

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
<small>*8.375 x 10.75 Live Area .25" inside trim Full Page Bleed, add .25" all sides past trim</small>					
 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	 1/2 page Vertical 4.875 x 7.375	\$2,175	\$1,889	\$1,749	\$1,299
 1/3 page Horizontal 7.375 x 3.25	 1/3 page Vertical 2.35 x 10.25 Live Area 2.35 x 10.25 Bleed, add .25" to top past trim	\$1,599	\$1,399	\$1,175	\$849
 1/4 page Horizontal 7.375 x 2.4375	 1/4 page Vertical 3.6875 x 4.875	\$1,399	\$1,099	\$899	\$699
 Strip 7.375 x 1.25		\$899	\$749	\$625	\$499