

COVER & FEATURE SOLUTION GUIDELINES

AutoSuccess

THE No. 1 SALES-IMPROVEMENT MAGAZINE FOR THE AUTOMOTIVE PROFESSIONAL



DEALER

Supplement to AutoSuccess Babcox

SERVICE

PARTS, TOOLS, EQUIPMENT & TIRES

COVER & FEATURE SOLUTIONS GUIDELINES

AutoSuccess and **Dealer Service** are publications that stand out by providing thought-provoking, solution-based articles that our readers can immediately put into effect. As a marketing partner, we want to offer you the opportunity to connect with our readership as an industry expert.

Participating in a Cover and Feature Solutions agreement, advertisers need to follow these guidelines:

- Covers should feature a dealer (for **AutoSuccess** [monthly] and a service manager and/or dealer for **Dealer Service** [March, June, September and December]).
- Cover and feature images need to be high-resolution jpeg or tif files; 300 dpi at 100 percent; please send multiple options
- The article should focus on:
 - A successful dealer/dealership
 - The challenges that dealership faces
 - How the marketing partner's products and services have helped that dealer succeed.

- Articles are approximately 1,200 words in length.
- All articles are subject to editing by **AutoSuccess** and **Dealer Service**.
- A proof of their article as it will appear will be sent to you for your review and approval.
- Once an article has been edited and published, we retain all rights to that article. Reprints are available through **AutoSuccess** and **Dealer Service** only.

For any questions about these requirements, or information on submitting an editorial to be published, contact Publisher **Susan Givens** at **502.802.5608** or by email at **sgivens@autosuccessonline.com**.



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