

WARD'S Dealer Business[®]

wardsauto.com

sponsorship opportunities

industry events

all new car dealers
by name and title

unique online reach

editorial excellence

resources

best reach guarantee

networking

online

exposure

industry-leading

trusted editorial

resources

“I find this magazine to be informative and straight to the point.”

Matt Rozowicz
CONDOR CHEVROLET
Dealer / Owner / Chief Exec

“Information is current and not always addressed by other periodicals.”

Dickie Barker
BARKER KIA
Dealer / Owner / Chief Exec

“I read most everything in it. I find it a great source of information on industry & dealer best practices.”

David Farris
FARRIS MOTORS INC
Dealer / Owner / Chief Exec

“The auto business is in the midst of huge change and evolution. Understanding where our business is heading is more crucial than ever. WARD'S helps me do that.”

Robert Watson
REVENUE DEVELOPMENT GROUP
Dealer / Owner / Chief Exec

“Great variety of topics, and all articles are concise but packed with info that is actually useful.”

R Brewton
JERRY HAMM CHEVROLET
Dealer / Owner / Chief Exec

“Quick informative reading – gets to the heart of the business issues that matter the most!”

David Kain
JACK KAIN FORD INC
Dealer / Owner / Chief Exec

WARD'S[®] GUARANTEE

WARD'S Dealer Business gets your message to more of your customers ... GUARANTEED, or your ad is free.

WARD'S delivers to more franchised new car dealers than any dealer monthly, plus we're the only magazine that can claim nearly 100% direct request of recipients PLUS nearly 100% delivery by name and title.

If you find another dealer publication that delivers to a greater number of franchised new car dealerships by personal direct request, in any U.S. region you choose, we will run your ad for free.

Circulation + Readership = Your Ad Makes an IMPACT

WARD'S is also well-read throughout the dealership. See the comments on the left of this page to learn how much your customers respect our unique brand of objective, balanced journalism. And consider that 87% of our readers pass WARD'S Dealer Business to others in the dealership. It adds up to a total readership of well over 100,000 readers in the dealership – most in roles to buy your products!

Our 2007 WARD'S Dealer Business editorial calendar details a year's worth of compelling issues well-suited to carry your message. From our **well-read and highly regarded ranking issues**

(Ward's Dealer 500, Ward's Megadealer 100, Ward's e-Dealer 100) to our special issues focused on topics like F&I, Sales and Aftermarket, our line-up is perfectly in tune with your mission: to help dealers make more money.



**Beyond the Printed Page:
WARD'S online and e-newsletters extend your reach.**

WARD'S empowers you to strengthen your print advertising campaign with online exposure and e-newsletter sponsorships to continually reinforce your message.

Our WARD'S Dealer Edition e-newsletter is the only weekly e-mail update from a dealer publication that is regularly breaking news on the automotive retail industry, and our 45,000+ subscriptions reflect the industry's embrace of this service.

Plus, WARD'S can customize an e-newsletter campaign with content focused on your area of expertise. You'll be the sole sponsor of each blast, getting 100% of the exposure in a well-read e-newsletter suited to your message.



BY EVERY MEASURE ... WARD'S IS YOUR BEST ADVERTISING BUY

**More Editorial Honors than
Any Other Automotive Publisher**

- **62** American Society of Business Press Editors Awards
- **43** International Wheel Awards
- **24** Detroit Press Club Awards
- **6** Jesse H. Neal Awards
- **3** min's Best of the Web Awards

**Readers Give WARD'S Dealer Business
High Marks**

Paramount Research asked WARD'S subscribers why they regularly read *WARD'S Dealer Business*:

- **82%** Provides information helpful in my work
- **84%** Delivers important news
- **82%** Interesting/enjoyable to read
- **80%** Provides advocacy for dealers

Readers Take Action on WARD'S Content ...

A 2006 Paramount Research study of WARD'S subscribers asked what action they took following reading *WARD'S Dealer Business*:

- **92%** Implemented ideas they found in WARD'S
- **80%** Took action on advertising seen in WARD'S
- **42%** Contacted advertiser to pursue a purchase
- **42%** Remembered brand for future purchase

**Best Reach + Lowest CPM
... the BEST OF BOTH WORLDS**

	DEALER CIRC*	2006 B&W PG RATE	CPM
WARD'S Dealer Business	25,502	\$7,870	\$309
<i>Auto Exec</i>	21,001	\$7,090	\$338
<i>Dealer Magazine</i>	21,457	\$7,401	\$345

* SOURCE: BPA Worldwide, Dec. 2005



trusted reporting

helping dealers make more money

objective & balanced

beyond the headlines

insightful

editorial calendar



FOCUS

JAN

closes 12/05/06

Talk from the Top

WARD'S editors put the questions to automakers' top executives

FEB

closes 1/05/07

Dealers Speak!

Dealers across the land say what's most on their minds

MAR

closes 2/05/07

By the Numbers

New / used vehicle statistics and data

APR

closes 3/05/07

WARD'S e-Dealer 100

Our 7th annual ranking of the nation's top dealers selling cars on the Internet

MAY

closes 4/05/07

WARD'S Megadealer 100

Our 20th annual consolidator ranking

JUN

closes 5/05/07

WARD'S Dealer 500

Our 21st annual ranking of the top 500 individual new car dealerships in the US

JUL

closes 6/05/07

F&I

Best practices, new products and services, and what the future holds

AUG

closes 7/05/07

Sales Strategies

Effective techniques for increasing sales and profits in the showroom

SEP

closes 8/05/07

WARD'S Dealer of the Year

Always a tough call, our annual top pick and a look at their business practices

OCT

closes 9/05/07

Showroom Best Bets

What's hot, what's not in new vehicles

NOV

closes 10/05/07

CRM

Modern marketing for higher profits throughout the dealership

DEC

closes 11/05/07

Aftermarket (SEMA/AAPEX issue)

Growing profits with accessories

FEATURES

Management • Vehicle Sales
F & I • Fixed Operations
IT / Internet • Aftermarket

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IT / Internet • Aftermarket

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• BONUSES / ▲ OPPORTUNITIES

▲ Road to NADA Package:
NADA Preview

▲ Road to NADA Package:
NADA Issue
• Distribution at NADA
• Ad Performance Study

▲ Road to NADA Package:
NADA Wrap-up

▲ WARD'S Ranking Issue
Package

▲ WARD'S Ranking Issue
Package

▲ WARD'S Ranking Issue
Package
• Ad Performance Study

• WARD'S Product Showcase
E-newsletter Package

• WARD'S Product Showcase
E-newsletter Package

▲ WARD'S Ranking Issue Package
• WARD'S Product Showcase
E-newsletter Package

▲ SEMA / AAPEX issue package:
Pre-SEMA issue; bonus ad in
SEMA-themed e-newsletter

▲ SEMA / AAPEX issue package:
Bonus distribution at SEMA

▲ SEMA / AAPEX issue package:
Post-SEMA issue; bonus ad in
SEMA-themed e-newsletter



best reach
guaranteed
 lowest CPM

100% reach by name & title

advertising rates

BLACK AND WHITE

	<u>1x</u>	<u>3x</u>	<u>6x</u>	<u>12x</u>	<u>24x</u>	<u>36x</u>
Page	8,263	8,007	7,774	7,371	6,651	5,990
Spread	16,528	16,014	15,550	14,742	13,300	11,980
2/3 Page	6,088	5,904	5,721	5,440	4,902	4,401
1/2 Island/Vert.	4,853	4,706	4,572	4,328	3,900	3,520
1/2 Page	4,535	4,413	4,279	4,059	3,643	3,289
1/3 Page	3,031	2,934	2,848	2,714	2,445	2,189
1/4 Page	2,273	2,212	2,139	2,042	1,834	1,650
1/6 Page	1,516	1,479	1,418	1,345	1,222	1,100

STANDARD COLOR

	<u>1x</u>	<u>3x</u>	<u>6x</u>	<u>12x</u>	<u>24x</u>	<u>36x</u>
Page	9,891	9,635	9,402	8,999	8,279	7,618
Spread	19,319	18,806	18,341	17,534	16,092	14,772
2/3 Page	7,263	7,080	6,896	6,615	6,077	5,576
1/2 Island/Vert.	6,029	5,882	5,748	5,503	5,076	4,696
1/2 Page	5,710	5,588	5,454	5,234	4,818	4,464
1/3 Page	4,207	4,109	4,023	3,889	3,620	3,364
1/4 Page	3,449	3,388	3,315	3,217	3,009	2,826
1/6 Page	2,692	2,654	2,593	2,520	2,398	2,276

MATCHED COLOR

	<u>1x</u>	<u>3x</u>	<u>6x</u>	<u>12x</u>	<u>24x</u>	<u>36x</u>
Page	10,261	10,005	9,773	9,369	8,649	7,988
Spread	19,784	19,270	18,806	17,998	16,556	15,236
2/3 Page	7,463	7,279	7,096	6,815	6,277	5,776
1/2 Island/Vert.	6,229	6,082	5,948	5,703	5,275	4,896
1/2 Page	5,910	5,788	5,654	5,434	5,018	4,664
1/3 Page	4,407	4,309	4,223	4,089	3,820	3,564
1/4 Page	3,649	3,587	3,515	3,417	3,209	3,026
1/6 Page	2,892	2,854	2,793	2,720	2,598	2,475

3- OR 4-COLOR

	<u>1x</u>	<u>3x</u>	<u>6x</u>	<u>12x</u>	<u>24x</u>	<u>36x</u>
Page	11,084	10,828	10,595	10,192	9,472	8,811
Spread	20,700	20,187	19,723	18,915	17,473	16,153
2/3 Page	8,033	7,850	7,666	7,385	6,847	6,346
1/2 Island/Vert.	6,799	6,652	6,518	6,273	5,845	5,466
1/2 Page	6,480	6,358	6,224	6,004	5,588	5,234
1/3 Page	4,977	4,879	4,793	4,659	4,390	4,134
1/4 Page	4,219	4,157	4,085	3,987	3,779	3,596
1/6 Page	3,462	3,424	3,363	3,290	3,168	3,046

COVERS

	<u>6x</u>	<u>12x</u>
Inside Front	11,894	11,466
Inside Back	11,344	10,953
Back	12,433	11,992

FURNISHED INSERTS

Inserts may run full circulation or to select demographic segments (min of 7,500). Contact us for details, rates and mechanical specs.

AD MATERIAL SUBMISSION

Files may be submitted electronically via FTP transfer or sent on disc to: **WARD'S Dealer Business** Production, 7900 International Dr., 3rd Floor, Minneapolis, MN 55425. Whether sending via FTP or on disc, a color proof must be mailed to address above. For FTP instructions or other details, contact (952) 851-4624 or bonnie.oslund@penton.com. More information is also available at WardsAuto.com/about/advertising.

COMPARE OUR RATES!

WARD'S offers the **LOWEST DEALER CPM** of the major publications for auto dealers:

	DEALER CIRC*	2006 B&W PG RATE	DEALER CPM
WARD'S Dealer Business	25,502	\$7,870	\$309
Auto Exec	21,001	\$7,090	\$338
Dealer Magazine	21,457	\$7,401	\$345

AD SIZES

Trim Size	7-7/8" x 10-3/4"
Spread	15" x 10"
Full page	7" x 10"
2/3 page	4-1/2" x 10"
1/2 page (vertical) ...	3-1/2" x 10"
1/2 page (horiz.)	7" x 4-3/4"
1/2 page (island) .	4-1/2" x 7-1/4"
1/3 page (vertical) ...	2"-1/4 x 10"
1/3 page (square)	4"-1/4 x 5"
1/4 page	3"-1/2 x 5"
1/6 page	2"-1/4 x 5"

BLEEDS

Full pg bleed size:
8-1/8" x 11"
 Spread bleed size
16" x 11"
 Spread bleed thru
 gutter only:
15-1/4" x 10"
 For bleed ads,
 keep live matter
 3/8" from sides.

Insertion orders and materials due 5th business day of month before issue date.

Preferred File Format: High-Res PDF; Adobe InDesign®

Photos: 300 dpi, actual size, CMYK colors, TIF or EPS

Illustrations: 800 dpi min. for line art; CMYK color model; EPS format with color preview

Fonts: Send all screen and printer fonts used. On illustrations, convert text to outline then save as EPS

Lettering: Reproduce all reverse lettering with a minimum of colors using key color for shape of letter and making letter in subordinate colors larger to reduce register problem. Type smaller than 8 point with fine serifs should be avoided

Line Screen: Recommended: 133; Do not exceed 150; 120-line screen recommended for B&W halftones

Tone Value: Sum percentages for four-color process art is recommended at 265%; per SWOP, total density should not exceed 300%; required value of over 85% for any one color should be made solid

Proofs: Laser print or PDF required; SWOP-certified proof required to guarantee accurate color

Preferred Media: Mac or PC CD. Materials sent as film will be digitally converted at a \$50.00 per ad cost

WARD'S TERMS AND CONDITIONS

RATE POLICY AND CONTRACT PROVISIONS: All advertisements are accepted and published entirely on the representation that the Advertising Agency and/or Advertiser are properly authorized to publish the entire contents and subject matter thereof. It is understood that, in consideration of the publication of advertisements, the Advertiser and/or Advertising Agency will indemnify and hold the Publisher harmless from and against any claims or suits for libel, violation of rights of privacy, plagiarism, trademark, patent and copyright infringements (including the text and photographs within the advertisements), and other claims based on the contents or subject matter of such publication.

The Publisher reserves the right to reject any and all advertising, which the Publisher feels is not in keeping with the publication's standards, policies and principles. The Publisher reserves the right to add the word "Advertisement" at the top and/or bottom of, or anywhere within any publication page, that in the Publisher's sole judgment, too closely resembles editorial pages of the publication.

The Publisher will not be bound by any conditions, printed or otherwise appearing on any order blank, insertion order or contract when they conflict with the terms or conditions of the publication's rate card, or any amendment thereof. The Publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of the publication issue or issues due to strikes, work stoppages, accidents, fires, acts of God or any circumstance not within control of the Publisher. The Publisher is not responsible for the accuracy of any corrections or changes made to any Advertiser's materials.

AGENCY COMMISSION: 15% of the gross billing allowed to recognized advertising agencies on space, color, bleed, and position only, provided account is paid within 30 (thirty) days of invoice date. Advertiser's material must be prepared in accordance with production specifications to qualify for agency commission. No cash discounts allowed.

SEQUENTIAL LIABILITY: Advertiser and Advertising Agency are jointly and severally liable for payment. The Publisher will not release the Advertising Agency from liability even if a sequential liability clause is included in the contract, insertion order, purchase order, etc.

CANCELLATION POLICY: Neither the Advertiser nor its Advertising Agency may cancel advertising after closing date. Cancellations prior to closing must be in writing. Verbal cancellations will not be accepted.

ERROR LIABILITY LIMIT: The Publisher's liability for any error will not exceed the charge for the advertisement in question. The Publisher assumes no liability for errors in key numbers, the Reader Service section, advertisers' index, or any type set by the Publisher. The Publisher is not responsible for the accuracy of any corrections or changes made to the Advertiser's copy/materials.

SHORT RATE PROTECTION: Advertisers billed at special contract rates based on frequency, but who fail to fulfill the contract, will be billed at the Publisher's sole discretion for the difference to reflect the rate that is actually earned. For example, Advertisers will be billed for lost frequency discounts if, within a twelve (12) month period (or written contract period) from date of the first insertion, they do not use the amount of advertising space upon which their billing rate was based.

RATE CARD IN EFFECT: Advertising rates, terms and conditions set forth in this rate card shall govern all transactions and supersede any other information published in previous rate cards, directories, media guides or rate and data services whether in print or online. Publisher will not honor rates or data derived from these other sources unless it is in conformance with this rate card. Publisher has the right to increase rates with prior notification to advertiser.

TERMS OF SALE: Terms of sale are Net 30 (thirty) days from date of invoice. No cash discounts allowed. The Publisher will not accept any form of payment, which contains any limitations or conditions on payment such as short paid checks noted as representing payment in full of a disputed balance.

LINE OF CREDIT: Advertiser's line of credit may increase or decrease from time to time. Such changes will be made at the sole discretion of the Publisher, and no advanced notification is promised or implied.

PAST DUE ACCOUNTS: Orders may be held at the Publisher's sole discretion.

COLLECTION RELATED ISSUES: If the Publisher must refer Advertiser's delinquent account to an attorney or collection agency, Advertiser agrees to pay all reasonable attorneys' or collection agency's fees, court costs, and other collection costs in connection with the Publisher's collection efforts.

JURISDICTION: Advertising Agencies and/or Advertisers agree that any legal action arising between the Publisher and Advertising Agency and/or Advertiser must be brought in the courts of the state of Kansas, Johnson County, and that Advertising Agency and/or Advertiser agrees to submit all claims to the jurisdiction of these courts regardless of any conflict of jurisdiction which may arise.

NOTIFICATION TO PUBLISHER: If the Advertising Agency and/or Advertiser changes their address or there is a change of ownership or control of their company, please notify the Publisher of this change within ten working days.

DEFINITIONS: As used in this section and this rate card, the term "Publisher" shall refer to WARD'S and its parent company.


COVER POSITIONS: Available on the basis of a minimum six-time contract only. Can be cancelled only on a written 60-day notice prior to closing date.

SPECIAL POSITIONS: In addition to cover positions, special positions may be available. Contact your advertising sales representative for availability and to request a premium/special position. Exact position and charge must be indicated in space order and authorized by publisher. Positions are subject to availability and color capability.

LATE COPY POLICY: Advertisements not received by our advertising production department by closing date are not entitled to the privilege of review or revision by the Advertiser or its Advertising Agency.

COPY CHANGES: When change of copy is not received by closing date, copy furnished or run in previous issue will be printed at the sole discretion of the Publisher.

CONVERSION/HANDLING CHARGES: Conversion to Publisher's requirements will be billed at Publisher's cost.

The new Penton Media, Inc., headquartered in New York, is  Penton Media one of the nation's largest business-to-business media and information companies, serving more than six million business professionals every month. Its market-leading brands are focused on 30 industries. Its growing portfolio includes 113 trade magazines, 145 Web sites, 96 industry trade shows and conferences and more than 500 information data products.

CONTACT YOUR WARD'S REPRESENTATIVE TODAY

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