

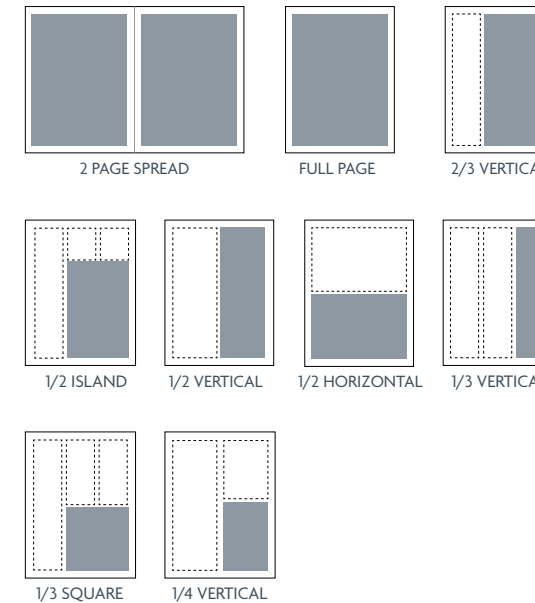
CONTENT, DEADLINES & RATES



EDITORIAL CALENDAR

ISSUE	TOPIC	AD CLOSE	MATERIAL DEADLINE
JAN	<ul style="list-style-type: none"> F&I Trends for 2022 Meet the 2021 Dealer of the Year 	12/3	12/8
FEB	<ul style="list-style-type: none"> F&I for EVs The Pre-Owned EraNADA Meet the 2022 NADA Chairman Event Coverage 	1/5	1/10
NADA		1/31	2/7
MAR	<ul style="list-style-type: none"> Q4 2021 Auto Finance Report The Post-Sale Journey of F&I 	2/11	2/16
APR	<ul style="list-style-type: none"> Creating a Positive Dealership Culture New Technology in the F&I Arena 	3/10	3/15
MAY	<ul style="list-style-type: none"> When F&I and Sales Work Together Can Service Sell F&I? 	4/7	4/12
JUN	<ul style="list-style-type: none"> Q1 2022 Auto Finance Report Is It Time to Give Your Dealership a Facelift? 	5/4	5/9
JUL	<ul style="list-style-type: none"> Economic Forecast for the Second Half Decreasing Dealership Turnover 	6/7	6/10
AUG	<ul style="list-style-type: none"> Building an A-Rated F&I Team Compliance in the F&I Office 	7/7	7/12
SEP	<ul style="list-style-type: none"> Q2 2022 Auto Finance Report The Fear out of the F&I Process 	8/3	8/8
OCT	<ul style="list-style-type: none"> Who's Who 2022: F&I Superstars 	9/8	9/13
IS		10/6	10/11
NOV	<ul style="list-style-type: none"> 2022 Dealers' Choice Awards The Lifecycle of an F&I Manager 	10/6	10/11
DEC	<ul style="list-style-type: none"> Q3 2022 Auto Finance Report The Power of Online Reviews 	11/1	11/4

MAGAZINE



AD SIZE	6X RATE	3X 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.