

F&I and Showroom

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



Bobit Business Media's

Dealer Marketing Solutions 2012

Print | Online | Events

Some of Our Advertisers

Acura Financial
ADP Dealer Services Group
AUL Corp.
Accelerated Service International (ASI)
Allstate Dealer Services
Ally Auto
American Financial & Automotive Services
American Auto Guardian Inc.
AmeriCredit Financial Services
Association of Finance & Insurance Professionals
Bank of America Dealer Financial Services
BMW Financial
CNA National Warranty Corp.
CalAmp Aercept Division
CarsDirect.com
Central States Health & Life Co. of Omaha
Chase Auto Finance
Chem Etch Manufacturing Inc.
CitiFinancial Auto
Compli
Continental Warranty Corp.
Corelogic Credco
Credit Union Direct Lending
Crosscheck Inc.
Dealer Marketing Services / ProMax
DealerLink
DealerTrack
Dent Wizard International
Entire Car Protections (ECP)
EFG Companies
Equity 4 U Inc.
Experian
First Extended Service Corp.
Ford Motor Credit
Friendly Finance Corp.
GM Financial
GSFSGroup
Guidepoint Systems
Honda Financial Services
Imetrik
The Impact Group
Innovative Aftermarket Systems (IAS)
Integra Systems
InterActive Financial Marketing Group
Interstate National Corp.
Intravision Technologies
JM&A Group
Lancer Insurance
LoJack Corp.

Manheim Auctions
MaximTrak
Mechanical Breakdown Protection
MenuVantage
Mercedes-Benz Financial Services
Merchants Information Solutions
Mosaic Interactive
Motor Dealer Services
NAC
National Automobile Dealers Association
National Automotive Experts (NAE)
National Automotive Finance Association
National Payment Network
National Vehicle Protection Agency
Old Republic Insured Automotive Services
Open Dealer Exchange
OwnerGUARD Corp.
PassTime USA
Payment Solutions
Pay Technologies
PermaPlate
Premier Dealer Services
Protective
Reahard & Associates
Resource Automotive
Reynolds and Reynolds
Ristken Software Services
RouteOne
Safe-Guard Products International
Service Payment Plan
Simoniz USA
SouthwestRe
StoneEagle Group
TD Auto Finance
The Warranty Group
Toyota Financial Services
United Car Care
United Development Systems
Universal Special Auto Finance
Veracity Credit Consultants
Virtual Lending Source
VisionMenu
Wachovia Dealer Services
Walkaway USA
Warrantech Companies
Wells Fargo Dealer Services
Westlake Financial Services
Wilshire Consumer Credit
Wise F&I
Wolters Kluwer Financial Services
Zurich

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2012 Editorial Calendar

Issue	Editorial Focus	Ad Close	Material Due
January	<ul style="list-style-type: none"> Benchmarking F&I Performance Experian Automotive's 3Q2011 Report 	12/1	12/6
February	<ul style="list-style-type: none"> F&I Product Roundup: New Products and Protection Plans 	1/4	1/9
February NADA Issue	<ul style="list-style-type: none"> Industry's Most Influential New Compliance Solutions 	12/27	12/30
March	<ul style="list-style-type: none"> Digital Marketing Ideas and Strategies Managing Inventory: New Products, Features and Trends 	2/1	2/6
April	<ul style="list-style-type: none"> Technology Roundup: New Arrivals from NADA Experian Automotive's 4Q2011 Report 	3/6	3/9
May	<ul style="list-style-type: none"> New Front-End Innovations, Strategies and More 	4/10	4/13
June	<ul style="list-style-type: none"> Sales Driver: Building a Profitable Website Lead Generators: New Ideas and Trends to Capture More Customers 	5/7	5/10
July	<ul style="list-style-type: none"> Mobilizing the Car-Buying Experience Marketing in the Mobile World Experian Automotive's 1Q2012 Report 	6/5	6/8
August	<ul style="list-style-type: none"> F&I Performance Study F&I Products & Services Guide 	7/5	7/10
September	<ul style="list-style-type: none"> 2012 F&I Pacesetters 2012 F&I Idol Contest 	8/3	8/8
October	<ul style="list-style-type: none"> 2012 F&I Dealer of the Year/F&I Idol Winners Post-Show Coverage: Industry Summit 2012 Experian Automotive's 2Q2012 Report 	9/5	9/10
November	<ul style="list-style-type: none"> How to Sell Auto Accessories and Make Money Doing It 	10/8	10/11
December	<ul style="list-style-type: none"> Newsmakers of the Year 	11/1	11/6

Mad Marv

Marv Eleazer is no industry insider. He's a veteran F&I manager who reports from the trenches on the challenges and opportunities facing F&I professionals today.

On the Point

Jim 'Da Man' Ziegler joined the magazine in 2011 to deliver his monthly message about the car business, sales, F&I and digital marketing to dealer principals and store managers.

Sales Driver

Cory Mosley is a sales training specialist who brings a new-school approach to the show floor. His monthly column covers everything from sales to Internet and social media marketing.

Legal


Tom Hudson and **Michael Benoit** lend their expertise on the compliance issues, court cases, new regulatory threats and developments that affect dealers, sales and finance professionals.

COVER PHOTO BY JASON RHEE PHOTOGRAPHY

Print

F&I and Showroom's **20,500** subscribers are among the industry's most successful and best-informed automotive sales and F&I professionals — including the dealer principal or owner of every new-vehicle dealership or dealer group in the nation.

Reach key F&I and sales decisionmakers!

Primary business based on June 2011 BPA Publisher's Statement:

18,761 franchised dealers

1,219 independent dealers

520 manufacturers, suppliers, lenders, independent F&I agents and others related to the trade

F&I and Showroom presents more F&I advertising per issue than any other publication!

2012 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%.

Online

Our Website and the *F&I eNews* e-newsletter offer the ideal platform to reach a dealership's decisionmakers!



The site averages more than **12,000** unique visitors per month with up-to-the-minute news, feature stories, blogs and videos, as well as our highly popular dealer forum.

F&I eNews reaches more than **13,000** readers every Tuesday and Thursday — and whenever news important to the auto sales and finance industry breaks.

www.fi-magazine.com



Get Connected!

To advertise in print or online — or for event sponsorship and exhibition opportunities — contact publisher and show chair **David Gesualdo** at 727.947.4027 or david.gesualdo@bobit.com today!

Events

Join us September 10–12 at Paris Las Vegas for **Industry Summit 2012!** This event, which now includes the ninth annual **F&I Conference and Expo** as well as the **Special Finance Conference** and **VSCAC**, drew more than 1,000 dealers, general agents, top trainers and industry experts in 2011.

On March 12–14, Caesar's Palace Las Vegas will host the second annual **Agent Summit!** You are invited to join the nation's best general agents, trainers and industry experts at the only event designed by and for agents.

www.industrysummit.com

www.agentsummit.com



Market & Media Data

Advertising Configurations and Dimensions

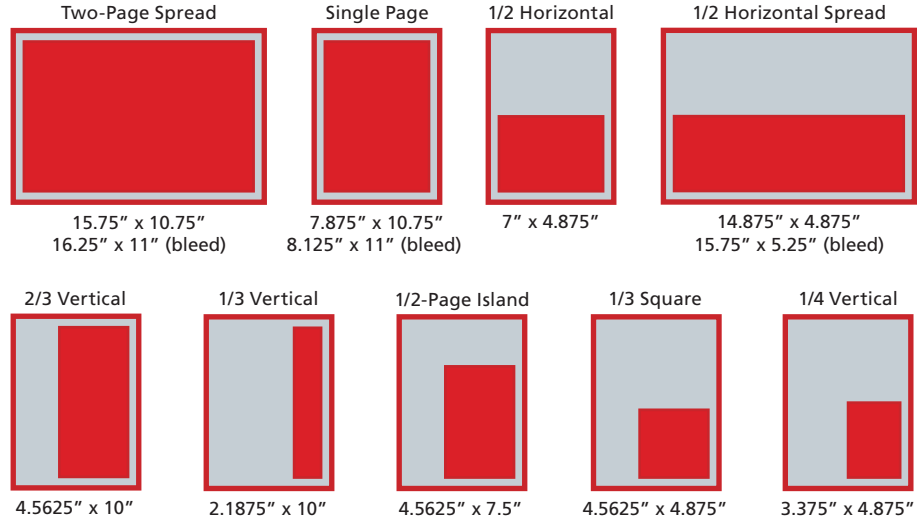
Non-Bleed

	Wide x Deep
Two-Page Spread	15.75" x 10.75"
Single Page	7.875" x 10.75"
2/3 Vertical	4.5625" x 10"
1/2 Horizontal	7" x 4.875"
1/2 Horz. Spread	14.875" x 4.875"
1/2 Island	4.5625" x 7.5"
1/3 Vertical	2.1875" x 10"
1/3 Square	4.5625" x 4.875"

Bleed

	Wide x Deep
Two-Page Spread	16.25" x 11"
Single Page	8.125" x 11"
1/2 Horz. Spread	15.75" x 5.25"
Overall Trim Size	7.875" x 10.75"

There is no additional charge for bleed on four-color ads or gutter bleed on two-page spread ads.



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 his 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 and 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 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 by clicking the "Advertise" tab at www.fi-magazine.com, then following the links to Online Ad Specifications. All ad materials and production questions can be addressed to:

Brian Peach, E-Media and Print Production Manager
3520 Challenger St., Torrance, CA 90503
PH: (310) 533-2548 • Fax: (310) 533-2503
Email: 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 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 contact publisher David Gesualdo at 727.947.4027 or david.gesualdo@bobit.com 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 or via regular mail. Only 5"x 7" @ 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.