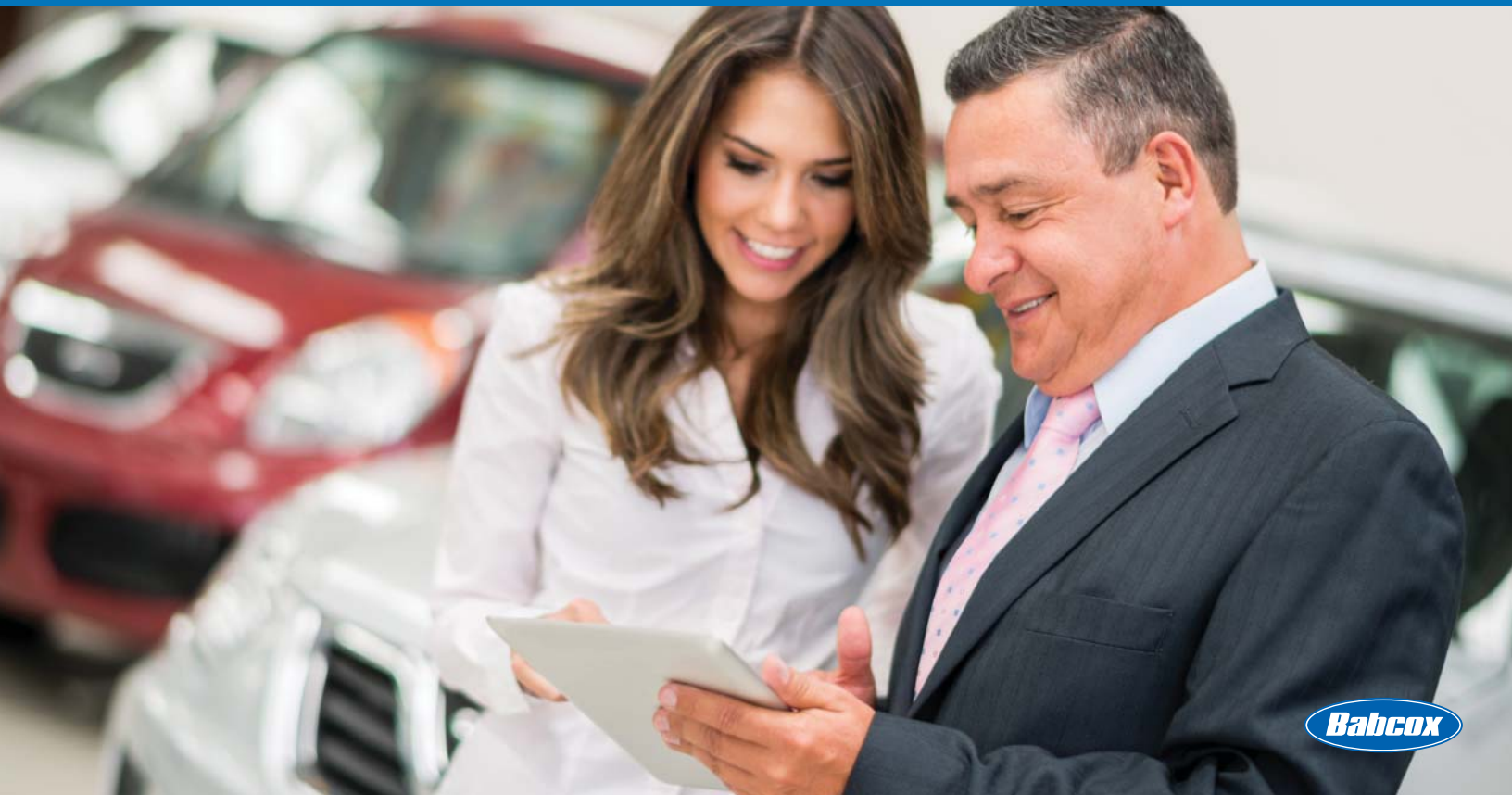
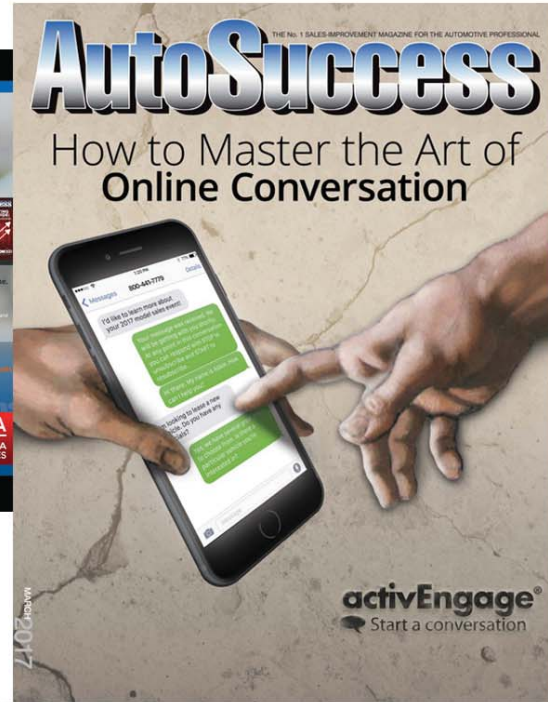




2017 MEDIA GUIDE

AutoSuccess





WE KNOW THE BUSINESS

AutoSuccess addresses the specific needs of new car and light truck dealerships by providing ideas, tips and solutions on topics impacting those in the automotive sales marketplace. Our “how-to,” solution-based editorials and content provide instantly actionable steps that these professionals can take to improve their team’s effectiveness and their dealership’s profitability in both the short and long term. For nearly two decades, *AutoSuccess* has never lost focus on this core concept, and has evolved to encompass new technology and the evolving needs of sales professionals as they strive to meet the evolving needs of their customers.

The *AutoSuccess* target audience is made up of automotive professionals in leadership roles — primarily dealers, general managers and department managers — who are capable of making final decisions about their areas of influence. *AutoSuccess* is delivered to more than 22,500 new car and light truck dealerships in the United States and Canada each month. The publication reaches far more professionals than that, however, thanks to pass-along readership and its availability on mobile and Web platforms. *AutoSuccess* also connects with its audience through Webinars, podcasts, eNewsletters and more, all designed to support and enhance the magazine’s core mission.

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JANUARY	FEBRUARY	MARCH
<p>Automotive Marketing Solutions</p> <ul style="list-style-type: none"> -Taking a Look at NOLA Beyond NADA -NADA Best of the Best Companies <p>Ad Closing: December 16 Ad Materials Due: December 23</p>	<p>Automotive Marketing Solutions</p> <ul style="list-style-type: none"> -Theory of Five-Personally Succeed -Stay Focused, Increase Growth <p>Ad Closing: January 17 Ad Materials Due: January 24</p>	<p>Utilizing Live Chat</p> <ul style="list-style-type: none"> -Online Conversation -Social Media Success <p>Ad Closing: February 17 Ad Materials Due: February 22</p>
APRIL	MAY	JUNE
<p>Employing Effective BDC</p> <ul style="list-style-type: none"> -Grow from Change -Problems into Profit <p>Ad Closing: March 17 Ad Materials Due: March 22</p>	<p>Increasing Customer Engagement</p> <ul style="list-style-type: none"> -Outperform at Your Dealership -Phone Skills Training <p>Ad Closing: April 17 Ad Materials Due: April 24</p>	<p>Automated Sales Assistants</p> <ul style="list-style-type: none"> -Make Your Dealership Stand Out -Engage and Qualify Leads <p>Ad Closing: May 17 Ad Materials Due: May 24</p>
JULY	AUGUST	SEPTEMBER
<p>Safeguarding Dealership Data</p> <ul style="list-style-type: none"> -Technology Increases Results in Dealerships -Control at the Dealership <p>Ad Closing: June 16 Ad Materials Due: June 24</p>	<p>Software Management Solutions</p> <ul style="list-style-type: none"> -Lasting Customer Experience -Retention Strategies <p>Supplement: Dealer Service Feature Solution: Sales in the Service Lane Equipment & Tools: Purchasing New Lifts Customer Service: Customer Feedback: Managing Online Reviews HR/Training: Training Your Service Advisor / Better Selling Skills Parts Department: Belts & Hoses; Running the Parts Department Efficiently</p> <p>Ad Closing: July 17 Ad Materials Due: July 24</p>	<p>Utilizing Live Chat</p> <ul style="list-style-type: none"> -Rounding Out the Year -Making Connections Last <p>Ad Closing: August 17 Ad Materials Due: August 22</p>
OCTOBER	NOVEMBER	DECEMBER
<p>Optimizing CRM Solutions</p> <ul style="list-style-type: none"> -Master the Technology You Have -Reaching the Top <p>Ad Closing: September 15 Ad Materials Due: September 22</p>	<p>Data Mining For Sales</p> <ul style="list-style-type: none"> -Learn from the Best -Taking Your Social Media to the Next Level <p>Ad Closing: October 16 Ad Materials Due: October 24</p>	<p>Automotive Marketing Solutions</p> <ul style="list-style-type: none"> -Preparing for 2018 -Case Study: Dealership Makes Marketing Top Priority and Thrives <p>Supplement: Dealer Service Feature Solution: Cultivating a Team for Today's Consumers Equipment & Tools: Updating Your Compressed Air System Customer Service: Service Advisor as the Consultant HR/Training: Hiring New Technicians Parts Department: Filters</p> <p>Ad Closing: November 17 Ad Materials Due: November 22</p>

COMING IN AUGUST

AutoSuccess is Launching a New Supplement

DEALER Supplement to AutoSuccess 

SERVICE

PARTS, TOOLS, EQUIPMENT & TIRES

This Audience Access Matters to Your Business

While the sales department might be the most visible part of the dealership, **AutoSuccess** knows that the F&I, service and parts departments play a vital role in customer retention and the company's bottom line.

Dealer Service is a new quarterly publication created to address the specific needs of a dealership's service directors/fixed operations managers. Our "how-to," solution-based editorials and content will provide instantly actionable steps that these professionals can take to improve their team's effectiveness and their department's profitability.

Dealer Service will be polybagged with **AutoSuccess**, reaching a target audience made up of a dealership's owners/general managers as well as its service directors/fixed operations managers — those who make a variety of management and purchasing decisions including parts, software, equipment and tools, technician training, marketing and much more.



\$109.52 billion

SERVICE AND PARTS SALES
(for all new-vehicle dealerships)



266,258

TECHNICIANS
(including body shop)



315 million

REPAIR ORDERS WRITTEN

Source: NADA Industry Analysis Division; 2016

OUR PHILOSOPHY












The advertising philosophy at *AutoSuccess* is to match quality vendors with those on the front lines of the automotive sales field. By working together, we believe that all three parties — *AutoSuccess*, our advertising partners and our readers — can benefit, grow and prosper into the future.

MAGAZINE ADVERTISING DETAILS & RATES

AutoSuccess offers our advertising partners packages with various lengths of commitment and other options. Whether you are an established company looking to maintain and extend your branding and message, or a smaller company looking to make your presence felt in the market, we have you covered. All of our magazine advertising commitments — large or small — come with opportunities for an editorial submission, a podcast interview, Web and eNewsletter banners, a company profile page, and priority placement of submitted press releases for our eNewsletter.

AutoSuccess is printed using an offset process and is saddle-stitched, with a trim size is 8.375" x 10.75", and an image area of 7.875" x 10.25". Copy for bleed pages should not exceed the image area, unless you desire it to extend off the page and be trimmed. We print in four-color process (CMYK). *AutoSuccess* is not responsible for the appearance of submitted ads that do not meet the above specifications.

ROP DISPLAY RATES & SIZES

Ad Unit Size	1X	3X	6X	12X
 Cover* (including cover story)  Back Cover* Inside Front Cover* Inside Back Cover* Full page*  *8.375 x 10.75 Live Area .5" inside trim Full Page Bleed, add .25" all sides past trim	\$15,995	\$7,495	\$6,995	\$6,595
 Two-page Spread 16.75 x 10.75 Live Area .5" inside trim Full Page Bleed, add .25" all sides past trim	\$10,745	\$9,995	\$9,595	\$8,995
 1/2 page Horizontal 7.375 x 4.875  1/2 page Vertical 4.875 x 7.375	\$2,175	\$1,899	\$1,749	\$1,299
 1/3 page Horizontal 7.375 x 3.25  1/3 page Vertical 2.35 x 10.25 (2.35 x 10 live area, 2.35 x 10.5 with bleed)	\$1,599	\$1,399	\$1,175	\$849
 1/4 page Horizontal 7.375 x 2.4375  1/4 page Vertical 3.6875 x 1.25	\$1,399	\$1,099	\$899	\$699
 Strip 7.375 x 1.25	\$899	\$749	\$625	\$499

MAGAZINE INSERTS & GATEFOLDS

The following are additional advertising opportunities aside from the normal ad options:

Gatefold - Front or Back Cover **\$12,995** - 4 pages, flip-out from either front or back

Gatefold - Interior **\$12,995** - 4 pages, flip-out from the left or right of the magazine

Insert - 8 page large **\$13,995** - 60 pound stock, stitched into magazine

Insert - 8 page small **\$11,995** - 70 pound stock, stitched into magazine

Insert - 16 page large **\$16,995** - 60 pound stock, stitched into magazine

Insert - 16 page small **\$14,995** - 70 pound stock, stitched into magazine

MECHANICAL REQUIREMENTS

AutoSuccess currently uses Adobe CC version Macintosh layout and photo products, including InDesign, Photoshop and Illustrator. Electronic files, size permitting, can be e-mailed to the creative director, *Thomas Williams* (design@autosuccessonline.com). Files can also be compressed, if needed, using Stuffit (.sit) or Zipit (.zip). If a file is too large to e-mail, we will provide file transfer information upon request. DVD or CD media can be mailed if needed.

AutoSuccess would prefer files be submitted in a high-resolution PDF format, to limit issues with fonts and linked images. We will also accept InDesign, Photoshop and Illustrator formats that are compatible with CC. Please include with the original file any fonts or images associated. It is also acceptable to change fonts to outlines to avoid any substitution issues. *AutoSuccess* is not responsible for fonts that do not accompany or are not embedded correctly. All photos or images associated with ads or editorials should be at least 300dpi in CMYK four-color process.

Questions:

Creative Director

Thomas Williams
design@autosuccessonline.com
 502.873.3183

Print & Digital Advertising Terms & Conditions
www.babcox.com/site/advertising-info/terms/

eNEWSLETTER

Content: The **AutoSuccess** eNewsletter is dedicated to providing practical ideas, strategies and information that dealer sales professionals and those charged with overall dealership responsibility can put into action to increase their success and profitability. This timely eNewsletter delivered every Tuesday is full of up-to-the minute information and dealership management tips, giving readers valuable content to help them perform their jobs more effectively.

Frequency: Delivered every Tuesday.

Subscribers: 12,900

Flexible ad formats: When you submit your ad, choose from any of these three formats.

Banner:

A 300x250 image that links to your website, the banner is a great option for driving brand awareness.

Text ad:

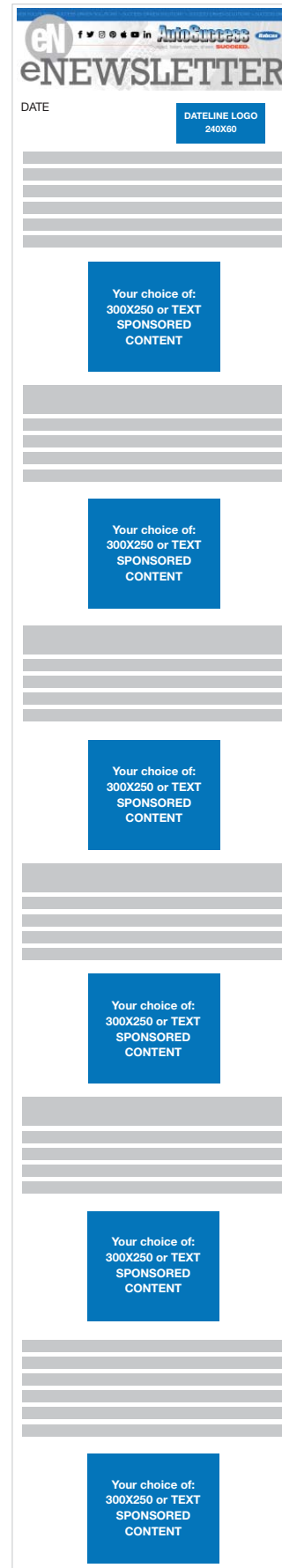
A native placement that looks similar to the eNewsletter's editorial content. Show off your newest product, talk about your brand, promote your tradeshow booth, etc. Labeled "Advertisement."

Includes:

- 50 words of text
- 200x100 image
- 60 character headline
- Link to your website

Sponsored content eNewsletter ad:

Only available as part of a sponsored content program. Must be thought leadership or educational in nature, and cannot mention your company, products, or competitors. All sponsored content must be approved by the publisher. Links to the AutoSuccess website where the full sponsored article is published. Labeled "Sponsored Content."



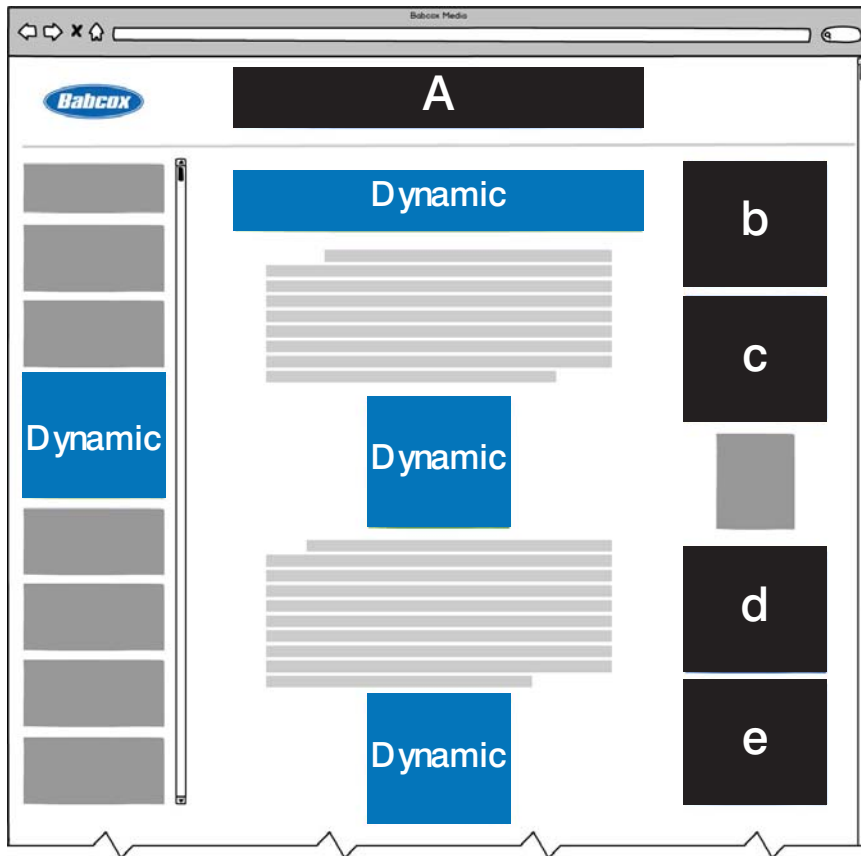
CHOOSE YOUR POSITION:

Position Number	Rate per month
Position 1	\$2,135
Position 2	\$1,730
Position 3	\$1,500
Position 4	\$1,500
Position 5	\$1,500
Position 6	\$1,270

CHOOSE YOUR POSITION:

Dateline Logo - \$500 per week (includes 240x60 logo at the top of the eNewsletter only)

2017 WEBSITE ADVERTISING - AUTOSUCCESSONLINE.COM



TWO WAYS TO BUY

Choose how you want to advertise on the newly redesigned **AutoSuccess** website. Select a fixed position for a flat monthly rate, or buy your ads on a cost per 1,000 impressions (CPM).

FIXED ADS	DYNAMIC ADS
-----------	-------------

Benefits:

- Your ad is seen in the same fixed position on the site throughout an entire month.
- Your ad rotates with one other advertiser in that position, giving you a 50% share of voice.
- Fixed ads are seen by our site's desktop users, ensuring your ad is seen on large screens.

Benefits:

- Your ad is interspersed with the site's editorial content.
- Buy as much exposure as you want. Sold by impressions per month, so you can customize how many times you want your ad to appear.
- Priced on an efficient CPM (cost per thousand impressions) basis.
- You receive exposure with both desktop and mobile users.

Placement	Dimensions	Rate/month
Fixed position A	728x90 leaderboard	\$900
Fixed position B	300x250 rectangle	\$800
Fixed position C	300x250 rectangle	\$800
Fixed position D	300x250 rectangle	\$800
Fixed position E	300x250 rectangle	\$800

Placement	Dimensions	CPM
Long ad	728x90 leaderboard on desktop, 320x50 on mobile	\$60
Square ad	300x250 rectangle on both desktop and mobile	\$60

For detailed ad specifications, visit <http://ads.babcox.com>

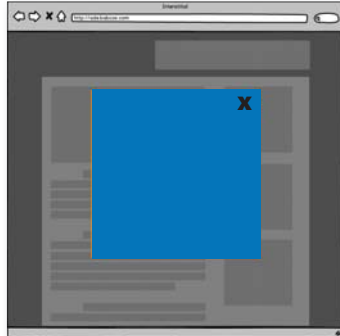
AUTOSUCCESSONLINE.COM – HIGH IMPACT AD POSITIONS

View a live demo of each ad at <http://ads.babcox.com/demos>

INTERSTITIAL

The Interstitial puts your ad on top of the website's content when a user is about to enter the site. Users must wait three seconds before they can continue to the website, ensuring your ad receives maximum visibility and engagement. †

\$1,600/Wk

**FLOOR AD**

The Floor Ad sits on top of the site's content at the bottom of the page, showcasing your advertising message. As the user scrolls, the floor ad stays in position and remains in place until it's closed by the user. †

\$1275/Wk

**IN-STORY VIDEO**

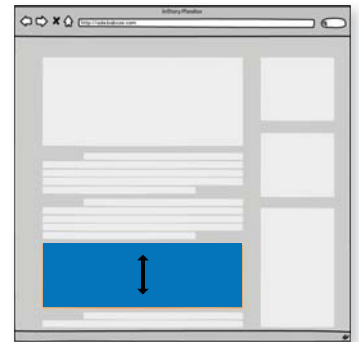
Your video is embedded between paragraphs of an article. The video plays only when a user scrolls to a certain point in the article, and the sound is enabled when the user places their cursor over the ad. †

\$1125/Wk

**PARALLAX**

This ad unit appears to sit behind the page in a cut-out window, creating a unique effect as the user scrolls. You need to view the demo at <http://ads.babcox.com/demos> to fully appreciate the Parallax! †

\$1050/Wk

**EXPANDABLE VIDEO**

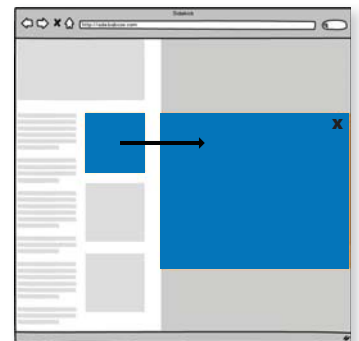
This unit is an upgrade to a fixed ad in positions B, C, D, or E. Your 15-second video auto-plays in your ad position when the page loads. When the user places their cursor over the video, the video expands and audio begins playing. Appears on desktop only. Sold monthly.

FIXED AD + 25%

**SIDEKICK**

This unit is an upgrade to a fixed ad in positions B, C, D, or E. At first the Sidekick looks like a standard 300x250 rectangle in the right sidebar. But when the user places their cursor over the rectangle, the creative pushes the page content to the left—revealing a large canvas for your message. Appears on desktop only. Sold monthly.

FIXED AD + 25%



† Appears once per user per day

For detailed ad specifications, visit <http://ads.babcox.com>



PODCASTS

In addition to our printed articles and blog posts, *AutoSuccess* offers the opportunity to connect with our audience via our weekly podcast. On our podcast, we interview you as an industry leader with a set of questions that are provided in advance, based on your expertise. The interview is done over the phone or via Skype (as you prefer), and generally takes between 15 to 30 minutes.

In addition to featuring the podcast on our Webpage (autosuccessonline.com/podcasts) and sending it to iTunes and various other podcast aggregators, we provide a direct link to your episode that you can use in your own marketing efforts.

Much like our articles, we do require that the interview not be self-promotional. We like to talk about topics and ideas that would be of interest to our listeners in the vehicle selling industry, and not specific products or services; we will lose audience — both for your podcast and for future podcasts — if we're seen as an "infomercial." We do introduce our guest at the beginning and end of the show with his or her business, and include their Website information at the end.

WEBINARS

AutoSuccess Webinars present relevant educational content to help automotive dealer professionals improve their businesses. Each Webinar is an opportunity to position your company as a thought leader while generating leads.

As the sponsor of an *AutoSuccess* Webinar, you'll have an opportunity to choose the format — either a presentation or a question-and-answer discussion. Audience members can ask questions throughout the Webinar.

AutoSuccess crafts the marketing materials and promotes the Webinar to automotive professionals. The *AutoSuccess* team handles all of the Webinar logistics.

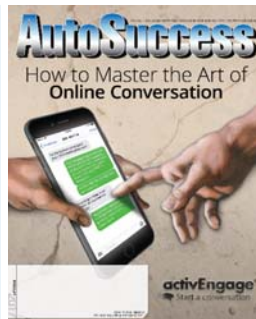
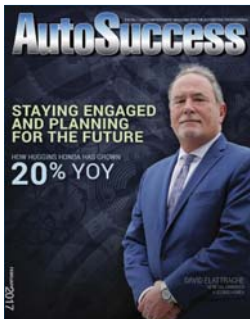
You'll have a full suite of tools at your disposal during the Webinar. Polls, handouts, surveys, videos, pre-event emails, and live questions give you the opportunity to engage the audience. After the event concludes, you receive a full list of registrants and attendees, including contact information.



ARTICLES

AutoSuccess prides itself on being a publication that stands out with thought-provoking, solution-based articles that our readership can immediately put into effect. As an advertiser, we want to offer you the opportunity to connect with our readership as an industry expert. So, while thinking of possible submissions, please keep the following guidelines in mind:

- **No Advertorials** — We do not allow direct endorsement of companies or products. Articles not complying to this guideline will be edited to conform if possible, or returned if not.
- Articles are approximately 450 to 1,100 words in length and are “how-to,” solution-based articles. We want readers to be able to put into practice what they read in our magazine.
- **No previously published articles will be accepted.** Writers will be held accountable.
- **All articles are subject to editing by *AutoSuccess*.** Once an article has been edited and published, we retain all rights to that article. Reprints are available through *AutoSuccess* only.
- **All articles must have the following biographical information:** Name, title and company, email address and Twitter handle (either the individual’s or their company’s). The email address will be connected to a tracking email when published, which will have the format of “aname@autosuccessonline.com.” This allows us to track how your article is doing and alert you of possible missed emails. The process is invisible to readers — the email goes directly to the address you specify.
- **All articles must have a photo of the author** — The photo needs to be high-resolution (a head-and-shoulder’s photo taken with a modern smartphone will work if a professional photo is not available). Your article will be read by thousands of people, both online and in print, so please consider this when submitting a photo to accompany your article.
- Writers will be sent a deadline for submission by our editor each issue. If an article is received after that deadline, *AutoSuccess* reserves the right to hold the article for a later issue, to be determined, or to edit the article to fit space available in that particular issue.
- Writers will be sent a proof of their article as it will appear, and be given a 24-hour window to reply with questions or changes before going to print. While we will correct for errors, questions about editing to fit the editorial style of *AutoSuccess* or editing for length will be considered on a case-by-case basis.



AutoSuccess back issues are freely available at autosuccessonline.com/archives for reference on how articles are presented.