

2018 EDITORIAL CALENDAR

JANUARY

A Look Ahead to 2018

- Top companies to look for in 2018
- Leading the way into the new year

Editorial Deadline: December 15

Ad Closing: December 15

Ad Materials Due: December 22

FEBRUARY

Effective Dealership Marketing

- Every customer is different — ways to attract the right buyers
- Marketing tips to bring your customers in

Editorial Deadline: January 16

Ad Closing: January 16

Ad Materials Due: January 23

MARCH

Tools to Reach the Top

- NADA Best of the Best Companies
- Tracking data to keep you No. 1
- Know what you are spending in your marketing efforts
- Taking the lead in your service department

Editorial Deadline: February 16

Ad Closing: February 16

Ad Materials Due: February 23

Dealer Service Supplement

APRIL

Cultivating Customer Relationships

- Driving sales by building relationships
- Connecting with customers through your CRM

Editorial Deadline: March 16

Ad Closing: March 16

Ad Materials Due: March 23

MAY

Utilizing Live Chat

- Mastering online chat
- Communication to your dealership

Editorial Deadline: April 17

Ad Closing: April 17

Ad Materials Due: April 24

JUNE

Long-Term Planning

- Engaging with your customers for a lifetime
- Driving your revenue to the top
- Serving your customers in the service department

Editorial Deadline: May 16

Ad Closing: May 16

Ad Materials Due: May 23

Dealer Service Supplement

JULY

Dealership Department Integration

- Integrating sales, service and marketing solutions
- Utilizing your service department to grow your dealership
- Using the knowledge you receive from your CRM

Editorial Deadline: June 18

Ad Closing: June 18

Ad Materials Due: June 25

AUGUST

Marketing & Technology

- Using artificial intelligence to find customers
- How automated sales assistants can help you sell more cars

Editorial Deadline: July 17

Ad Closing: July 17

Ad Materials Due: July 24

SEPTEMBER

Connecting With Customers

- Using online chat in your service department
- Finding technology to help move your dealership forward

Editorial Deadline: August 17

Ad Closing: August 17

Ad Materials Due: August 24

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OCTOBER

Planning Smarter

- Using tools to know your customers
- Achieving your business goals and overcoming challenges

Editorial Deadline: September 18

Ad Closing: September 18

Ad Materials Due: September 25

NOVEMBER

Prospecting & Lead Generation

- Marketing tips to catch the consumers' attention
- Finding the right tool to make your dealership a success

Editorial Deadline: October 16

Ad Closing: October 16

Ad Materials Due: October 23

DECEMBER

Building for the New Year

- How to take your dealership from the bottom to the top
- Watch sales and service work together
 - Out with the old, in with the new

Editorial Deadline: November 16

Ad Closing: November 16

Ad Materials Due: November 21

Dealer Service Supplement