



# F&I and Showroom

THE INDUSTRY'S LEADING SOURCE FOR F&I, SALES AND TECHNOLOGY

BOBIT BUSINESS MEDIA'S

## Dealer Marketing Solutions 2011

Print | Online | Conference

F108-32.10

## Advertisers

700 Credit  
 ACE Group  
 ADP Dealer Services Group  
 AIS Rebates  
 AUL Corp.  
 Accelerated Service International  
 Allegiant Marketing Group  
 Allstate Dealer Services  
 American Auto Guardian Inc.  
 American Financial & Automotive Svcs.  
 AmeriCredit Financial Services  
 Association of Finance & Insurance Professionals  
 Assurant Solutions  
 Autero  
 Automotive Compliance Consultants  
 Automotive Dealership Institute  
 Autosave / Charter Warranty  
 Bank of America Dealer Financial Svcs.  
 BarNone Inc.  
 blueSky Marketing  
 CNA National Warranty Corp.  
 CalAmp Aercept Division  
 CarsDirect.com  
 Central States Health & Life Co. of Omaha  
 Certified Plus  
 Chase Auto Finance  
 Chem Etch Manufacturing Inc.  
 Chrysler Financial  
 Chrysler Service Contracts  
 CitiFinancial Auto Compli  
 CoverEdge Worldwide  
 Credit Acceptance  
 Credit Union Direct Lending  
 Daimler Financial Services  
 Dealer Marketing Services / ProMax  
 Dealer Synergy  
 Dealership for Life  
 DealerLink  
 DealerTrack  
 Dent Wizard International  
 Dimension Service Corp.  
 DrivingLeads  
 ECP  
 EFG Companies  
 Equity 4 U Inc.  
 Experian  
 First Advantage Credco  
 First Data Corp.  
 First Extended Service Corp.  
 Ford Motor Credit  
 Friendly Finance Corp.  
 GE Money Warranty Services  
 GM Accessories  
 GMAC Financial Services  
 GMAC Insurance  
 Guidepoint Systems  
 Gulf States Financial Services  
 Honda Financial Services  
 HSBC Auto Finance  
 Ideal Direct Ad Group  
 Imetrik  
 Impact Group, The  
 Innovative Aftermarket Systems  
 Integra Systems  
 InterActive Financial Marketing Group  
 Interstate National Dealer Services  
 Intravision Technologies  
 JM&A Group  
 Lancer Insurance  
 Manheim Auctions  
 Maxim Automotive  
 Mechanical Breakdown Protection  
 MenuVantage  
 Mercedes-Benz Financial  
 Merchants Information Solutions  
 Modern Consumer  
 Mosaic Interactive  
 Motor Dealer Services  
 NAC  
 National Automobile Dealers Association  
 National Automotive Experts  
 National Automotive Finance Assn.  
 National Payment Network  
 National Vehicle Protection Agency  
 NowCom Corp.  
 Old Republic Insured Automotive Svcs.  
 OwnerGUARD Corp.  
 PassTime USA  
 Payment Solutions  
 Pay Technologies  
 Premier Dealer Services  
 Prizm Group Inc.  
 Protective  
 Reahard & Associates  
 Resource Automotive  
 Reynolds and Reynolds  
 Riskten Software Services  
 RouteOne  
 Safe-Guard Products Intl.  
 Service Payment Plan  
 Simoniz USA  
 SouthwestRE  
 StoneEagle.com  
 Strategic Marketing  
 TSD/TRN  
 The Warranty Group  
 Toyota Financial Services  
 United Car Care  
 United Development Systems  
 Universal Special Auto Finance  
 U-Save Auto Rental of America  
 Veracity Credit Consultants  
 Virtual Lending Source  
 Vision of F&I  
 Voisys  
 Wachovia Dealer Services  
 Walkaway USA  
 Warranty Solutions  
 Wells Fargo Financial Acceptance  
 Western Funding  
 Westlake Financial Svcs.  
 Wilshire Consumer Credit  
 Wolters Kluwer Financial Services  
 Zurich

# F&I and Showroom

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## 2011 Editorial Calendar

| Issue                | Editorial Focus                                                                                               | Ad Close | Material Due |
|----------------------|---------------------------------------------------------------------------------------------------------------|----------|--------------|
| *January             | ■ Benchmarking F&I Performance                                                                                | 11/29/10 | 12/6/10      |
| NADA Show Issue      | ■ Regulatory Review: Breaking Down the New Rules of the Road                                                  | 12/14/10 | 12/21/10     |
| February             | ■ Desking Software Roundup                                                                                    | 12/29/10 | 1/6/11       |
| March                | ■ Digital Marketing Ideas and Strategies<br>■ Managing Inventory: A Look at New Products, Features and Trends | 1/27/11  | 2/3/11       |
| *April               | ■ Technology Roundup: New Arrivals from NADA                                                                  | 2/28/11  | 3/7/11       |
| May                  | ■ New Front-End Innovations                                                                                   | 3/28/11  | 4/4/11       |
| June                 | ■ New Sales Techniques: New Closes, Word-Tracks and More                                                      | 4/28/11  | 5/5/11       |
| *July                | ■ New Mobile Money Makers                                                                                     | 5/27/11  | 6/6/11       |
| August               | ■ Building a Profit-Driving Website                                                                           | 6/29/11  | 7/7/11       |
| F&I Conference Issue | ■ F&I Show Preview and Guide<br>■ F&I Dealer of the Year 'Pacesetter' Candidates                              | 8/1/11   | 8/8/11       |
| September            | ■ F&I Pacesetters of the Year                                                                                 | 8/1/11   | 8/8/11       |
| *October             | ■ F&I Dealer of the Year<br>■ Post-Show Coverage: F&I Conference & Expo                                       | 8/29/11  | 9/6/11       |
| November             | ■ How to Sell Auto Accessories and Make Money Doing It                                                        | 9/30/11  | 10/7/11      |
| December             | ■ Newsmakers of the Year                                                                                      | 10/27/11 | 11/3/11      |

\*Experian Automotive's Quarterly Review of Auto Finance Trends

Note: The above major topics are intended but subject to change.

Note: F&I and Showroom magazine presents features on Finance, Nonprime, Compliance, Service Contracts, Menus, New Products, Software, and all key elements of the F&I and Front-End Process.  
All content directed to dealer principals.



# Circulation

*F&I and Showroom* connects you to ALL the DEALER PRINCIPALS and OWNERS at ALL new-car and -truck dealers!

## Primary Business\*

|                                                                                                                       |               |
|-----------------------------------------------------------------------------------------------------------------------|---------------|
| New Car and Truck Dealers . . . . .                                                                                   | 18,284        |
| Used Car and Truck Dealers . . . . .                                                                                  | 1,333         |
| Car/Truck Manufacturers, F&I Suppliers, Lenders,<br>Independent F&I Agents, and Others Related to the Trade . . . . . | 883           |
| <b>Total . . . . .</b>                                                                                                | <b>20,500</b> |

- Covering the universe of U.S. new car and truck dealers
- Exclusive F&I, sales and *Special Finance*® content created by Bobit Business Media

*\*June 2010 BPA Publisher's Statement*

## Reach key F&I, sales and *Special Finance*® decision makers!

*F&I and Showroom* magazine presents MORE F&I advertising per issue than ANY other publication.

## 2011 Four-Color Ad Rates

| Size                                                                                                       | 14-issue rate | 7-issue rate | One-time rate |
|------------------------------------------------------------------------------------------------------------|---------------|--------------|---------------|
| 1 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       |
| For special positions, inserts or specialty advertising, contact publisher. Agency commission rate is 15%. |               |              |               |



# Web & eNews



FI-magazine.com and the F&I weekly eNewsletter offer the ideal platform to reach a dealership's decision makers. With a focus that includes F&I, sales and technology.

The site contains up-to-the-minute news, feature stories, blogs and videos, and a highly popular dealer forum.

[www.fi-magazine.com](http://www.fi-magazine.com)

# Conference & Expo



Join us at the Las Vegas Hilton September 26–28, 2011, as we welcome dealers, general agents, top trainers and industry experts to the 12th annual F&I Conference and Expo! For sponsorship and exhibition opportunities,

contact David Gesualdo at 727.947.4027 or [david.gesualdo@bobit.com](mailto:david.gesualdo@bobit.com).

[www.fi-conference.com](http://www.fi-conference.com)

# Market & Media Data

## Mechanical specifications and requirements

| Space unit      | Wide x Deep                                                        |
|-----------------|--------------------------------------------------------------------|
| 1 page          | 7" x 10"                                                           |
| 1/2 page island | 4 <sup>9</sup> / <sub>16</sub> " x 7 <sup>1</sup> / <sub>2</sub> " |
| 1/2 horizontal  | 7" x 4 <sup>7</sup> / <sub>8</sub> "                               |
| 1/3 vertical    | 2 <sup>3</sup> / <sub>16</sub> " x 10"                             |
| 1/3 square      | 4 <sup>9</sup> / <sub>16</sub> " x 4 <sup>7</sup> / <sub>8</sub> " |
| 1/4 vertical    | 3 <sup>3</sup> / <sub>8</sub> " x 4 <sup>7</sup> / <sub>8</sub> "  |

Trim size: 7<sup>7</sup>/<sub>8</sub>" x 10<sup>3</sup>/<sub>4</sub>"  
Binding is saddle stitched.  
Head trim allow 1<sup>1</sup>/<sub>8</sub>".

### BLEED

No charge for bleed on four-color ads and gutter bleed on 2-page spread ads.

Full page bleed: 8<sup>1</sup>/<sub>8</sub>" x 11"  
(Live Area 7" x 10")

Spread bleed: 16" x 11"  
(Live Area 15" x 10")

## GENERAL INSTRUCTIONS

Publisher reserves the right to reject any advertising that, in the sole discretion of the publisher, does not conform to publication standards. Publisher reserves the right to place the word "advertisement" on copy that, in its opinion, closely resembles editorial matter.

Advertisers will be short-rated if, within a 12-month period from the date of first insertion, they do not use the amount of space upon which their billings have been based.

Publisher is not bound by conditions appearing on contracts, insertion orders or instructions from any agency or advertiser that conflict with the terms listed herein. Only written instructions including those on contracts and insertion orders, agreed to in writing by the publisher, are binding.

## INVOICES, CREDIT & CONDITIONS

Our invoices are NET 30 Days on approved credit for all services, payable in US dollars. Marketplace/Classified advertising: payment is required in advance – VISA, MasterCard, and Amex accepted. New advertisers and agencies may be required to prepay their first insertion and submit a credit application. Extension of credit is subject to approval of our Credit Department. Payments received will be credited to the oldest outstanding balance.

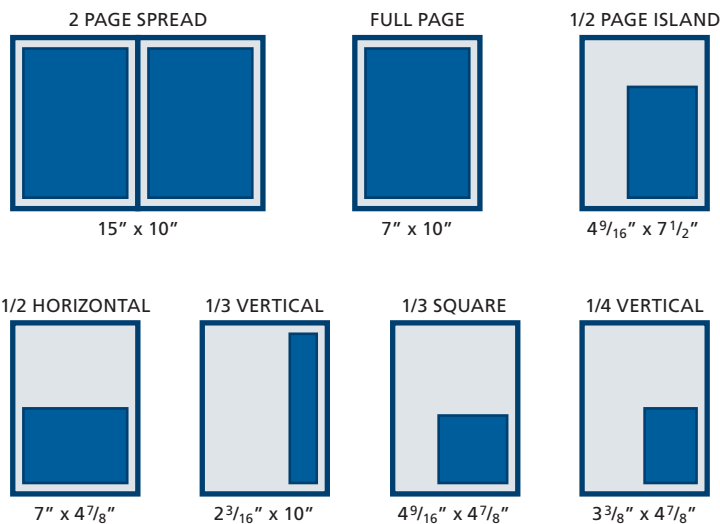
## POSITIONING REQUESTS

Positioning of advertisements is at the discretion of the Publisher. Position requests other than those specified in the rate card with an additional charge are valid only with the written acceptance of the publisher.

## SEQUENTIAL LIABILITY

Publisher holds advertiser and/or its advertising agency jointly and severally liable for payment

## Advertising provisions



due to publisher. This applies even when a sequential liability clause is included in a submitted contract or insertion order.

## PUBLISHER'S LIABILITY

Advertisers and their agencies assume liability for advertisement and agree to indemnify the Publisher from any loss or claim based upon the subject matter (including text, images, and illustrations), representations, trademark or copyright of submitted advertisements. Publisher's liability for any error will not exceed the cost of the space occupied by the error. Publisher cannot be held liable for circumstances beyond its control affecting production or delivery.

## DIGITAL AD PRODUCTION REQUIREMENTS

Complete digital ad specifications can be downloaded at: [www.fi-magazine.com](http://www.fi-magazine.com). Click on the "Advertise" icon then "Ad Specifications." All ad materials and production questions can be addressed to:

*F&I and Showroom*

Brian Peach – E-Media and  
Print Production Manager

3520 Challenger Street, Torrance, CA 90503  
PH: (310) 533-2548 • Fax: (310) 533-2503

Email: [brian.peach@bobit.com](mailto:brian.peach@bobit.com)

## DIGITAL SUBMISSIONS FOR ADVERTISERS (PRINT EDITION):

Ad Portal (Send My Ad): PDF ONLY.

Ad Portal cannot accept compressed files.

Photoshop files saved as PDFs are acceptable, but must be set to bleed size. When uploading, select the size for Photoshop PDFs. New advertisers, click link <https://bbm.sendmyad.com> and create an account. Existing advertisers, log in and follow upload instructions.

If you are unable to use our ad portal system

(Send My Ad), please contact E-Media and Print Production Manager for further instructions.

## DIGITAL SUBMISSIONS FOR ADVERTISERS (DIGITAL EDITION):

Digital editions cannot accept rasterized PDFs. PDFs must be 1st generation. All web/urls must contain active links.

## INSERTS AND OTHER SPECIAL MARKETING INNOVATIONS

Inserts, tip-in, ride-along, posters, CD inserts, gatefolds, business reply cards and other custom publishing are available and by custom quote. Please consult with your Regional Sales Manager for a specific quotation on any of these services. If you have a unique marketing concept, please let us know—we would be happy to accommodate your special needs. Before ordering custom printing, advertisers should contact our Production Manager to determine quantity, size specs, mechanical requirements, and shipping instructions.

## MARKETPLACE / CLASSIFIED ADVERTISING

Please call or email: [classifieds@bobit.com](mailto:classifieds@bobit.com) or consult with your F&I and Showroom Regional Sales Manager for more information. Typesetting is complimentary.

## NEW PRODUCT RELEASE SUBMISSIONS FOR EDITORIAL

Advertisers may send new product releases for complimentary editorial publication to: [gregory.arroyo@bobit.com](mailto:gregory.arroyo@bobit.com) or via regular mail. Only 5"x7" @ 300 dpi color photos or images are acceptable for proper production quality. We do not guarantee product release placement or editorial PR text will appear in an issue. Editor has sole right to choose materials for insertion.

Visit our Websites: [www.dealermags.com](http://www.dealermags.com)

[www.fi-magazine.com](http://www.fi-magazine.com) ■ [www.special-finance.com](http://www.special-finance.com) ■ [www.powersports-fi.com](http://www.powersports-fi.com)