

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

DEALER

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

www.dbjweb.com

DBJ **INDUSTRY NEWS**
DEALER EXPERTS
DEPENDABLE ANALYSIS
LEADING VENDORS

Dealer Business Journal Media Kit 2012

Letter from the Publisher

Dear Prospective Advertiser,

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 2012 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. 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 getting information about this new initiative out to retailers throughout the year.

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'. The signature is fluid and cursive.

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

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, DBJNetGain, 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 3,800 unique visitors per month, who visit about 6,300 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, this page has become an informal means of maintaining almost daily communication with our readers.

Vendor Spotlight

Dealer Business Journal offers Vendor Spotlight to the nation's retailers. As a way to provide retailers with much-desired advertorial content, DBJ has created two Vendor Spotlight sections in the publication and on our Web site in April and again in September. Here automotive retailers can rate and leave comments regarding vendor advertorial.

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!

2012

DEALER

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	2012 Edition Focus
January 1, 2012	December 15, 2011	The Future of the BHPH Industry
February 1, 2012	January 14, 2012	Leedom Convention
March 1, 2012	February 11, 2012	The Power of Twenty
April 1, 2012	March 15, 2012	Leedom Market Report
May 1, 2012	April 15, 2012	BHPH Collections
June 1, 2012	May 16, 2012	BHPH Legal and Legislative Updates, CFPB and More
July 1, 2012	June 14, 2012	BHPH People
August 1, 2012	July 15, 2012	Repossessions
September 1, 2012	August 15, 2012	Capital Outlook for BHPH Operations
October 1, 2012	September 15, 2012	Sales Leads, CRM and Social Networking
November 1, 2012	October 14, 2012	Service Operations for the BHPH Dealer
December 1, 2012	November 15, 2012	Year in Review and What's in Store for 2013?

JANUARY

What Lies Ahead for the BHPH Industry?

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

FEBRUARY

Leedom Group 18th Annual BHPH National Convention

The Leedom Group Convention will be held April 16-18, 2012, at Caesars Palace in Las Vegas. Look for complete details in this issue.

MARCH

The Power of Twenty

There is no better way to enhance your operation's efficiency and profitability than to join a Leedom Dealer Twenty Group.

APRIL

Leedom Market Report

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

MAY

BHPH Collections

Keeping your customers paying is the single most important aspect of the BHPH business. What's the latest on best practices for collections?

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 help you out.

JULY

BHPH People

The key to any successful BHPH operation is the people you have in your employ. From the front desk person, to the sales staff, to the collectors and service tech. How do you find and keep quality people?

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

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?

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

Service Operations

Keeping the car running is critical to getting paid in this business. What are some of the best ways for keeping the car running while costing you the least?

DECEMBER

Dealer Outlook, Year in Review

We'll take a look at the highlights of 2012, and ask dealers what their outlook is for the coming year—2013.

2012

Edition

Focus

Synopsis

How to Advertise

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

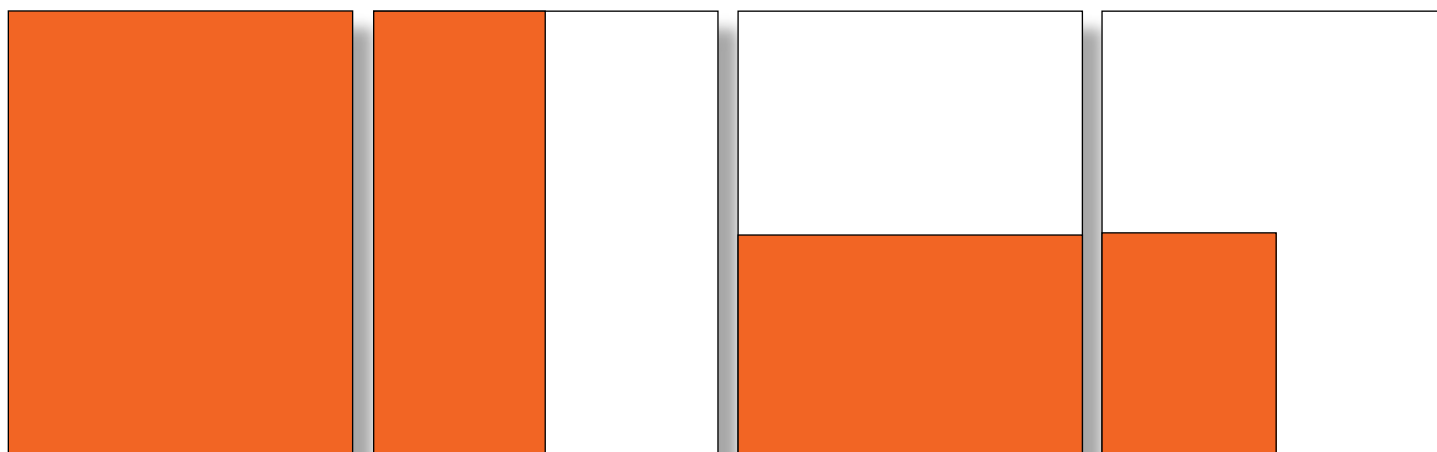
Our LIVE AREA is 8" wide by 10.5" height for bleed or non-bleed.

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 CS2 (2005)

Files Accepted — PDF with embedded fonts and graphics. Minimum resolution requirements are **300 dpi** for full-color artwork or grayscale 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	\$4,725	\$4,250	\$3,780	\$3,360	\$3,150
full page	2,940	2,730	2,520	2,310	2,100
1/2 page v/h	1,680	1,575	1,470	1,365	1,260
1/4 page	1,100	1,000	895	790	685

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	\$2,100
Featured	1,000
Brought to You By	1,000

WEB SITE BANNER ADS

	1-3 Months	3 -6 Months	6 -12 Months
147 x 227 Pixels	\$300	\$250	\$200

E-mail Marketing — DBJ NetGain

Trackable e-mail marketing campaigns direct to more than 14,000 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 \$700 per campaign.

**Our
Value
Proposition**

Our 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 and AutoMaxx of Georgia, a BHPH retail group with four stores. 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 seven years, each of the NIADA National Quality Dealer honorees participated in a Leedom Twenty Group. We call upon dealers such as these and hundreds of others for their insight and expertise into this marketplace.



Paul Claborn
2010



Baldemero Trevino
2008



Robert Mulkey
2007



Tracy Myers
2006

Testimonials

"My customers tell me they read Dealer Business Journal from cover to cover every week and tune into the Web site for updates and more in-depth coverage. That's why I advertise with DBJ. Peter Salinas is helpful and goes the extra-mile to make sure our marketing message is spot on and that we're getting the most we possibly can for our advertising dollar.

— Gary Page, CEO
Small Dealers Assistance
Atlanta, Ga.

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
TaxMax TRS
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.

The Dealer Advocacy Publication

Experts in News, Best Practices, Legal Issues, BHPH, Subprime and More!

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Collectors: The Key to BHPH Success



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