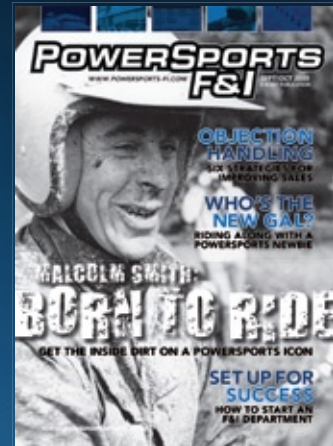
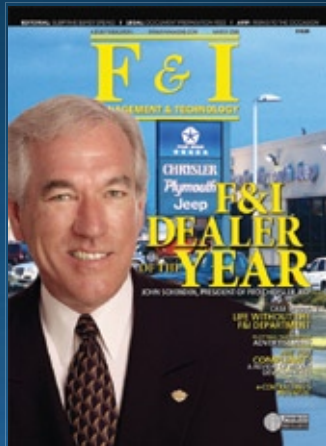


BOBIT BUSINESS MEDIA'S

# DEALER MARKETING SOLUTIONS

INTEGRATED SALES SUPPORT  
PRINT | ONLINE | CONFERENCE



# 2009 MEDIA PLANNER

## F&I ADVERTISERS

|  |  |
|--|--|
| 700Credit                                      | Innovative Aftermarket Systems, Inc.         |
| ADP Dealer Services Group                      | Integra Systems                              |
| AIS Rebates                                    | Interstate National Dealer Services, Inc.    |
| Allstate Credit Division                       | Intravision Technologies                     |
| American Financial & Automotive Services, Inc. | JM&A Group                                   |
| American Auto Guardian Inc.                    | JMsolutions                                  |
| Americredit Financial Services                 | Life of the South                            |
| Assurance                                      | Manheim Auctions                             |
| Assurant Solutions                             | Maxim Automotive                             |
| AUL Corp.                                      | MenuVantage                                  |
| Autero   | Mercedes-Benz Financial                      |
| Automotive Compliance Consultants              | Merchants Information Solutions/ID Advocates |
| Automotive Dealership Institute                | NADA/Natl. Automobile Dealers Assn.          |
| Autosave/Charter Warranty                      | NAC  |
| Bank of America Dealer Financial Services      | Natl. Automotive Experts                     |
| CapitalOne Auto Finance                        | Natl. Automotive Finance Assn.               |
| Central States Health & Life Co. of Omaha      | Natl. Payment Network, Inc.                  |
| Certified Plus, Inc.                           | Natl. Vehicle Protection Agency              |
| Chase Auto Finance                             | Old Republic Insured Automotive Svcs., Inc.  |
| Chrysler Financial                             | Premier Dealer Services, Inc.                |
| Chrysler Service Contracts                     | Prizm Group Inc.                             |
| CitiFinancial Auto                             | Protective                                   |
| CNA National Warranty Corp.                    | Reahard & Associates, Inc.                   |
| College of Automotive Mgmt.                    | Resource Automotive                          |
| Compli   | Reynolds & Reynolds                          |
| CoverEdge Worldwide                            | RouteOne                                     |
| Credit Union Direct Lending                    | Safe-Guard Products Intl. Inc                |
| Daimler Financial Services                     | Service Payment Plan, Inc.                   |
| Dealership For Life                            | Simoniz, USA                                 |
| DealerTrack, Inc.                              | SouthwestRe                                  |
| Dent Wizard International                      | StoneEagle.com, Inc.                         |
| Dimension Service Corp.                        | The Warranty Group                           |
| EFG Companies                                  | Toyota Financial Services                    |
| Experian                                       | United Car Care                              |
| F&I Institute of America                       | United Development Systems Inc.              |
| First Advantage Credco                         | Universal Special Auto Finance               |
| First Data Corp.                               | Universal Warranty Corp.                     |
| First Extended Service Corp.                   | Veracity Credit Consultants                  |
| Ford Motor Credit                              | Vision of F&I, The                           |
| GE Money Warranty Services                     | Voisys                                       |
| GM Accessories                                 | Wachovia Dealer Services                     |
| GMAC Financial Services                        | Walters Kluwer Financial Services            |
| GMAC Insurance                                 | Walkaway USA, LLC                            |
| Guidepoint Systems                             | Wells Fargo Financial Acceptance             |
| Gulf States Financial Services                 | Zurich                                       |
| Honda Financial Services                       |  |
| HSBC Auto Finance                              |  |
| Impact Group, The                              |  |



# 2009 Editorial Calendar

| Issue                | Editorial Focus   | Ad Close | Material Due |
|----------------------|---|----------|--------------|
| JANUARY              | SERVICE CONTRACT MARKETERS' '09 OUTLOOK<br>• Lenders' '09 Outlook   | 11/25/08 | 12/5/08      |
| NADA ISSUE           | WHO'S SHOWING WHAT AT NADA<br>• F&I Magazine "Pacesetters" of the Year - Nominees for F&I Dealer of the Year<br>Bonus Distribution: NADA issue door-drop @ New Orleans Hotels | 12/8/08  | 12/16/08     |
| FEBRUARY             | COMPLIANCE-FOCUSED TECHNOLOGIES AND PRODUCTS  | 12/29/08 | 1/8/09       |
| MARCH                | F&I DEALER OF THE YEAR + POST-NADA SHOW HIGHLIGHTS  | 1/29/09  | 2/6/09       |
| APRIL                | NEW PROFITS WITH SOFTWARE & OTHER TECHNOLOGIES<br>• Evaluating Platforms  | 3/3/09   | 3/11/09      |
| MAY                  | E-CONTRACTING SOLUTIONS<br>• Training Alternatives  | 4/1/09   | 4/9/09       |
| JUNE                 | CREATING DEALER SYNERGY THROUGH F&I F&I Marketing Solutions (e.g., e-mail VSC promotions)   | 4/30/09  | 5/8/09       |
| JULY                 | OEM WARRANTIES vs. SERVICE CONTRACT SALES<br>• F&I Product Presentation Tools<br>• F&I Conference Preview   | 6/1/09   | 6/9/09       |
| AUGUST               | WORKING WITH THE DESK (Structuring Closing Deals for F&I)<br>• Menu Advancements  | 7/1/09   | 7/10/09      |
| F&I Conference Issue | WHAT INDUSTRY LEADERS ARE SHARING IN ORLANDO  | 7/23/09  | 7/31/09      |
| SEPTEMBER            | ETHICS IN F&I<br>• Breakdown of F&I Laws and Regulations<br>• Top 50 F&I Profit Dealers   | 8/3/09   | 8/11/09      |
| OCTOBER              | EFFECTIVE TRAINING OPTIONS<br>• Recruiting, Hiring, Training, Firing and Retaining F&I Managers   | 8/31/09  | 9/9/09       |
| NOVEMBER             | ANALYSIS: F&I and NON-PRIME PROCEDURES Improving Lender Relations   | 10/2/09  | 10/12/09     |
| DECEMBER             | MENU SELLING & AFTERMARKET GEMS<br>• Statistical Data and Industry Directory  | 10/29/09 | 11/16/09     |

*Note: The above major topics are intended but subject to change*

*Note: F&I Magazine regularly presents features on Finance, Non-Prime, Compliance, Service Contracts, Menus, New Products, Software, and all key elements of the F&I Process.*

# Circulation

**F&I connects you to ALL the DEALER PRINCIPALS/OWNERS at ALL New Car & Truck Dealers!**

**PRIMARY BUSINESS\***

|   |               |
|---|---------------|
| New-Car & Truck-Dealer Management.....  | 21,700        |
| Car/Truck Manufacturers, F&I Suppliers, Lenders,<br>Independent F&I Agents, and Others Related to the Trade ..... | 1,300         |
| <b>Total .....</b>  | <b>23,000</b> |

- Covering the U.S. universe of new-car/truck dealers
- Exclusive F&I editorial content created by Bobit Business Media
- Exclusively endorsed by the Association of Finance & Insurance Professionals (AFIP)



\*June 2008 BPA Publisher's Statement

## REACH THE UNIVERSE OF F&I KEY DECISION-MAKERS

F&I Management & Technology Magazine presents **MORE** F&I advertising per issue than **ANY** other publication.



### 2009 FOUR COLOR AD RATES

|          | 14X RATE | 7X RATE  | 1X RATE  |
|----------|----------|----------|----------|
| 1 page   | \$ 6,840 | \$ 7,425 | \$ 7,860 |
| 1/2 page | \$ 4,900 | \$ 5,650 | \$ 6,200 |
| 1/3 page | \$ 4,170 | \$ 4,295 | \$ 4,575 |
| 1/4 page | \$ 3,600 | \$ 3,800 | \$ 3,980 |

For special positions, inserts or specialty advertising, contact publisher. Agency commission rate - 15%

## Web & e-News



The **EXCLUSIVE** Website and e-newsletter reporting **ONLY** F&I news as it breaks!

Fully integrated proposals for marketers combining print, web & conference packages for impact & savings — Call your F&I rep for details

F&I e-News to 10,000 subscribers weekly, every Tuesday!

[www.fi-magazine.com](http://www.fi-magazine.com)

## Conference & Expo



**6th Annual F&I Conference & Expo**  
September 22 & 23, 2009  
Orlando World Center Marriott  
Resort & Convention Center  
Orlando, Florida

[www.fi-conference.com](http://www.fi-conference.com)

Ace Group  
 Allegiant Marketing Group  
 BarNone, Inc.  
 BDC Nation  
 blueSky Marketing  
 CalAmp Aerecept Division  
 CapitalOne Auto Finance  
 CarsDirect.com  
 Chase  
 CitiFinancial Auto  
 Credit Acceptance  
 DealerLink  
 Dealer Marketing Svcs., Inc./ProMax Online  
 Dealer Synergy  
 DealerTrack, Inc.  
 DrivingLeads, LLC  
 First Advantage CREDCO  
 Focus Inc.  
 Friendly Finance Corp.  
 Ideal Direct Ad Group  
 Imetrik  
 InterActive Financial Marketing Group  
 Modern Consumer  
 NowCom Corp.  
 Payteck (Pay Technologies, LLC)  
 Payment Solutions  
 Recreditpair  
 Strategic Marketing, Inc.  
 Teletrac, Inc.  
 Virtual Lending Source  
 Voisys  
 Western Funding, Inc.  
 Westlake Financial Svcs.  
 Wilshire Consumer Credit  
 Wolters Kluwer Financial Svcs.

# 2009 Editorial Calendar

| Issue     | Editorial Focus   | Ad Close | Material Due |
|-----------|---|----------|--------------|
| January   | <ul style="list-style-type: none"> <li>NADA 2009 – Special Finance Lenders in New Orleans</li> <li>Starter Interrupt/GPS Technology Supplement</li> </ul>           | 11/25/08 | 12/5/08      |
| February  | <ul style="list-style-type: none"> <li>SF lender roundtable</li> </ul>  | 12/29/08 | 1/8/09       |
| March     | <ul style="list-style-type: none"> <li>How to start your own BHPH, LHPH/RTO program or finance company</li> </ul>   | 1/29/09  | 2/6/09       |
| April     | <ul style="list-style-type: none"> <li>Marketing to the special finance customer</li> <li>Converting leads into sales</li> </ul>                                    | 3/3/09   | 3/11/09      |
| May       | <ul style="list-style-type: none"> <li>Annual Industry Directory and Statistics</li> <li>NABD 2009: BHPH best practices, industry association interviews</li> </ul> | 4/1/09   | 4/9/09       |
| June      | <ul style="list-style-type: none"> <li>NIADA 2009: What new-car dealers can learn from successful used-car dealers</li> </ul>                                       | 4/30/09  | 5/8/09       |
| July      | <ul style="list-style-type: none"> <li>Dealer Websites: form, function and best practices</li> </ul>  | 6/1/09   | 6/9/09       |
| August    | <ul style="list-style-type: none"> <li>SF Conference: Preview and agenda</li> </ul>   | 7/1/09   | 7/10/09      |
| September | <ul style="list-style-type: none"> <li>SF Conference: Post-show review</li> <li>VSC: Industry roundtable and service contract best practices</li> </ul>             | 7/23/09  | 7/31/09      |
| October   | <ul style="list-style-type: none"> <li>Third-party leases for special finance customers</li> <li>Working with credit unions</li> </ul>                              | 8/31/09  | 9/9/09       |
| November  | <ul style="list-style-type: none"> <li>Captive financing and alternative Financing Options</li> </ul>   | 10/1/09  | 10/9/09      |
| December  | <ul style="list-style-type: none"> <li>BHPH issue: Know your customer, structure portfolios for sale, collections/recovery</li> </ul>                               | 10/29/09 | 11/6/09      |



# Circulation



**SPECIAL FINANCE CONNECTS YOU TO ALL THE DEALER PRINCIPALS/OWNERS AT ALL THE U.S. FRANCHISED DEALERS!**

New-Car & Truck-Dealer Management ..... **21,000**  
 OEM Credit Arms, Independent Funders, Banks, Car/Truck,  
 F&I Suppliers, Service Contract & Lead Generation Marketers,  
 Independent F&I Agents, and Others Related to the Trade ..... **1,500**

**Total 22,500**

# Advertising Rates (net)

## 2009 FOUR COLOR AD RATES

| SIZE     | 12x RATE | 6x RATE | 3x RATE | 1x RATE |
|----------|----------|---------|---------|---------|
| 1 page   | \$5,080  | \$5,720 | \$6,350 | \$6,815 |
| 1/2 page | \$2,800  | \$3,175 | \$3,560 | \$3,810 |
| 1/3 page | \$2,130  | \$2,375 | \$2,635 | \$2,825 |
| 1/4 page | \$1,520  | \$1,780 | \$2,060 | \$2,240 |

# Web & e-News



The premier Website and e-newsletter reporting *only* special finance news as it breaks! Sent every Thursday to more than 12,000 industry subscribers!

Call your *Special Finance* Rep for open online opportunities.

[www.special-finance.com](http://www.special-finance.com)

# Conference & Expo



**The Annual Special Finance® Conference & Expo**

September 22 & 23, 2009  
 Orlando World Center Marriott  
 Resort & Convention Center  
 Orlando, Florida

[www.special-financeconference.com](http://www.special-financeconference.com)

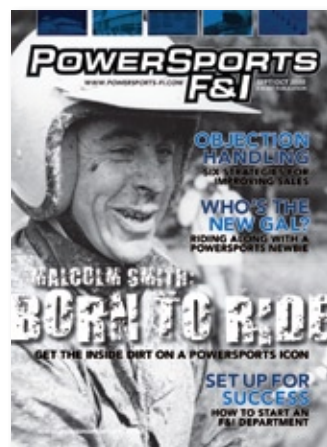
# POWERSPORTS F&I



## 2009 Editorial Calendar

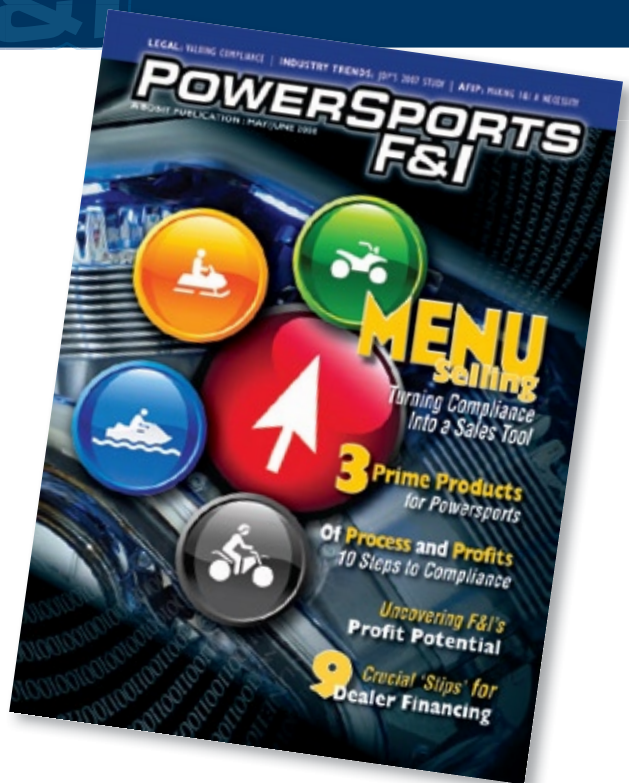
Directed by experienced F&I editors and industry experts — **EXCLUSIVELY F&I!**

| Issue             | Editorial Focus  | Ad Close | Material Due |
|-------------------|--|----------|--------------|
| January/February  | <ul style="list-style-type: none"> <li>• Overcoming Objections</li> <li>• Managing Lenders</li> </ul>  | 12/17/08 | 12/30/08     |
| March/April       | <ul style="list-style-type: none"> <li>• F&amp;I Product Sales</li> <li>• Tools and Presentation Solutions</li> </ul>                                  | 2/24/09  | 3/4/09       |
| May/June          | <ul style="list-style-type: none"> <li>• Compliance Vigilance</li> <li>• Captive Lender Relationships</li> </ul>                                       | 4/23/09  | 5/1/09       |
| July/August       | <ul style="list-style-type: none"> <li>• Staying Compliant</li> <li>• Technology Solutions and Compliant Menu</li> <li>• Selling Techniques</li> </ul> | 6/24/09  | 7/2/09       |
| September/October | <ul style="list-style-type: none"> <li>• Credit Card Conversions</li> <li>• Quoting Payments</li> </ul>  | 8/25/09  | 9/2/09       |
| November/December | <ul style="list-style-type: none"> <li>• Integrating Sales and F&amp;I</li> <li>• Financing Q&amp;A</li> </ul>   | 10/26/09 | 11/3/09      |



## Circulation

REACHING THE TOP  
**9,500**  
 HIGHEST SALES VOLUME  
**DEALERSHIPS\***



## Advertising Rates (net)

### 2009 FOUR COLOR AD RATES

| SIZE     | 6x RATE | 1x RATE |
|----------|---------|---------|
| 1 page   | \$3,990 | \$4,190 |
| 1/2 page | \$2,190 | \$2,330 |
| 1/3 page | \$1,590 | \$1,730 |
| 1/4 page | \$1,290 | \$1,430 |

## Web & e-News



The premier Website and e-newsletter reporting *only* Powersports F&I news as it breaks! Every Thursday! Call your *PowerSports F&I* Rep for open online opportunities.

[www.powersports-fi.com](http://www.powersports-fi.com)

## Conference & Expo



**The Annual PowerSports F&I Conference & Expo**

September 22 & 23, 2009  
 Orlando World Center Marriott  
 Resort & Convention Center  
 Orlando, Florida

[www.powersports-fi.com](http://www.powersports-fi.com)

\*Confirmed by Publisher research measuring reported dollar sales and/or number of employed personnel

# Market & Media Data

## MECHANICAL SPECIFICATIONS AND REQUIREMENTS

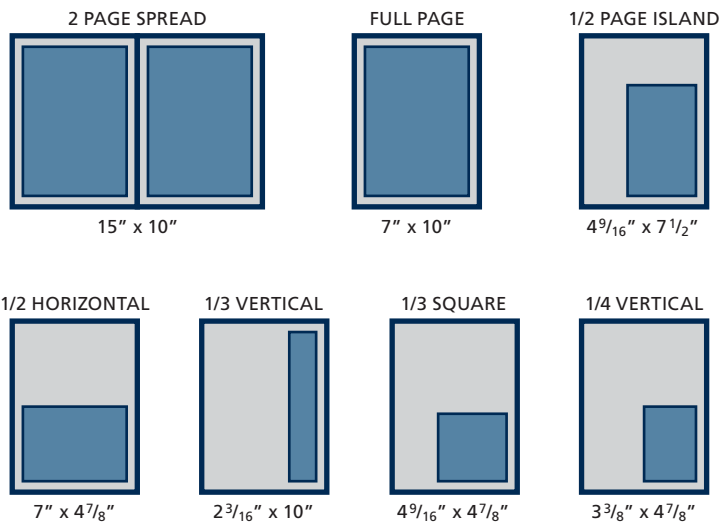
| SPACE UNIT      | WIDE x DEEP  |
|-----------------|--|
| 1 page          | 7" x 10"   |
| 1/2 page island | 4 <sup>9</sup> / <sub>16</sub> " x 7 <sup>1</sup> / <sub>2</sub> " |
| 1/2 horizontal  | 7" x 4 <sup>7</sup> / <sub>8</sub> "                               |
| 1/3 vertical    | 2 <sup>3</sup> / <sub>16</sub> " x 10"                             |
| 1/3 square      | 4 <sup>9</sup> / <sub>16</sub> " x 4 <sup>7</sup> / <sub>8</sub> " |
| 1/4 vertical    | 3 <sup>3</sup> / <sub>8</sub> " x 4 <sup>7</sup> / <sub>8</sub> "  |

Trim size: 7<sup>7</sup>/<sub>8</sub>" x 10<sup>3</sup>/<sub>4</sub>"  
 Binding is saddle stitched.  
 Head trim allow 1<sup>1</sup>/<sub>8</sub>".

### BLEED

No charge for bleed on four color ads and gutter bleed on 2-page spread ads.  
 Full page bleed: 8<sup>1</sup>/<sub>8</sub>" x 11"  
 (Live Area 7" x 10")  
 Spread bleed: 16" x 11"  
 (Live Area 15" x 10")

## ADVERTISING PROVISIONS



## PRODUCTION REGULATIONS

Supplied advertising materials which do not meet requirements will be subject to production charges. Furthermore, publisher does not accept responsibility for proper reproduction or color match. Opportunity for make good is lost when material requirements are not met. Publisher makes minor inspection of material, but will assume supplied materials are fully correct and in accordance with SWOP. Publisher is not responsible for correcting/changing ad materials unless instructed in writing by the advertiser/agency prior to material close date. Publisher assumes no liability for errors or omissions in key numbers, or information in or related to advertisers' index. Special Finance is produced using computer-to-plate technology. Advertisers are requested to submit digital material for their advertisements.

## DIGITAL SPECIFICATIONS FOR ADVERTISEMENTS

All files must be Mac compatible. Ads can be accepted on DVDs, CD Roms or via an FTP site. Please provide a digital proof or a color laser and include a disk directory. Acceptable file formats for page layout and images include the following: PDF, QuarkXPress, InDesign, Adobe Illustrator or Photoshop, EPS, JPEG, or TIFF. Resolution must be at least 300 dpi. Please convert all colors to CMYK (no PMS or RGB colors/images). Fonts must be Type 1

postscript (include both printer font and screen font). We do not accept True Type, Multiple Master or PC fonts. No embedded ICC Profiles.

### PLEASE SEND MATERIALS TO:

Production Manager, Auto Group, Bobit Business Media, 3520 Challenger Street, Torrance, CA 90503. Please contact the Production Manager for requirements and/or more details at (310) 533-2548.

### WEB BANNER ADVERTISING

Acceptable formats include static or animated GIF, JPEG, HTML and Flash. Please contact your Ad Sales Manager with any questions.

### CLASSIFIED ADVERTISING

\$155 for the first inch \$140 for every inch after there is a 2 inch minimum.

All classified in print advertisements include online eClassified exposure. Classified ad creation is complementary. Pre-Payment is required. VISA, MC, AMEX and Discover are accepted. All rates are non-commissionable. Contact your classified sales manager at 310-533-2434 or at classifieds@bobit.com

### INSERTS

Furnished complete by advertisers and not requiring back-up, two-page insert (one sheet, printed both sides) at black-and-white spread rates. Additional page at 75% black-and-white rate. Back-up

charges \$250 additional per page. Gate Folds/Dutch Door must be quoted by publisher. Agency commission not granted on tip-in or back-up charges. Reply post card inserts (less than 1/2 page in size) may be used only with full-page or larger advertisements; billed at 1/2 page black-and-white rate.

Maximum paper weight 100 lb. coated or 80 lb. offset, minimum 60 lb. Before ordering printing, advertisers should contact the Production Manager to determine quantity, size, specs, mechanical requirements, shipping instructions and tip-in charges.

### PREPRINTED MATERIALS

Contact Production Manager for details. Files and other printing material will be retained in storage for 12 months following use and then destroyed unless instructed otherwise by the advertiser or agency.

### SEQUENTIAL LIABILITY

Publisher holds advertiser and/or its advertising agency jointly and severally liable for payment due to publisher. This applies even when a sequential liability clause is included in the contract, insertion order, etc.

### INVOICES, CREDIT & CONDITIONS

Our invoices are net 30 days on approved credit for all services.

Visit our websites:

[www.fi-magazine.com](http://www.fi-magazine.com) • [www.special-finance.com](http://www.special-finance.com) • [www.powersports-fi.com](http://www.powersports-fi.com)