

BOBIT BUSINESS MEDIA'S

# Dealer Marketing Solutions 2010

## F & I and Showroom

THE INDUSTRY'S LEADING SOURCE FOR F&I, SALES AND TECHNOLOGY



F11-28.09

Integrated Sales Support  
Print ■ Online ■ Conference

# Advertisers

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Wilshire Consumer Credit  
Wolters Kluwer Financial Services  
Zurich

# F&I and Showroom

THE INDUSTRY'S LEADING SOURCE FOR F&I, SALES AND TECHNOLOGY

## 2010 Editorial Calendar

| Issue                | Editorial Focus   | Ad Close | Material Due |
|----------------------|---|----------|--------------|
| January              | <ul style="list-style-type: none"> <li>■ NADA Pre-Show Issue</li> <li>■ F&amp;I Firms Exhibiting at NADA</li> <li>■ Plugging in Customer-Friendly Technology</li> </ul>                     | 12/1/09  | 12/9/09      |
| NADA Show Issue      | <ul style="list-style-type: none"> <li>■ NADA Show Guide</li> <li>■ How to Build a Lender Mix</li> <li>■ Payment Assurance and BiWeekly Payments Benchmarking and Best Practices</li> </ul> | 12/10/09 | 12/18/09     |
| February             | <ul style="list-style-type: none"> <li>■ What Dealers Expect in 2010</li> <li>■ 10 Biggest Desking Mistakes</li> </ul>  | 12/30/09 | 1/8/10       |
| March                | <ul style="list-style-type: none"> <li>■ Hot Aftermarket F&amp;I Products</li> <li>■ Learning From Your CSI Surveys</li> </ul>  | 1/29/10  | 2/8/10       |
| April                | <ul style="list-style-type: none"> <li>■ NADA Post-Show Coverage</li> <li>■ Proper Turnover for Sales and F&amp;I</li> </ul>  | 3/3/10   | 3/11/10      |
| May                  | <ul style="list-style-type: none"> <li>■ Reinsurance Update</li> <li>■ Payment-Range Manipulation</li> </ul>  | 3/31/10  | 4/9/10       |
| June                 | <ul style="list-style-type: none"> <li>■ How to Get More Finance Approvals</li> <li>■ Who's the Boss: Customer Retention Issue</li> </ul>   | 4/30/10  | 5/10/10      |
| July                 | <ul style="list-style-type: none"> <li>■ Benchmarking F&amp;I Profit Opportunities</li> <li>■ Taking Control of Payment and Down Payment Negotiations</li> </ul>                            | 6/1/10   | 6/9/10       |
| August               | <ul style="list-style-type: none"> <li>■ F&amp;I: Pre-Conference and Expo Report</li> <li>■ Developing and Instituting a CSI Process</li> </ul>   | 7/1/10   | 7/12/10      |
| F&I Conference Issue | <ul style="list-style-type: none"> <li>■ F&amp;I Show Preview and Guide</li> <li>■ F&amp;I Dealer of the Year 'Pacesetter' Candidates</li> </ul>  | 7/23/10  | 8/2/10       |
| September            | <ul style="list-style-type: none"> <li>■ What Industry Leaders Are Sharing at the 2010 F&amp;I Conference &amp; Expo</li> <li>■ Building a Profit-Driving Website</li> </ul>                | 8/3/10   | 8/11/10      |
| October              | <ul style="list-style-type: none"> <li>■ Recruiting, Hiring, Training, Firing and Retaining F&amp;I Managers</li> <li>■ Dealer of the Year</li> </ul>                                       | 8/31/10  | 9/9/10       |
| November             | <ul style="list-style-type: none"> <li>■ F&amp;I Conference Post-Show Coverage</li> <li>■ Unifying the Front-End</li> </ul>   | 10/4/10  | 10/12/10     |
| December             | <ul style="list-style-type: none"> <li>■ Finance Analysts Roundtable</li> <li>■ Qualifying the Customer at the Desk</li> </ul>  | 10/29/10 | 11/8/10      |

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

Note: F&I and Showroom magazine regularly presents features on Finance, Non-Prime, Compliance, Service Contracts, Menus, New Products, Software, and all key elements of the F&I and Front End Process. All content directed to dealer principals.



# Circulation

*F&I and Showroom* connects you to ALL the DEALER PRINCIPALS and OWNERS at ALL new car and truck dealers!

## Primary Business\*

|   |        |
|---|--------|
| New Car and Truck Dealer Management . . . . .   | 19,001 |
| Used Car and Truck Dealer Management . . . . .  | 1,194  |
| Car/Truck Manufacturers, F&I Suppliers, Lenders,<br>Independent F&I Agents, and Others Related to the Trade . . . . . | 805    |
| Total . . . . .   | 21,000 |

■ Covering the universe of U.S. new car and truck dealers

■ Exclusive F&I, sales and *Special Finance*® content created by Bobit Business Media

\*December 2009 BPA Publisher's Statement

Reach key F&I, sales and *Special Finance*® decisionmakers!

*F&I and Showroom* magazine presents MORE F&I advertising per issue than ANY other publication.

## 2010 Four-Color Ad Rates

| Size     | 14-issue rate | 7-issue rate | One-time 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 is 15%.



## Web & eNews

FI-magazine.com and the *F&I and Showroom* weekly eNewsletter is your No. 1 source for breaking F&I news!



The *Special Finance* eNewsletter keeps you up-to-date on the latest news from the world of subprime auto finance!



## Conference & Expo

Join dealers, industry experts and special guests as the F&I Conference & Expo makes its triumphant return to the Paris Las Vegas Resort Sept. 28 – 29, 2010!



For sponsorship and exhibition opportunities, contact David Gesualdo at 727.947.4027 or david.gesualdo@bobit.com.

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

# 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>".

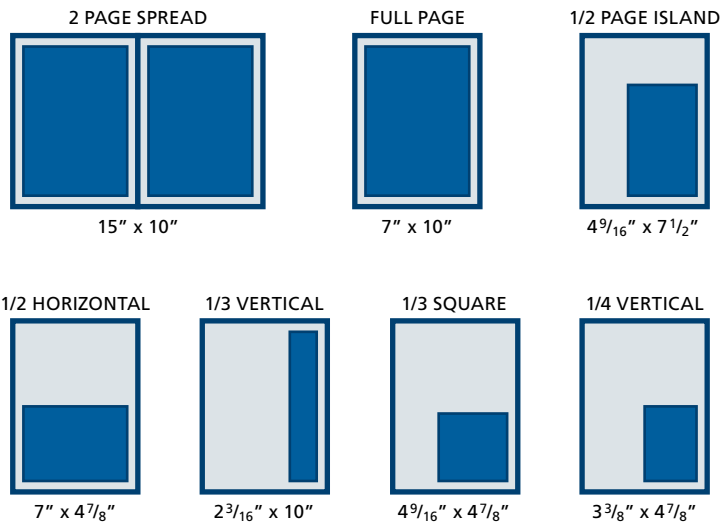
### BLEED

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. These publications are produced using computer-to-plate technology. Advertisers are requested to submit digital material for their advertisements.

### DIGITAL SUBMISSIONS FOR ADVERTISERS (PRINT EDITION):

All files must be Mac-compatible. Ads can be accepted on CD, DVD or via our FTP site. Please provide a digital proof or color laser. Acceptable file formats for page layout and images include: PDF, QuarkXPress, InDesign, 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 contact the Production Manager for our ftp instructions and/or further requirements.

### DIGITAL SUBMISSIONS FOR ADVERTISERS (DIGITAL EDITION):

Digital editions cannot accept rasterized PDFs. PDFs must be 1st generation. All Web/URLs must contain active links. 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.

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