

10th Anniversary
2002-2012



Dealer Marketing Magazine

2012

media kit

Print • Website • Email Newsletter • Email Blast



Dealer Marketing Magazine is dedicated to helping auto dealers with their profitability. We are NOT an industry **news** publication; we are a “How to...” publication. The writers in *Dealer Marketing Magazine* are the top experts in the world in their marketing category. They will show our readers how to improve and grow an automotive dealership.

***Dealer Marketing Magazine* is focused on showing dealers the techniques, software, innovations, and vendors that can help your dealership succeed and grow.**

Dealer Marketing Magazine is the first place dealers look when deciding on new ways to improve the dealership. Our editorial content includes articles on how to:

- choose the right vendor, product or service for your dealership
- use techniques to sell more cars
- improve dealership marketing
- understand legal issues in the dealership
- use video search engine optimization (VSEO)
- use internet search advertising
- use internet chat
- use traditional advertising—TV, radio, print, direct mail, etc.
- market your parts and service department
- build a better dealership website
- increase profit selling accessories
- do social media
- use the latest internet innovations
- develop and pursue internet leads
- use mobile marketing and phone apps
- choose an advertising agency
- train salespeople
- run a business development center
- improve phone techniques
- use non-traditional marketing
- increase F&I profit
- improve reputation management

and many, many more dealership “How to” articles





Who gets the magazine?

First, a copy of the print magazine goes to the **owner, dealer principal, or general manager** of every new car dealership (about **20,000+ dealerships**) plus roughly 1,000 vendors in the U.S. Our mailing list is checked every month by NCOA (National Change of Address). In addition, our website is visited by an average of **9,000** unique visitors each month. Our weekly email newsletter list has over **38,000** people signed up. It is important to note that in our studies, we show that many dealership owners read the print version of *Dealer Marketing Magazine*, and many dealership employees read it online.

Why advertise with us?

- *Dealer Marketing Magazine* is where dealers discover what's new and what's coming. They depend on the magazine to teach them which vendor to choose. They depend on our expert writers to explain new marketing techniques and technology. Consider purchasing a "premium position" like the inside front cover, back cover, or inside back cover for maximum exposure.
- The high-gloss, high-resolution quality of *Dealer Marketing Magazine* gives instant credibility to vendors seeking business from auto dealerships. It is also a great way to announce new opportunities for dealers and help them understand why they need what you are selling.
- *Dealer Marketing Magazines* has a much longer "shelf life" than other forms of advertising. Dealers have a tendency to keep the valuable content we offer rather than discarding it. Your ad might have an audience for six months or more after its initial insertion.
- *Dealer Marketing Magazine* also offers placement on our high traffic website which allows you the ability to deliver your message every day.
- Because we usually send one copy of the magazine to all dealerships, the pass-along readership is very high within the dealership. In many dealerships as many as eight employees will pass around the monthly magazine.



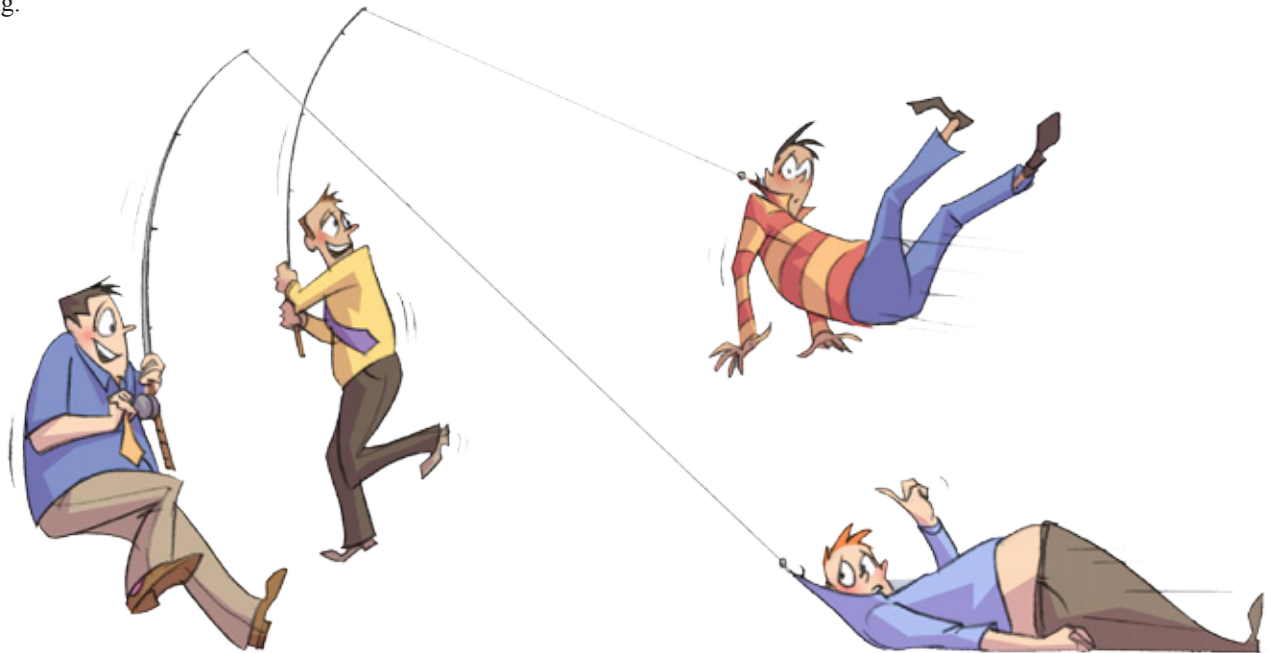


What is our editorial policy?

Our writers are often vendors who have the highest understanding of a particular subject. When we interview a writer we require three things:

1. First, the writer must be an expert in the field they are writing about.
2. Second, they must write the article in an unbiased manner (no pitching a company or product), and the article must teach the reader about the subject.
3. Third, the article must be of importance to our auto dealer readers, and it must be an original submission, not found in any other publication.

Our editorial staff is empowered with the right to decline submissions they feel are self-serving, biased, not valuable, or incorrect (or just a sales pitch). The articles may not slander any other person or company. While our advertisers are often invited to write, advertising is not a requirement to be published, and not all advertisers may write articles. Even though *Dealer Marketing Magazine* is a “how to” magazine, we sometimes run news and press releases we feel are particularly important to the world of dealership marketing.

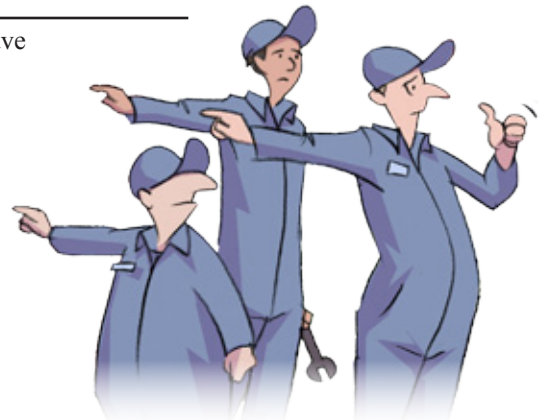


Is the cover available?

In the past, you could not buy exposure on the cover of the magazine, but recently we have developed an advertising package that allows a vendor to receive exposure on our cover.

The rules:

- Cover availability and content is at the discretion of the publisher
- The cover is a vehicle for exposure, not an ad
- Design of the cover for your company is subject to editor approval
- Only certain portions of the cover are available
- The cover must be dynamic, attractive and of interest to our readers
- No more than two covers per year for the same company
- The editor or publisher writes the headline for the issue, not the client
- The cover art must be completed and approved two weeks before print date





2012 EDITORIAL CALENDAR



January 2012—Pre-NADA Issue & Dealer Marketing's 10th Anniversary Issue

Digital Marketing Strategies Conference Feb 1-3 Las Vegas
Preview of events and “Must See” vendors at NADA 2012 Feb 3-6 Las Vegas
Dealer Marketing Magazine celebrates ten years of publishing.

February 2012—NADA Issue

The NADA Issue—Great new products and services at NADA. Booth listings and “Must See” vendors.

March 2012—“What Was Hot” at NADA—Follow-Up

The Best of NADA—Great new products and services from NADA

April 2012—Social Media/Preview of PCG Boot Camp

Social media experts show you best practices for successful social marketing.



May 2012—Chat for Dealership Websites & Online Leads/Classifieds

Top Chat experts teach you how to make a connection with your potential customers while they are still on your website using Chat technology. Leading experts show you how to succeed with online classifieds, and how to close more of your online leads.

June 2012—CRM/Online Service Department

Automotive customer relationship management companies show the latest software and techniques for customer acquisition and retention.

July 2012—Internet Marketing/Search

Internet marketing experts explain the latest advances in online marketing technology and how to make it work for your dealership.



August 2012—Make More Profit in the Service Department

New innovations in the service department including online marketing for fixed ops.

September 2012—Mobile & Phone Apps

Mobile technology is taking off in the automotive industry. Our experts show you how to take advantage of the latest developments and best practices. The hottest phone apps for auto dealers.

October 2012—Accessories Sales/Inventory Management

With margins tight on new car sales, see how the experts are using accessory sales to increase the profit on every deal they close. We give you a blueprint on how to institute stronger accessory sales in your dealership.



November 2012—Marketing Using Video Search Engine Optimization (VSEO)

The top search engines are looking for relevant video content. Learn how search experts are helping dealers use video to come up at the top of the search and dominate their competitors.

December 2012—Website Construction

Experts in building top notch websites for auto dealerships share their secrets on how to improve your website design to attract more customers to your dealership.



PRINT SPECS

ONLINE SPECS

2 PAGE SPREAD

Bleed Size: 17.25" X 11.125"
Trim Size: 16.75" X 10.875"
Image Area: 16" X 10.125"

A Cover Wrap will be the same dimensions with the exception of 2 additional pages. A total of 4 pages



FULL PAGE

Bleed Size: 8.625" X 11.125"
Trim Size: 8.375" X 10.875"
Image Area: 7.625" X 10.125"

Image area should be 1/4 inch from trim size.



2/3 VERTICAL

Size: 5" X 10.125"



1/3 SQUARE

Size: 5" X 4.75"



1/3 VERTICAL

Size: 2.5" X 10.25"



1/4 PAGE

Size: 3.725" X 4.75"



1/2 VERTICAL

Size: 3.375" X 10.125"



1/2 HORIZONTAL

Size: 7.625" X 4.75"



1/2 ISLAND

Size: 5" X 7.5"



ACCEPTED FILE FORMATS:

- Adobe PDF (Preferred)
- Photoshop EPS or TIFF
- Freehand 9 or later
- InDesign (Packaged with Fonts & Links)

We do not accept QuarkXpress or PageMaker files. Please create PDF or EPS file from layout file so fonts and graphics are embedded or converted to paths. Smallest type size allowable is 7-point. Images must be 300dpi.



www.DealerMarketing.com is the place that dealers go to learn how to increase their sales and grow their business. Our staff works hard to keep our site stocked with cutting-edge information that dealers can put into practice in their dealerships. Our aim is to make www.DealerMarketing.com the best experience possible for our online readers as well as create value for our vendor partners. We use Google analytics, as well as our own log files, to track our traffic and provide our advertisers with accurate statistics on how their banner ads are performing. If you would like to see a report, please email info@dealermarketing.com.

Online Advertising Sizes

- 728x90—Leader board, positioned at the top and bottom of every page.
- 468x60—Small leader board, positioned above the fold and below the fold of every page.
- 120x600—Skyscraper, positioned on the right-hand side of every page.
- 250x250—Large button for email newsletters.

Banner Ad Guidelines:

- 728x90, 468x60, and 120x600 can be in any format (.gif, .jpeg, .swf, rich-media 3rd party tags etc.).
- 250x250 must be a static image (static .gif, .jpg, etc.).
- File size should not exceed 25k for .gif, .jpg files, and other static banners.
- File size should not exceed 35k for .swf format.

Email Blast Guidelines:

- No more than one email blast per company per month.
- No more than three email blasts total per month.
- HTML code provided by advertiser.
- Please provide HTML code 24 hours prior to when the email will be sent to make sure there aren't any problems.



INSERTION ORDER

DISPLAY ADVERTISING RATES

Monthly contract rates for Dealer Marketing Magazine Effective 1/1/2012

Size	Open	2-5x	6-11x	12x**
2 page spread	\$13,000	\$9,900	\$9,000	\$8,000
Back Cover	\$8,500	\$7,500	\$6,500	\$5,500
Prem page*	\$7,000	\$6,500	\$5,500	\$4,500
Full page	\$5,900	\$5,000	\$4,500	\$3,500
2/3 page	\$4,500	\$4,000	\$3,500	\$3,000
1/2 page	\$3,900	\$3,000	\$2,700	\$2,500
1/3 page	\$3,000	\$2,700	\$2,400	\$2,200
1/4 page	\$2,700	\$2,400	\$2,100	\$1,800
Cover Deal***	\$15,000			
Cover Wrap	\$10,000	\$9,500	\$9000	\$8500
Center 4pg Pullout	\$10,000	\$9,500	\$9000	\$8500

*Inside front #1, Inside front #2, Inside back

**12x rates are for 12 consecutive months

*** Maximum two covers per year, per company. Includes full-page inside mag.

ONLINE ADVERTISING RATES

WWW.DEALERMARKETING.COM—average 8,100 unique visitors per month

To maximize exposure for all of our online clients, we have moved to a Pay-Per-Click model for our website. Each of our online clients will receive a rotation throughout the site of three sizes of banners:

728x90, 468x60, 120x600

Rate: \$1 per click. Minimum purchase is 500 clicks. Advertisers will receive a click report at the end of each month.

DEALER MARKETING EMAIL NEWSLETTERS—38,000+ subscribers each

DealerMarketing.com offers two email newsletters per week.

1. Dealer Marketing Tips (DMM Tips)—Every Wednesday throughout the year.

2. Dealer Marketing Weekly—Every Thursday throughout the year

Advertisers receive a 250x250 static banner on the newsletter

Rate: Banners are \$150 per month on either newsletter (no PPC)

EMAIL BLAST—to 38,000+ subscribers

DealerMarketing.com can deliver your email to our subscriber list (maximum one per month per company and three per month total). We retain the right to approve the content and will not finalize the email blast until we have seen the copy.

Rate: \$2900 for a one-time email blast.

INSERTS

Individual quotes will be generated for inserts. Printing is quoted separately. Full distribution insertion of an average 8.5 by 11 inch insert does not include production or printing of inserts. Insertion is also available on a partial distribution basis. If you wish to insert only in a single state or city, please contact your account rep for a quote (5000 minimum).

ADVERTISER

SALES PERSON:

Advertiser:

Contact:

Address:

City:

State:

Zip:

Phone:

Fax:

Email:

Ad Size:

Frequency:

First Issue Date:

Package:

Rate:

Full Payment Due:

I agree to these terms and those listed on the back of this agreement.

Authorized Signature

Date

Please Print Name

Date



Advertising must be inserted within one year of first insertion to earn frequency discount rates. Advertisers will be short-rated if frequency originally contracted for is not achieved. Credits earned by increasing frequency during a contract year will be applied toward future billings. No cash rebates will be made. All verbal orders are considered binding unless canceled prior to cancellation deadline. Publisher reserves the right to refuse any display ad for any reason.

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www.dealermarketing.com

AGREEMENT ON ADVERTISING POLICIES

COMMISSIONS

A 15% commission to recognized advertising agencies will be allowed, providing: 1) artwork is prepared according to *Dealer Marketing Magazine*, LLC's specifications and is a correctly formatted digital file; 2) all terms of contract are observed, including deadlines, copy regulations, payment in 30 days, and other provisions of advertising policies. This discount applies to an ad that is ready to go directly to the printer when it is received in our offices. If the ad requires our production department to make any changes to the digital file, it is not camera-ready and will be billed accordingly. All advertisements must be in an approved digital format to be considered camera-ready.

DUAL LIABILITY

Agency and Advertiser shall be jointly liable for the gross amount due if payment is not made within 30 days.

Advertiser and Agency are held jointly liable for any ads published for which cancellation requests were received by *Dealer Marketing Magazine*, LLC after the cancellation date.

Agency and Advertiser hereby warrant and represent 1) that each has full power and authority to enter into this agreement and that Agency is authorized to act on behalf of the Advertiser, 2) that Advertiser has been made aware of and has agreed to its joint liability hereunder, and 3) that nothing in this agreement shall be construed so as to establish an agent-principal relationship between *Dealer Marketing Magazine*, LLC and Agency/Advertiser.

CONTRACT AND COPY REGULATIONS

The advertiser and/or advertiser's hired agency agrees to indemnify *Dealer Marketing Magazine*, LLC against all expenses of any nature arising through the unauthorized use of names or pictures of living persons and copyright and/or trademark infringement in advertisements. *Dealer Marketing Magazine*, LLC reserves the right to decline any advertisement for any reason. Advertising copy that simulates the appearance of editorial material may be disallowed and is subject to being identified as a "paid advertisement" by a Publisher-set type line. *Dealer Marketing Magazine*, LLC assumes no responsibility for camera-ready copy, artwork, film negatives, color separations, photography or disks provided by Advertiser. The liability of *Dealer Marketing Magazine*, LLC for any error in the publishing of an advertisement shall in no event exceed the amount charged by *Dealer Marketing Magazine*, LLC for the portion of the advertisement in which the error occurred, which portion shall be determined solely by *Dealer Marketing Magazine*, LLC. *Dealer Marketing Magazine*, LLC shall also not be liable to any extent if any advertisement is not published because of space requirement, or because of any other reason, beyond the return of any payment advanced by the advertiser. Failure of *Dealer Marketing Magazine*, LLC to publish an advertisement shall not constitute a breach of this agreement. The forwarding of an insertion order or the signing of a contract for advertising space is construed as an acceptance of all rates, terms, and conditions of the advertising rate schedule and associated policies.

No conditions, printed or otherwise, appearing on Advertiser or advertising agency contracts or insertion orders that conflict with this rate schedule or these advertising policies shall be binding on *Dealer Marketing Magazine*, LLC.

If *Dealer Marketing Magazine*, LLC is, within its sole discretion, unable to produce any advertisement due to the type, style, or color the advertiser has called for, Publisher may produce said advertisement in type, style or color *Dealer Marketing Magazine*, LLC deems appropriate and closely related to that requested. *Dealer Marketing Magazine*, LLC need not seek or receive Advertiser's permission for such substitutions.

Twelve-time contracts must be completed within twelve consecutive issues. Three and six-time contracts do not have to be consecutive runs, but must run within a calendar contract year.

Advertising must be inserted within one year of first insertion to earn frequency discount rates. Advertisers will be short-rated if frequency originally contracted for is not achieved. Credits earned by increasing frequency during a contract year will be applied toward future billings. No cash rebates will be made. All verbal orders are considered binding unless canceled prior to cancellation deadline.

IMPORTANT: Camera-ready art, negatives, color separations, photography, disks, or any other material provided to *Dealer Marketing Magazine*, LLC for publication will not be released from the magazine for any reason until the account is paid in full, and in no case earlier than 10 days following date of publication. *Dealer Marketing Magazine*, LLC will endeavor to protect Advertiser's artwork and other materials; however, in the event of loss or damage to artwork or materials, *Dealer Marketing Magazine*, LLC shall not be held liable for any money damages or replacement thereof. It is therefore strongly recommended that all Advertisers and their agencies maintain duplicate materials. Any artwork, color separations, and/or photography produced by *Dealer Marketing Magazine*, LLC remains the property of the magazine until all production and space charges have been paid in full. If Advertiser wishes to use these materials in any other publication for any other advertising purpose, a 100% mark-up on total production charges will be incurred and must be paid in full before materials are released. *Dealer Marketing Magazine*, LLC will hold provided materials for one year only, at which time Advertiser's file will be purged and older materials disposed of.

DAMAGE TO ADVERTISER'S PROPERTY

It is the responsibility of the advertiser to assume all risks and carry adequate insurance on all materials furnished and/or owned by Advertiser while in storage on *Dealer Marketing Magazine*, LLC's premises either before, during or after manufacturing process or while in transit to or from *Dealer Marketing Magazine*, LLC's premises. Advertiser's insurance is primary. *Dealer Marketing Magazine*, LLC is not liable for any loss except losses resulting directly from its intentional acts known to cause such damage or grossly negligent acts.

PRODUCTION CHARGES

Production costs, in their totality, are the responsibility of the advertiser or their agency. Production costs for all advertisements are subject to the rate schedule and established policies of *Dealer Marketing Magazine*, LLC. Any alterations in an advertisement necessary to bring it into compliance with *Dealer Marketing Magazine*, LLC's regulations, and performed by *Dealer Marketing Magazine*, LLC, will be billed at cost plus 10%, and \$15.00 handling charge. In no case in which *Dealer Marketing Magazine*, LLC is responsible for production will *Dealer Marketing Magazine*, LLC be liable to the advertiser for any error, problem, or mistake related to said production. Rather, *Dealer Marketing Magazine*, LLC reserves the right to adjust its production charges to the advertiser to an amount which *Dealer Marketing Magazine*, LLC determines, in its sole discretion, will fairly compensate Advertiser for said error, problem, or mistake; but in no event will said adjustment exceed the total amount of said production charges.

PRINTING

Dealer Marketing Magazine is printed on Web presses. Due to the nature of Web printing, exact color reproduction on photo images or PMS specs is not guaranteed. *Dealer Marketing Magazine*'s color reproduction is within recommended industry standards and provides Advertiser with excellent product reproduction.

TERMS

First-time advertisers are required to pay in advance for the first issue charges and to complete a credit application. Provided the credit application is approved, credit will be allowed for subsequent issue, and will be billed net 30 days. On multiple-time contracts, if each ad is not paid net 30, the contract may be subject to cancellation and the advertiser will be billed the difference between the prevailing one (1) time and multiple rates. All invoices are due and payable within 30 days of the invoice date. After 30 days of the invoice date, a finance charge of 1.5% per month, (AN ANNUAL PERCENTAGE RATE OF 18%) will be added to unpaid balance of past due accounts. If account must be turned over to an attorney, Advertiser and Agency agree to pay all applicable attorney fees. Agency commissions will be automatically forfeited on all accounts unpaid after 30 days of the first invoice date. No credit will be extended to advertisers having a balance due over 30 days, and in such cases, *Dealer Marketing Magazine*, LLC may request payment in advance on any subsequent advertising. Advertisers and/or their agencies are required to complete a credit information form to be submitted 10 days prior to closing date of issue in which insertion is required.

SECURITY

Advertiser agrees as security for the payment of any sum due or become due under the terms of this contract, *Dealer Marketing Magazine*, LLC shall have the right to retain possession of and shall have a lien on all property owned by Advertiser and in *Dealer Marketing Magazine*, LLC's possession, and on all work in process and undelivered work.

FINALITY OF BILLS

The advertiser agrees that objection to any invoice must be made within ten days of invoice date, or it shall conclusively be presumed correct.

CANCELLATION BY PUBLISHER

Should Advertiser breach any provision of this contract, including but not limited to timely payment of invoices, *Dealer Marketing Magazine*, LLC reserves the right to cancel this contract. Upon cancellation of said contract by *Dealer Marketing Magazine*, LLC, all charges under this contract shall be due and payable immediately.

WAIVER

Waiver of default or breach by either party shall not be considered as a waiver of any subsequent default or breach of this agreement.

CANCELLATIONS

Written cancellations by Advertiser must be received at *Dealer Marketing Magazine*, LLC offices 14 days prior to space reservation deadline or Advertiser will be fully liable for the total charge for the ad. When no acceptable artwork is furnished by closing date for space under contract, *Dealer Marketing Magazine*, LLC reserves the right to repeat the latest advertisement or to charge at the full contract or agreed price for the space reserved. All advertisements that were published prior to cancellation shall be paid by the advertiser at the full contract or agreed price.

ADVERTISING STANDARDS

All advertisers placing advertisements agree to have such advertisements comply with all laws, including conforming to standards of honesty and lawfulness. The magazine must be concerned with its readers, and therefore advertisements must not be deceitful. Production standards should conform to the level of production quality established by the magazine. *Dealer Marketing Magazine*, LLC reserves the right to reject any advertisement considered inappropriate for the magazine. Should the magazine and/or its directors, officers, employees, or agents have a claim and/or lawsuit asserted against it stemming from and advertisement, the basis for which is founded in defamation, copyright or trademark violation, fraud, deception, invasion of privacy, or other torts or any other legal theory, the advertiser agrees to fully indemnify said magazine and individuals for the attorney's fees, costs and any settlement or judgment. The advertiser agrees to indemnify, to the extent of the attorney's fees, costs and settlement or judgment, *Dealer Marketing Magazine*, LLC and its directors, officers, employees and agents from all claims and lawsuits asserted by any other person or entity claiming to be a third party beneficiary of the contract.