZINE	2-Feb.	3-Feb.
	15-March Fleet/Lease/Rental – Remarketing Report		16-Feb.	17-Feb.
Used Car Manager	1-April Remarketing Technologies/ iRemarketing Conference	BONUS CIRCULATION	9-March	10-March
	15-April Auto Remarketing CPO Awards	BONUS CIRCULATION	23-March	24-March
	1-May NABD Convention Issue	BONUS CIRCULATION	6-April	7-April
	15-May Auto Remarketing Canada	BONUS CIRCULATION	20-April	21-April
Used Car Manager	1-June Who's Who in the Remarketing Industry OEM's, Banks, Captives, Finance	NEW TO THE MAGAZINE	4-May	5-May
	15-June NIADA Convention Issue	BONUS CIRCULATION	18-May	19-May
	1-July 2009 Mid-Year Used Vehicle Report & Forecast		8-June	9-June
	15-July Certified Used Vehicles – Manufacturer Focus		22-June	23-June
Used Car Manager	1-Aug. Remarketing Power 200 The Most Influential Companies in Remarketing	NEW TO THE MAGAZINE	6-July	7-July
	15-Aug. Transportation Impact on Online Buying and Selling		20-July	21-July
	1-Sep. Auto Auction Profiles	SPECIAL ADVERTISING SECTION	3-Aug.	4-Aug.
	15-Sept. Who's Who in the Remarketing Industry Fleet, Lease, Rental, Auctions and Remarketers	NEW TO THE MAGAZINE	17-Aug.	18-Aug.
Used Car Manager	1-Oct. NAAA Convention Issue	BONUS CIRCULATION	4-Sep.	8-Sep.
	15-Oct. Special Finance — BHPH Conference	BONUS CIRCULATION	21-Sep.	22-Sep.
	1-Nov. The National Remarketing Conference	BONUS CIRCULATION	5-Oct.	6-Oct.
	15-Nov. New Technology		19-Oct.	20-Oct.
Used Car Manager	1-Dec. Top Advertising Concepts for Used Cars		2-Nov.	3-Nov.
	15-Dec. 2009: Used Car Vehicle Market Year in Review		16-Nov.	17-Nov.

*This is a tentative schedule and subject to change at any time. *Auto Remarketing* features pertinent, up-to-date and timely news and editorial in every issue.

AutoRemarketing.com

Relevant, Compelling Content and Information

- 18,000 unique visitors per month
- 65,000 average page views per month

Custom Emails

Reach more than 20,000 business leaders with a customized email.

- Advertising gets directly in front of who you want to reach.
- Contact your account representative for more details.



Run of Site	Size (pixels)	Placement	Maximum	Duration	Cost
Leaderboard	728 x 90	top of page	5 max	monthly	\$3,000
Medium Square	300 x 250	top right page	5 max	monthly	\$2,500
Skyscraper	160 x 600	lower right page	5 max	monthly	\$2,000
Vertical Banner	120 x 240	lower left page	5 max	monthly	\$1,500
Square Button	120 x 120	lower left page	5 max	monthly	\$900

ARToday – Daily E-mail Newsletter
20,000+ used car industry e-mails
every business morning



ARToday:	Size (pixels)	Placement	Maximum	Duration	Cost
Banner	440 x 60	center	5 max	monthly	\$1,750
Square Button	120 x 120	left or right	14 max	monthly	\$1,500

Used Car Manager

Auto Remarketing's special editorial supplement, Used Car Manager, is a popular editorial package within the magazine.

Key Content:

- On-site Dealer Interviews
- Training
- Employee Retention and Hiring
- Advertising
- Certified Used Cars

Issues:

Feb. 1, April 1, June 1, Aug. 1, Oct. 1, Dec. 1



UCMWeekly – Weekly E-mail Newsletter

- 20,000+ e-mails every Wednesday morning
- Dealer-specific used car manager content

AUTO REMARKETING CONFERENCE SERIES



CPO Forum & Awards

Date: April 27 & 28

Location: Wigwam Resort & Spa
Phoenix, AZ



iRemarketing

Date: April 28–30

Location: Wigwam Resort & Spa
Phoenix, AZ



AR Canada

Date: May 2009

Location: To Be Announced
Montreal



NRC

November 4–6

Location: Red Rock Casino Resort & Spa
Las Vegas, NV

UCMWeekly:	Size (pixels)	Placement	Maximum	Duration	Cost
Horizontal Bar	440 x 60	center	5 max	monthly	\$1,000
Box	120 x 120	left or right	14 max	monthly	\$750

51,000 readers 12 times per year

(published the second week of each month)

- 45,000 Dealers { 20,000 Franchise Dealerships
25,000 Top Independent Used Car Dealerships & BHPH Dealerships
- 6,000 SubPrime Lenders, Independent Finance Cos, Banks, Credit Unions, Captive Finance company, Service Contract and Warranty Company Executives.



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additional 15%

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Jan.	NADA Convention Preview	BONUS CIRCULATION	9-Dec.	10-Dec.
Feb.	NADA Convention Issue, AFSA Conference	BONUS CIRCULATION	12-Jan.	13-Jan.
March	Regional Finance Companies, CBA Conference	BONUS CIRCULATION	9-Feb.	10-Feb.
April	The SubPrime 70 (Top Companies) Marketing & Advertising	NEW TO THE MAGAZINE	16-March	17-March
May	NABD Convention	BONUS CIRCULATION	13-April	14-April
June	NAF Association – Non-Prime Conference NIADA Convention	BONUS CIRCULATION	11-May	12-May
July	SubPrime Movers and Shakers (Top Executives) Lead Generation	NEW TO THE MAGAZINE	15-June	16-June
Aug.	Non Prime Lending Directory		13-July	14-July
Sep.	BHPH vs. Lease/Rent to Own, Starter Interrupt		10-Aug.	11-Aug.
Oct.	Leedom's Special Finance/BHPH Conference	BONUS CIRCULATION	14-Sep.	15-Sep.
Nov.	Special Finance Tips and Insight, Focus on BHPH Best Practices		12-Oct.	13-Oct.
Dec.	Death Tax		9-Nov.	10-Nov.

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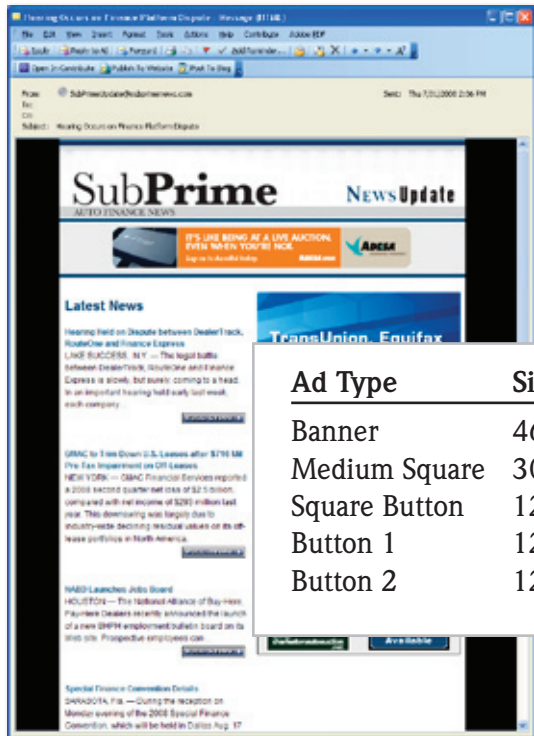
SubPrimeNews.com

Relevant, Compelling Content and Information

- 8,000 unique visitors per month
- 25,000 average page views per month



Run of Site	Size (pixels)	Placement	Maximum	Duration	Cost
Leaderboard	728 x 90	top of page	5 max	monthly	\$3,000
Medium Square	300 x 250	top right page	5 max	monthly	\$2,500
Skyscraper	160 x 600	lower right page	5 max	monthly	\$2,000
Vertical Banner	120 x 240	lower left page	5 max	monthly	\$1,500
Square Button	120 x 120	lower left page	5 max	monthly	\$900



SubPrime News Update

- SubPrime News Update reaches 20,000+ every Tuesday and Thursday

Ad Type	Size (pixels)	Placement	Maximum Duration	Cost
Banner	468 x 60	center	one monthly	\$2,500
Medium Square	300 x 250	right side	one monthly	\$2,000
Square Button	120 x 120	right side	one monthly	\$1,500
Button 1	120 x 90	right side	one monthly	\$1,000
Button 2	120 x 60	right side	one monthly	\$600