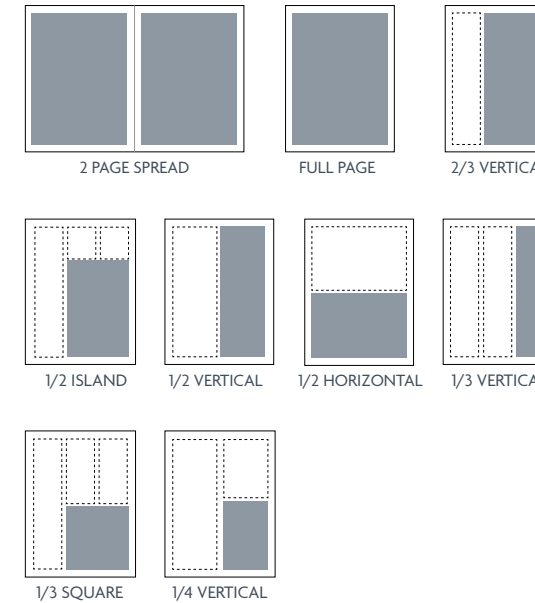


# CONTENT, DEADLINES & RATES

## DIGITAL EDITORIAL CALENDAR

ISSUE	TOPIC	AD CLOSE	MATERIAL DEADLINE
QUARTER 1	<ul style="list-style-type: none"> <li>•Regulatory Update for a New Year</li> <li>•NADA Coverage</li> </ul>	1/24	1/27
QUARTER 2	<ul style="list-style-type: none"> <li>•Digital Retailing for the Modern Dealer</li> <li>•The Road to EVs</li> </ul>	5/2	5/5
QUARTER 3	<ul style="list-style-type: none"> <li>•Fine Tuning Your Fixed Ops</li> <li>•Training Superstar Sales Teams</li> </ul>	8/1	8/4
QUARTER 4	<ul style="list-style-type: none"> <li>•The Power of Customer Retention</li> <li>•2023 Dealers' Choice Awards</li> </ul>	10/30	11/2

## 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.