

QUARTERLY SUPPLEMENT

DEALER Supplement to **AutoSuccess** Babcox  
**SERVICE**  
PARTS, TOOLS, EQUIPMENT & TIRES



**\$109.52 billion**

SERVICE & PARTS SALES  
*(for all new-vehicle dealerships)*



**266,258**

TECHNICIANS  
*(including body shop)*



**315 million**

REPAIR ORDERS WRITTEN



## THIS AUDIENCE ACCESS MATTERS TO YOUR BUSINESS

While the sales department might be the most visible part of the dealership, **AutoSuccess** knows that the F&I, service and parts departments play a vital role in customer retention and the company's bottom line.

**Dealer Service** is a new quarterly publication created to address the specific needs of a dealership's service directors/fixed operations managers. Our "how-to," solution-based editorials and content will provide instantly actionable steps that these professionals can take to improve their team's effectiveness and their department's profitability.

**Dealer Service** will be polybagged with **AutoSuccess**, reaching a target audience made up of a dealership's owners/general managers as well as its service directors/fixed operations managers — those who make a variety of management and purchasing decisions including parts, software, equipment and tools, technician training, marketing and much more.

## OUR PHILOSOPHY












The advertising philosophy at **AutoSuccess** is to match quality vendors with those on the front lines of the automotive sales field. By working together, we believe that all three parties — **AutoSuccess**, our advertising partners and our readers — can benefit, grow and prosper into the future.

## MAGAZINE ADVERTISING DETAILS & RATES

**AutoSuccess** offers our advertising partners packages with various lengths of commitment and other options. Whether you are an established company looking to maintain and extend your branding and message, or a smaller company looking to make your presence felt in the market, we have you covered. All of our magazine advertising commitments — large or small — come with opportunities for an editorial submission, a podcast interview, Web and eNewsletter banners, a company profile page, and priority placement of submitted press releases for our eNewsletter.

**AutoSuccess** is printed using an offset process and is saddle-stitched, with a trim size is 8.375" x 10.75", and an image area of 7.875" x 10.25". Copy for bleed pages should not exceed the image area, unless you desire it to extend off the page and be trimmed. We print in four-color process (CMYK). **AutoSuccess** is not responsible for the appearance of submitted ads that do not meet the above specifications.

### ROP DISPLAY RATES & SIZES

	1X	3X	6X	12X
 Cover* (including cover story)	\$15,995			
 Back Cover*	\$8,145	\$7,495	\$6,995	\$6,595
Inside Front Cover*	\$7,695	\$6,495	\$5,995	\$5,495
Inside Back Cover*	\$6,895	\$5,995	\$5,495	\$4,995
Full page*	\$3,854	\$3,580	\$3,299	\$2,995
 *8.375 x 10.75 Live Area .25" inside trim Full Page Bleed, add .25" all sides past trim				
 Two-page Spread *8.375 x 10.75 Live Area .25" inside trim Full Page Bleed, add .25" all sides past trim	\$10,745	\$9,995	\$9,595	\$8,995
 1/2 page Horizontal 7.375 x 4.875	\$2,175	\$1,889	\$1,749	\$1,299
 1/2 page Vertical 4.875 x 7.375				
 1/3 page Horizontal 7.375 x 3.25	\$1,599	\$1,399	\$1,175	\$849
 1/3 page Vertical 2.35 x 10.25 Live Area 2.35 x 10.25 Bleed, add .25" to top past trim				
 1/4 page Horizontal 7.375 x 2.4375	\$1,399	\$1,099	\$899	\$699
 1/4 page Vertical 3.6875 x 4.875				
 Strip 7.375 x 1.25	\$899	\$749	\$625	\$499