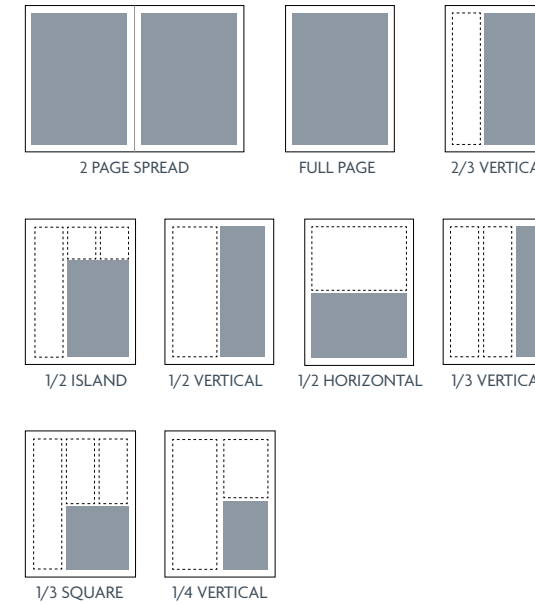


# CONTENT, DEADLINES & RATES

## DIGITAL EDITORIAL CALENDAR

ISSUE	TOPIC	AD CLOSE	MATERIAL DEADLINE
JAN/FEB	<ul style="list-style-type: none"> <li>•The Future is Electric</li> <li>•Hot Trends for the Tech-Savvy Dealer</li> </ul>	1/3	1/6
MAR/APR	<ul style="list-style-type: none"> <li>•Fine-Tune Your Compliance Practices</li> <li>•Training Trends in 2022</li> </ul>	3/8	3/11
MAY/JUN	<ul style="list-style-type: none"> <li>•NADA 2022: Industry Update</li> <li>•Automotive M&amp;A</li> </ul>	5/2	5/5
JUL/AUG	<ul style="list-style-type: none"> <li>•Who's Who 2022: Dealers to Watch</li> </ul>	7/5	7/8
SEP/OCT	<ul style="list-style-type: none"> <li>•Building a Life-Long Customer Relationship</li> <li>•Manufacturers vs Dealers</li> </ul>	9/6	9/9
NOV/DEC	<ul style="list-style-type: none"> <li>•2022 Dealers' Choice Award</li> </ul>	11/2	11/11

## DIGITAL MAGAZINE



AD SIZE	4X RATE	2X RATE	1X RATE
2 Page Spread	Pricing available upon request.		
Full Page	\$7,115	\$7,720	\$8,175
1/2 Page	\$5,095	\$5,875	\$6,450
1/3 Page	\$4,335	\$4,465	\$4,760
1/4 Page	\$3,745	\$3,950	\$4,140



See Publication Specifications Page For Detailed Specs.