



# <sup>2023</sup> Media Kit

# Auto Remarketing<sup>®</sup> 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.

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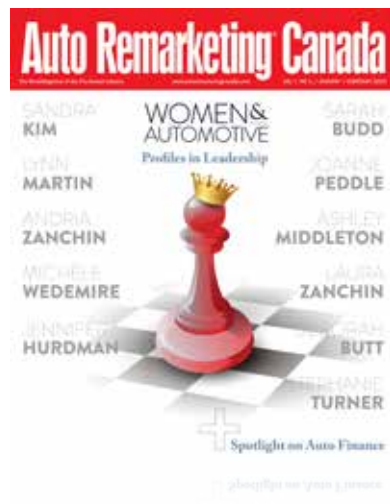


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## WHAT SETS US APART



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

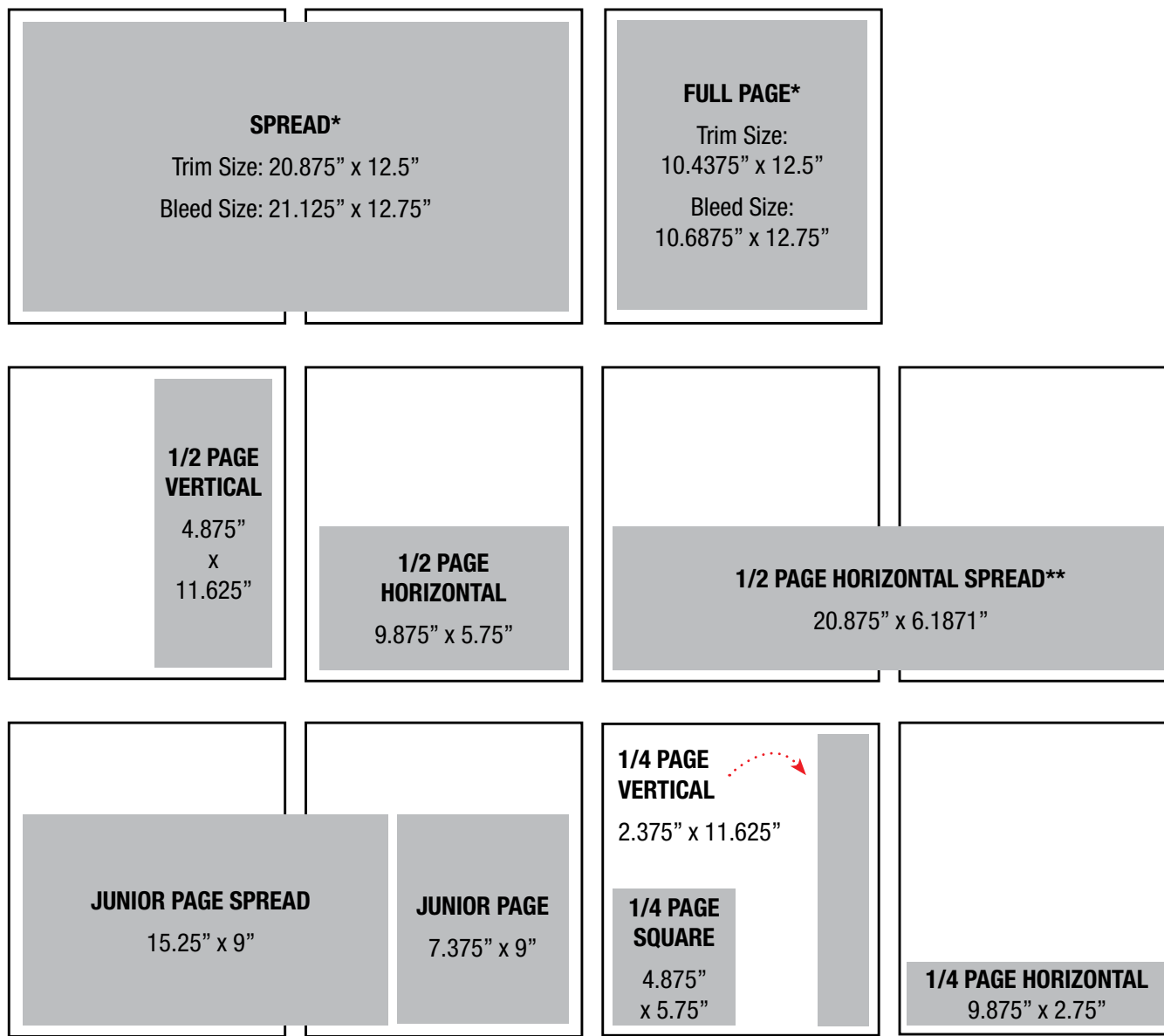
# PRINT ADVERTISING

## 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.

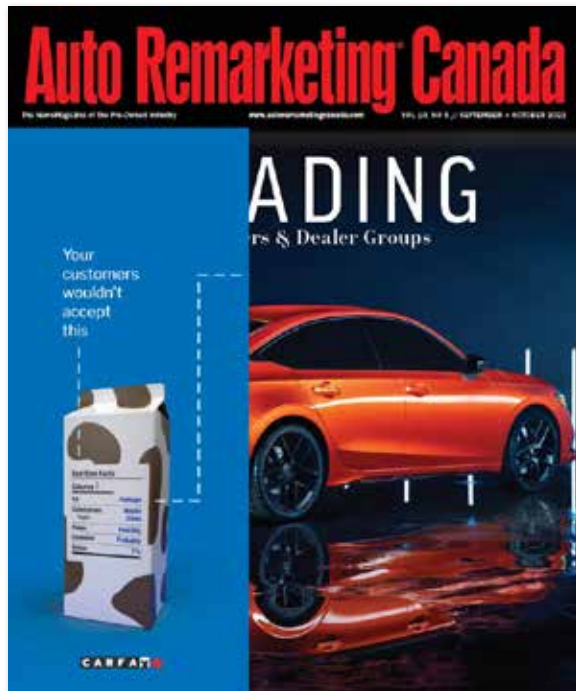
*\* Spreads and full-page ads have an 1/8" (.125") bleed on each side; live area is 1/4" (.25") inside trim.*

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

IN PRINT.

## PREMIUM ADVERTISING

### FRONT COVER WRAP



Outside Cover Wrap



Inside Cover Wrap

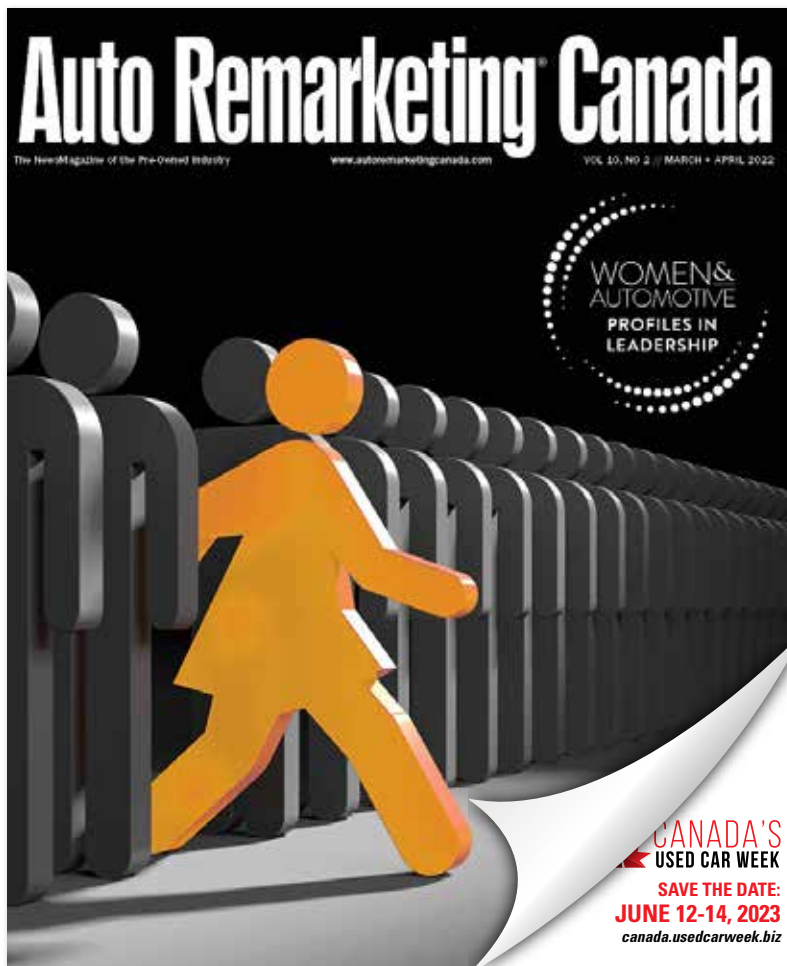
**Outside Flap Specs:**  
4.66" x 8.8125"  
.125" bleed on all sides

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



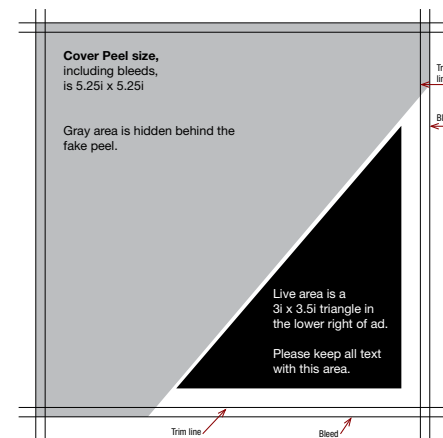
## PREMIUM ADVERTISING

### 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

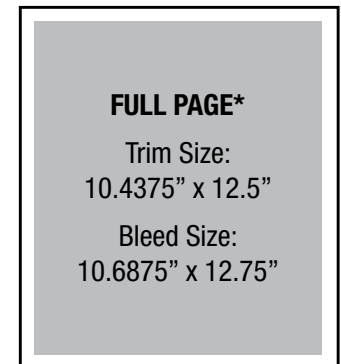
Package includes:

- 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

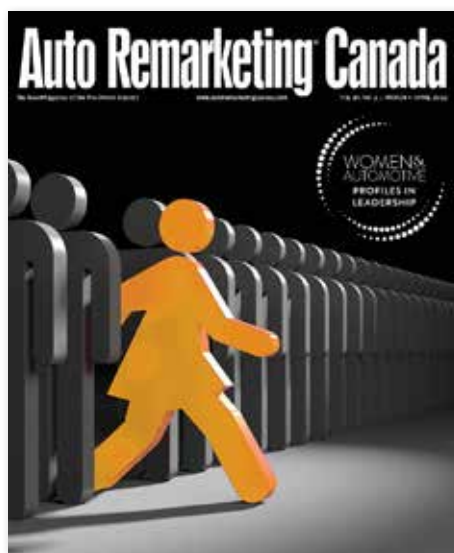


### **JANUARY/FEBRUARY**

**Ad Materials Due: January 31**

#### **Used Car Kickoff**

We explore the most important used-car retail and remarketing trends in Canada as 2023 gets underway.



### **MARCH/APRIL**

**Ad Materials Due: March 28**

#### **Women & Automotive: Profiles in Leadership**

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



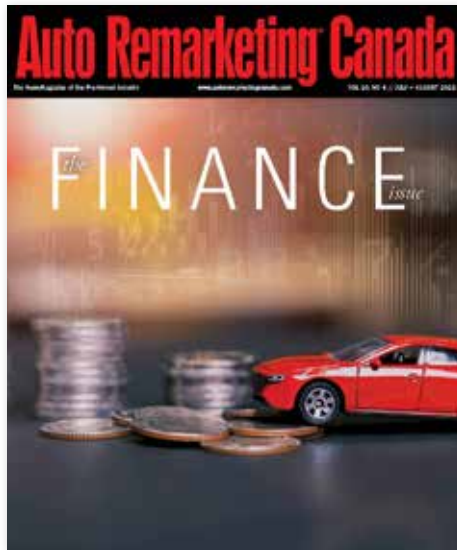
### **MAY/JUNE**

**Ad Materials Due: May 16**

#### **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

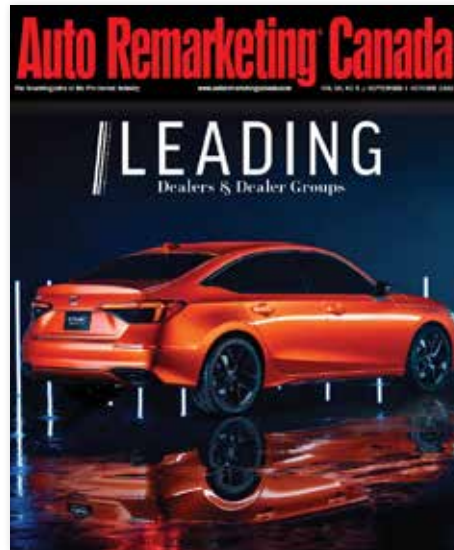


### **JULY/AUGUST**

***Ad Materials Due: July 18***

#### **The Finance Issue**

A look at top auto finance trends in Canada.



### **SEPTEMBER/OCTOBER**

***Ad Materials Due: September 15***

#### **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 17***

#### **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

## HOME PAGE



## CONTENT PAGE



## AVAILABLE WEBSITE ADS

AD UNIT	SIZE	RATES*
1. Super Leaderboard	970 x 90	\$1,500 / Month
2. Jumbo Banner	970 x 300	\$2,000 / Month
3. Medium Rectangle	300 x 250	\$1,500 / Month
4. Medium Rectangle (in content)	300 x 250	\$1,500 / Month
5. Interstitial	800x600	\$350 / Day
6. Slide In	300x250	\$1,500 / Week
7. Page Takeover -OR- Page Takeover with Interstitial	See ad rep for details	\$1,500/day -OR- \$2,100/day

\*All rates are flat rates. Rates are CAD.



ONLINE.

# DIGITAL ADVERTISING

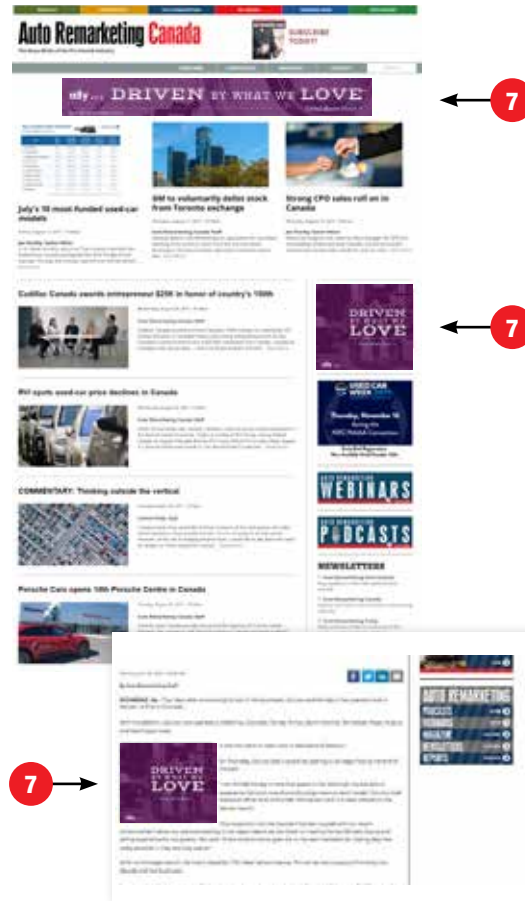
## INTERSTITIAL



## SLIDE IN



## PAGE TAKEOVER



## FILE REQUIREMENTS

**File type:** JPG or GIF.

If file type is Flash, the advertiser must provide a static image for browsers that do not support Flash.

**Website ads file sizes (max):**

1. Super Leaderboard – 40KB
2. Jumbo Banner – 40KB
3. Medium Rectangle – 40KB
4. Medium Rectangle (in content) – 40KB
5. Interstitial – (Static or animated gif) – 80KB
6. Slide In – 40KB
7. Page Takeover – See ad rep for details

» For ad demonstrations and other details, see the IAB guidelines here:  
[iab.netguidelines/508676/508767displayguidelines](http://iab.netguidelines/508676/508767displayguidelines)



# 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.

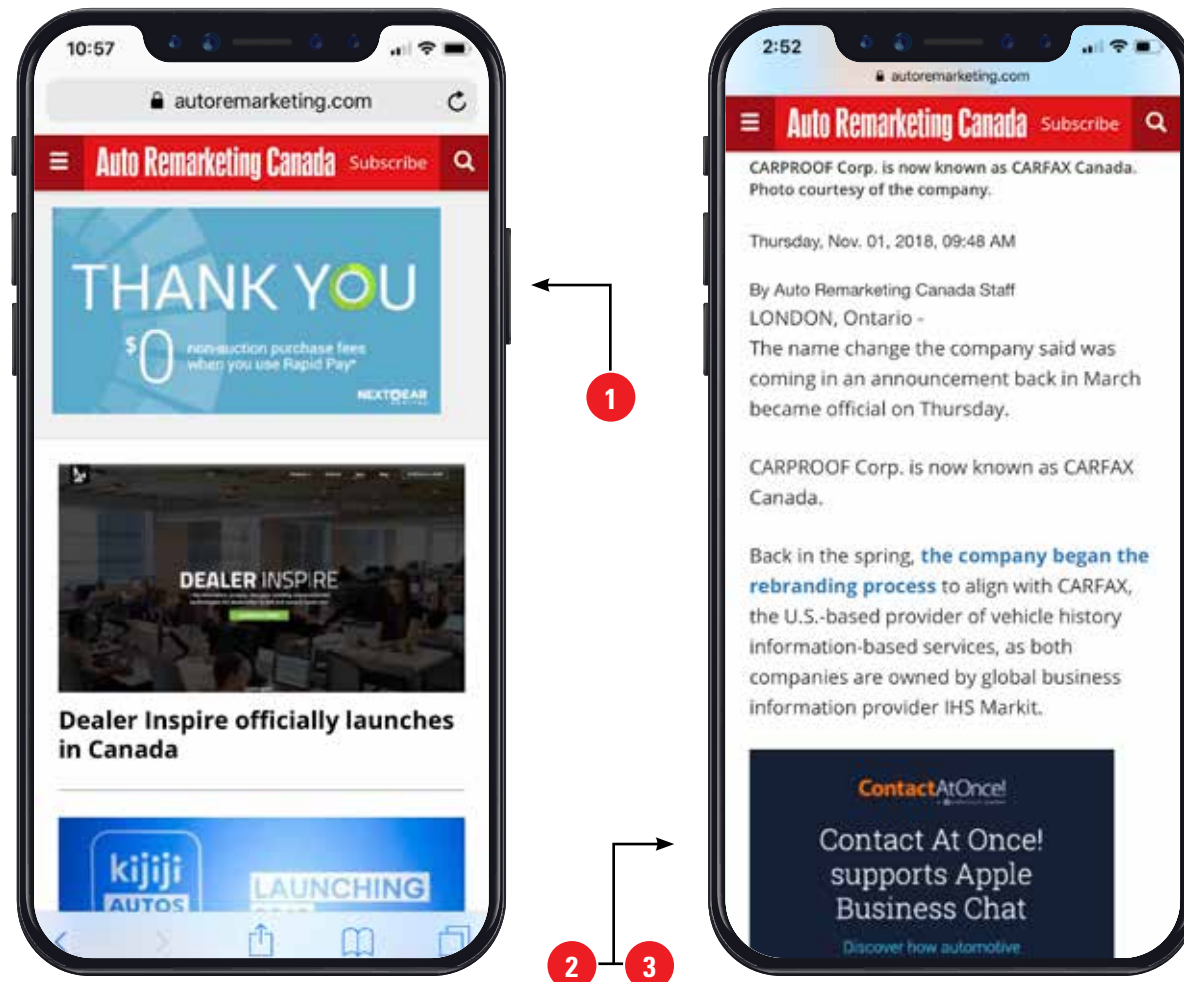
## 3 » Exclusive leaderboard ad (728px x 90px)

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.

## MOBILE ADVERTISING



### MOBILE OPTIMIZED SITE

AutoRemarketingCanada.com maintains a mobile optimized version.

This mobile-friendly and adaptable site is designed to keep our readers informed as they access *Auto Remarketing Canada's* industry-leading content from their mobile device.

An average of 35% of our website content is currently viewed via mobile device.

AD UNIT	SIZE (PX)	RATES
1. Leaderboard	320 x 170	\$200/cpm
2. In-Content	300 x 250	\$150/cpm
3. Scroll	300 x 250	\$100/cpm

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.

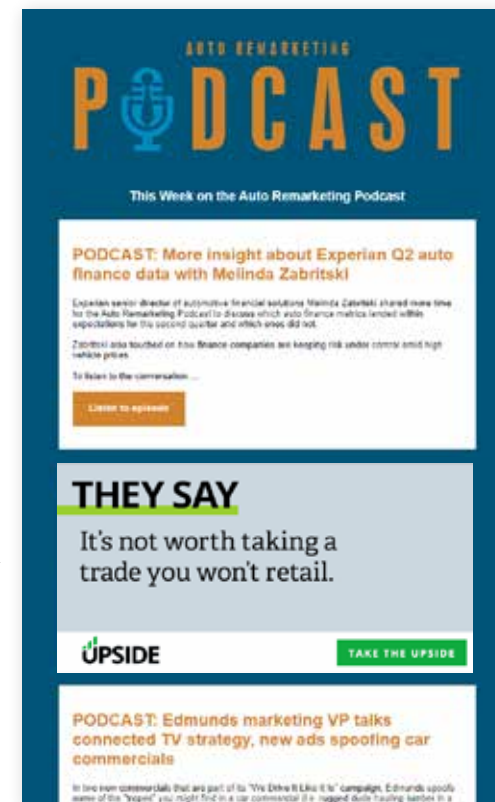


2 Verbal commercial leading and ending the podcasts.



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

**SPONSORSHIP OPPORTUNITY PER MONTH - \$7,500**



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

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.

## 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  
**38.23%**  
(average from 2022)

### 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



# CUSTOM EMAIL 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



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COME TO YOU**

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**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 EMAIL 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 even stepping foot in a store. In fact, the very best leads (based off of coming into) will come from the business website. Most businesses know this and have spent vast sums of time and money optimizing and providing 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

Moderator

  
Matt Bryne  
Director of Demand Gen  
Podium

  
Nick Zurek  
SVP/Head of Auto Pre-Journal  
Cherokee Media Group

CAN'T ATTEND LIVE?  
YOU SHOULD STILL REGISTER!

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

REGISTER NOW

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**

ONLINE.

## RETARGETING: AUDIENCE EXTENSION



### SITE RETARGETING

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

Target Your Clients Through **Our Trusted Brand**

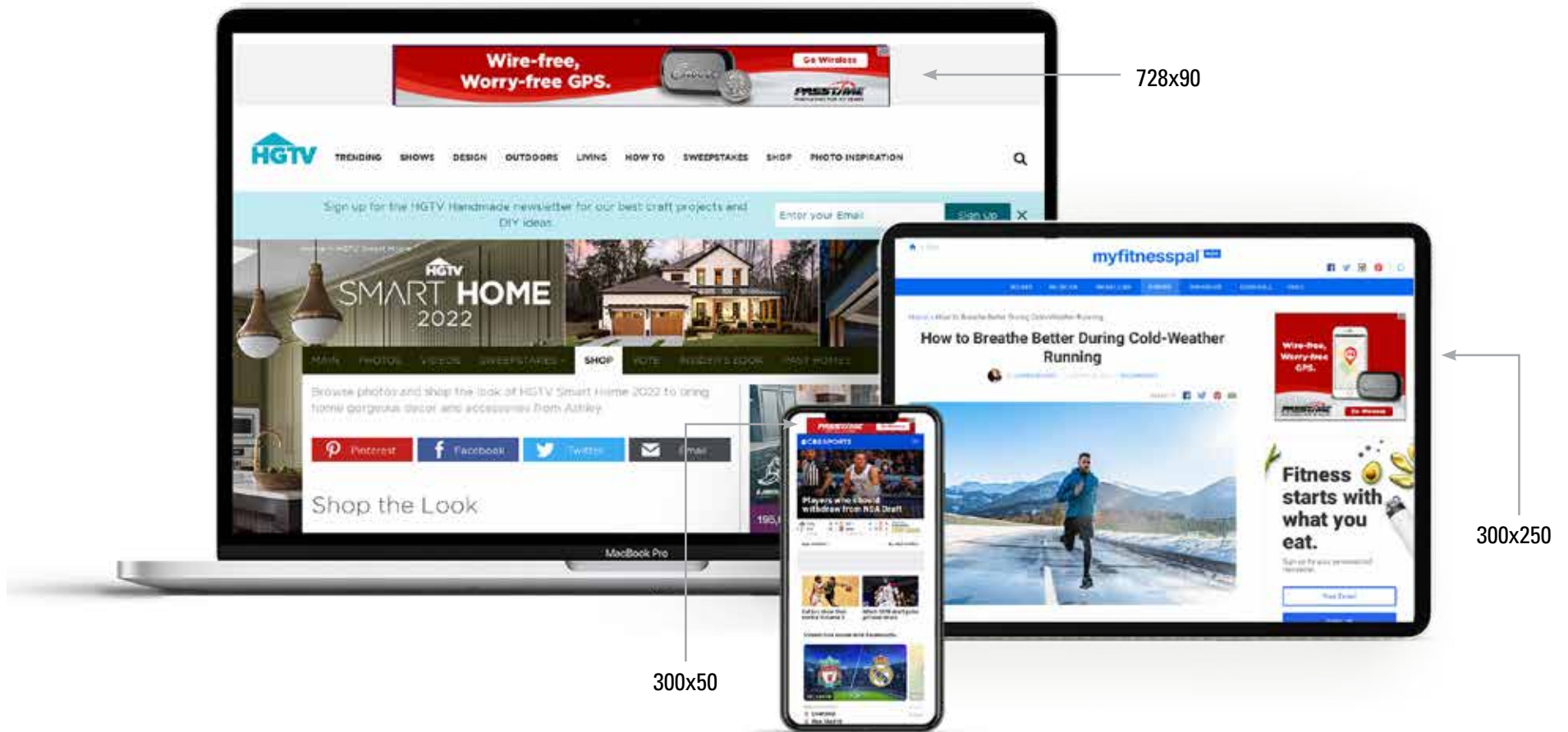
# Auto Remarketing<sup>®</sup> Canada

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**

## LIVE EVENTS



**Automotive Intelligence Summit** brings together tech & finance visionaries & pioneers to discover *what's next* in automotive. Attendees will analyze new trends, advancements and disruptions that are shaping and changing the landscape of how customers shop, buy and lease cars. Auto Intel Summit explores innovation and digitization in the retail, finance, and remarketing segments of automotive—including regulatory considerations, the role of the investment community, B2B and B2C applications of such tech developments – and more.

**SAVE THE DATE:**  
**APRIL 18-20, 2023**

[autointelsummit.com](https://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 12-14, 2023**

[canada.usedcarweek.biz](https://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 6-10, 2023**

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