

A LEEDOM GROUP PUBLICATION • PUBLISHED MONTHLY BY DEALER FOR DEALERS • WWW.DBJWEB.COM

DEALER

BUSINESS JOURNAL ... *Your Success
Is Our Business!*

2013

MEDIA KIT

**Letter
from the
Publisher**

Dear Prospective Advertiser,

Hi, I'm Chris Leedom, publisher of *Dealer Business Journal*, CEO of the Leedom Group and a licensed automotive retailer. I'd like to take this opportunity to thank those who have advertised with *Dealer Business Journal* in the past and to encourage those who have not to consider this very informative and well-read magazine in your 2013 advertising and marketing plans. I would also like to bring you up to speed on a new Leedom Group initiative.



As the only dealer-owned trade publication in our industry, we take our mission of dealer advocacy very seriously. Your support, suggestions and insights into this industry are most-appreciated. Without you our mission just isn't possible. If you ever have any press releases or news story ideas you would like to include in our print or online publications, please don't hesitate to call or send an e-mail.

As you are well aware, last year President Obama signed into law the new federal Financial Reform legislation. This package of sweeping reforms is the largest our nation has seen in a generation and will affect most facets of the financial industry, including automotive retailers. We also feel unwarranted negative publicity about our industry in California has given rise to new legislation there that is both onerous and detrimental to this business model. So we have spearheaded the new Buy Here-Pay Here Dealer Group, called the Community Auto Finance Association. This dealer group will have two key missions: first, to assist the industry in speaking with one voice to this new Consumer Financial Protection Bureau and related agencies about less burdensome regulations and meaningful consumer protection reforms to the buy here-pay here industry; and secondly, to educate and inform automotive retailers on how the new federal financial reform will affect their business. Visit our Web site at www.cafassoc.org.

It will mean commitments of time, money and resources, and Leedom Group and *Dealer Business Journal* have agreed to make this commitment. We are already working with national associations and law firms to develop a strategy on how best to reach and motivate dealers across the country.

In addition to its unique format of providing how-to information and best practices designed to help dealers improve their net profit, *Dealer Business Journal* and the DBJ Online Newsletter will play an active role in supporting and serving as an advocate for our industry.

We look forward to your insights on how dealers can navigate this new legal and regulatory landscape as well.

Best regards,

A handwritten signature in black ink, appearing to read 'Chris Leedom'.

Christopher Leedom,
Publisher

About Us

Mission **Dealer Business Journal** provides used-vehicle professionals with timely, informative industry news, analysis and expert advice empowering them with the knowledge and expertise necessary for their financial success.

Who We Are **Dealer Business Journal** is a used-vehicle industry trade publication that focuses on the financial interests of automotive retailers, especially those focused on the non-prime sector of the marketplace. Our monthly print magazine, Web site and Online Newsletter is a must-read publication for anyone participating in this \$375 billion a year industry.

Our Readers **Dealer Business Journal** is a publication you will find in the hands of the dealer principal or the store's general manager. It is a magazine read by the decision makers in our industry.

What You Will Find **Dealer Business Journal** provides cutting-edge ideas, market intelligence and timely information to automotive retail professionals to operate their businesses more profitably and efficiently. We believe information and expert analysis in a coherent, concise format empowers dealers to make lucrative business decisions, and has since 2004.

Market Differentiators **Dealer Business Journal** reaches a focused group of more than 24,500 of the most outstanding automotive retail professionals across the country — at the decision-maker level. We count among our numerous resources experts in automotive journalism, Twenty Groups, BHPH, Special Finance and BDC dealer training, financing, industry economics and automotive law.

Dealer Advocacy **Dealer Business Journal** is a “Dealer Advocacy” publication. Ours is the *ONLY* publication in the industry published by an automotive retailer. We fully support and promote the automotive industry in everything we do. We will not promote products or services that are not financially and ethically beneficial to our readers.

Communication With Our Readers

Print Frequency

Dealer Business Journal is printed monthly and is delivered to about 24,500 readers during the first full week of any given month. It is printed on the highest quality 70-lb and 40-lb stock available.

Online Newsletter

Dealer Business Journal publishes a monthly Online Newsletter. The unique content is delivered to more than 14,000 valid e-mail addresses in the middle of the month. The online newsletter averages about 20 percent Open Rate and we're able to track who reads our newsletter and what they read. Each article is dynamically rated so the reader can see the most-read and highest-rated articles in real time. We also have an online e-mail marketing campaign, DBJ NetGain, that supplies dealers with useful tips and ideas from our vendors and industry experts.

Web Presence

Dealer Business Journal's editorial content and Web Exclusive articles are also featured on our Web site, www.dbjweb.com. The site gets about 5,000 unique visitors per month, who visit about 14,000 times. Not only are the articles rated by the reader, but readers can leave moderated comments and can easily share the content with any of a host of social networking Web sites and blogs.

Social Networking

Dealer Business Journal's managing editor, Peter Salinas, has a Facebook Page and Twitter account, these social networking tools have become an informal means of maintaining almost daily communication with our readers.

Email Marketing

Dealer Business Journal offers DBJ NetGain, a truly unique email marketing campaign. Dealers seek news, information and ways to improve their bottom line. Vendors seek real engagement from dealers. This proven marketing campaign delivers what dealers need and what vendors desire. Vendors provide real ideas, tips and suggestions that dealers can incorporate into their business and at the same time detail their value proposition and how it will enhance dealer profitability. It works!

Sponsorship Opportunities

Special Placements

Dealer Business Journal offerings: • Inside Front Cover • Inside Back Cover • Back Cover • Center Spread • Inserts

Unique Marketing

Dealer Business Journal can coordinate ALL Belly Bands • Gate Folds • Poly Bagged Extras and other value added services. We also have the capability to create and distribute 8-, 16- or 24-page special supplements distributed to your customized mailing list or our subscriber base.

Title Sponsored Newsletter

Dealer Business Journal takes a different tack. We offer an Online Newsletter with up to three sponsorships: Title, Featured and Brought to You By Sponsors. Exclusive sponsorship is available in 2012!

Web Exclusive Marketing

DBJWeb.com's Online Newsletter can publish editorially generated interviews and/or product reviews and formatted video. We also publish an e-mail marketing campaign designed specifically for vendors, called DBJ NetGain!

Leedom Group BHPH National Convention

Dealer Business Journal has an important relationship with the nationally recognized Leedom Group BHPH National Convention. In conjunction with Convention Sponsorships and/or exhibitor space, magazine discounts are available!

2013

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BUSINESS JOURNAL ... Your Success
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Publication Schedule

Dealer Business Journal is published on the first of each month. Deadline to schedule advertising is three weeks prior to the Edition Date. Camera-ready advertising is due on Deadline date. Exceptions can be made with approval of advertising representative.

Call Peter Salinas, Managing Editor at (800) 966-8733.
e-mail: peter@dbjweb.com

Edition Date	Deadline	2013 Edition Focus
January 1, 2013	December 15, 2012	2013 What's in Store?
February 1, 2013	January 14, 2013	BHPHWorld 2013
March 1, 2013	February 11, 2013	Twenty Groups
April 1, 2013	March 15, 2013	Leedom Market Report
May 1, 2013	April 15, 2013	Finding Inventory
June 1, 2013	May 17, 2013	Legal and Legislative
July 1, 2013	June 14, 2013	Capital and You
August 1, 2013	July 15, 2013	Repossessions
September 1, 2013	August 15, 2013	BHPH Technology
October 1, 2013	September 16, 2013	Advertising/Marketing
November 1, 2013	October 14, 2013	BHPH Collections
December 1, 2013	November 15, 2013	2014 and Beyond

JANUARY

What Lies Ahead for the BHPH Industry?

Inventory prices, technology, our customers, legal and legislative.

FEBRUARY

Leedom Group 19th Annual BHPHWorld National Convention

The Leedom Group Convention will be held April 8-10, 2013, at Caesars Palace in Las Vegas. Look for complete details in this issue.

MARCH

The Power of Twenty

Twenty Groups: Being in the used car business without being in a Twenty Group is like opening a car lot with no cars on the lot. Details, testimonials, awards!

APRIL

Leedom Market Report

Leedom and Associates Proprietary Retail, Special Finance and BHPH Data. Benchmarks! Vendor Spotlight!

MAY

Finding Inventory

Locating and securing inventory that meets your business model has become exceedingly difficult. Here's some ideas and suggestions that will help!

JUNE

Legal and Legislative Update

Keeping up with the laws and rules governing BHPH and Related Finance Companies is a full time job in some stores. This issue will keep you up to date!

JULY

Capital Outlook

What's the latest from banks, capital providers and note buyers on providing cash to the BHPH dealer to grow his or her business?

AUGUST

Repossessions

It's the last result from entering into a contract with a customer you would like. How do you avoid them, and how are they best accomplished?

SEPTEMBER

BHPH Technology

Mobile Apps for finding inventory, CRM tools to keep in touch with everyone, new computers, software and collections tools!

OCTOBER

Marketing and Advertising

Generating your own leads with advertising or purchasing them, dealers must now consider CRMs and Social Networking among their tools.

NOVEMBER

BHPH Collections

If you've been in the BHPH business for any length of time you realize selling a car is far easier than collecting on the note. This issue is designed to help you collect.

DECEMBER

Dealer Outlook, Year in Review

We'll take a look at the highlights of 2013, and ask dealers what their outlook is for the coming year—2014.

2013 Edition Focus Synopsis

How to Advertise

Our TRIM size is 8.375" wide by 10.875" height.

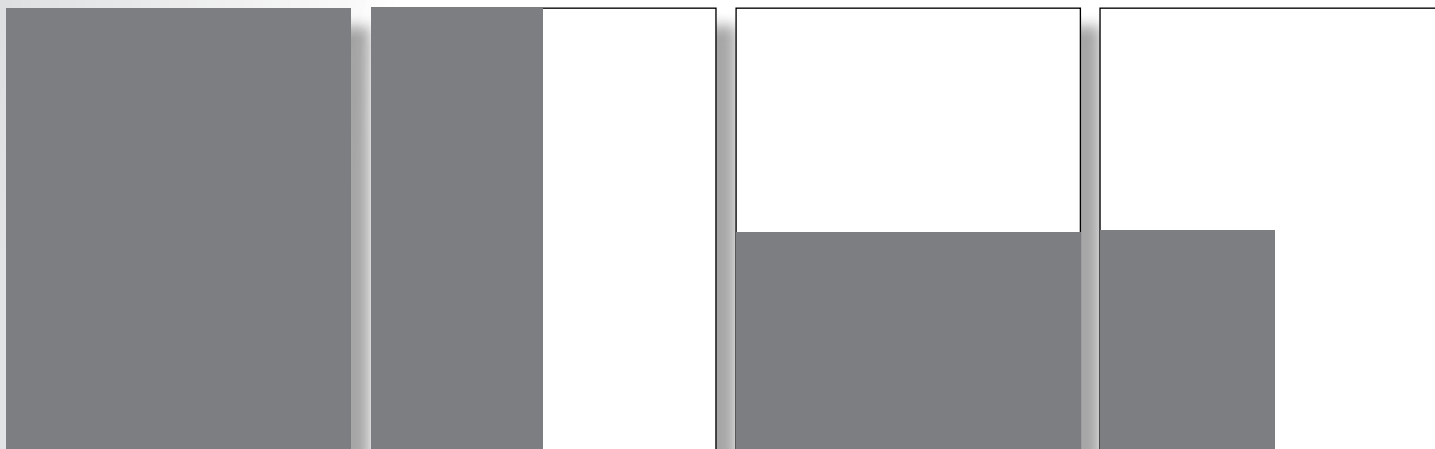
Our LIVE AREA is 8" wide by 10.5" height for bleed or non-bleed.

Our final file size for full page full bleed is 8.625" by 11.125" height.

All vital text/graphics should be within the LIVE AREA size.

AD DIMENSIONS

	Width		Height
two-page spread (with bleed)	17"	x	11.125"
two-page spread (without bleed)	16.75"	x	10.875"
full page (with bleed)	8.625"	x	11.125"
full page (without bleed)	7.875"	x	10.125"
1/2 page vertical	3.875"	x	10.125"
1/2 page horizontal	7.875"	x	5.125"
1/4 page	3.875"	x	5.125"



full page

1/2 page Vertical

1/2 page Horizontal

1/4 page

REQUIREMENTS

Platforms Used — PC: QuarkXpress 6.5; Mac: QuarkXpress 6.5; Adobe CS5 (2012)

Files Accepted — PDF with embedded fonts and graphics. Minimum resolution requirements are **300 dpi** for full-color artwork or gray scale and **2,400 dpi** for Bitmap. Low-resolution images and logos from Web sites are not acceptable for print ads.

Color — Send all files in CMYK mode. RGB should be converted to CMYK prior to submission. **(This is VERY important to ensure color accuracy!)**

Proofs — A proof of each ad should be provided to ensure color and size accuracy. Proof must be sized at 100%. Dealer Business Journal will not be held liable for the reproduction of any ad submitted without a proof.

Cancellations — Contracts are non-cancelable, but may be switched to another issue with written notice 30 days prior to ad deadline date.

Sending Materials — PDF files may be sent via e-mail or FTP. Files may be sent via CD-ROM along with the proof to Dealer Business Journal: 3700 South Tamiami Trail, Sarasota, FL 34239.

Bleed Ads — Document size should match the ad trim size as described above.

Call

Peter Salinas at

800.966.8733

for information on

how to send large

files to our FTP site

Rates

FOUR COLOR

	1X	3X	6X	9X	12X
two-page spread	\$4,962	\$4,463	\$3,969	\$3,528	\$3,308
full page	3,087	2,867	2,646	2,426	2,205
1/2 page v/h	1,764	1,654	1,544	1434	1,323
1/4 page	1,155	1,050	940	830	720

Covers and Pages 2, 3, 4 Add 30 percent for special placement.

Frequency Rates — must be used within 12 months from the date of the first insertion. Material from most recent insertion will be used if new material is not received by art deadline.

Online Newsletter Sponsorship

	Per Month (includes banner/content on DBJWeb.com)
Title	\$2,205
Featured	1,050
Brought to You By	1,050

WEB SITE BANNER ADS

	1-3 Months	3-6 Months	6-12 Months
147 x 227 Pixels	\$315	\$263	\$210

E-mail Marketing — DBJ NetGain

Trackable e-mail marketing campaigns direct to more than 10,500 dealer e-mail addresses. Useful ideas and tips linked to more-detail information regarding those ideas and your value proposition results in high click-thru rates and useful leads. Cost is \$1,000 per campaign.

**Our
Value
Proposition**

Dealer Business Journal's unique circulation is equal to or greater than most other publications serving our industry. Because of our direct relationship with thousands of automotive retailers we have names, addresses and e-mail contacts for dealer principals, GMs, GSMs and other key dealer personnel. Our content and dealer-advocacy is our competitive advantage. We are the only publication serving this market that truly serves automotive retailers as a “Dealer Advocacy” publication. Chris Leedom, our publisher, owns and operates, AutoMaxx of Florida. These stores serve as test beds for ideas, systems and best practices developed through Leedom and Associates’ proprietary Twenty Group Program. He demands the information contained in DBJ improve the bottom line for its readers by increasing gross profit or reducing overhead expenses. We are the only publication in the industry to have ever guaranteed an automotive retailer a \$100,000 improvement in their net profit, through the 2007 and 2008 Dealer Business Journal \$100,000 Challenge! DBJ leverages its relationship with the Leedom Group and utilizes its Twenty Group, consulting and training expertise to help our readers achieve success. For the past six of the past eight years, each of the NIADA National Quality Dealer honorees participated in a Leedom Twenty Group. Two Leedom Twenty Group members were named state quality dealers of the year in 2012. We call upon dealers such as these and hundreds of others for their insight and expertise into this marketplace.



**Claborn
2010**



**Trevino
2008**



**Mulkey
2007**



**Myers
2006**

Testimonials

The political climate in California is such that small businesses are continually saddled with additional burdens and dealers should expect more in the future. Please contact the Independent Automobile Dealers Association of California at www.iadac.org to become involved. Special thanks to Peter Salinas for his help in opposition to these bills.

Larry Laskowski,
Executive Director for IADAC

I'm a numbers guy. When it comes to my advertising budget, I measure everything. Year in and year out Dealer Business Journal delivers results I can quantify. Peter Salinas has been very helpful in getting out our message. He takes what can be a complicated value proposition and breaks it down so that dealers can easily understand.

— Bill Neylan, CEO
TRS TaxMax
Tampa, FL

"Mr. Salinas,

Your column in last month's issue on the value proposition for buy here-pay here and special finance was fantastic. It clearly details what it is we do for a living, and answers all the criticisms we so often hear in the buy here-pay here business. Some of my friends are judges in the area and I am going to frame it and send it to them. I plan on framing the article and hanging it in my dealership. It so clearly conveys everything we try to do in our store. Everything you said in your column is true, and dealers across the country should keep it close at hand."

Jerry Degood
Auto Finance Company Inc.
Wyoming, Mich.

Editor,

"Sitting here this morning in my motel room checking my e-mail and looking at run lists in preparation for today's sale, I came across your article on BHPH and special financing in the January issue of the Dealer Business Journal Online Newsletter. I just wanted you know you have given me a boost of encouragement when I believe I needed it the most. The past few months have not been the best. Now, the day looks a little brighter. I own a small retail operation and a large independent service center here in Woodward, Okla. I just want to thank you for your column and your fine magazine. There's nothing else like it in the industry. Thank you."

— Mike Habekott
GT Auto Sales
Woodward, Okla.

2013

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INDUSTRY NEWS
DEALER EXPERTS
DEPENDABLE ANALYSIS
LEADING VENDORS