



Auto Finance

THE NEWS THAT DRIVES THE INDUSTRY

NEWS

Media Information 2015-2016

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AutoFinanceNews

THE NEWS THAT DRIVES THE INDUSTRY

Auto Finance News, published by Royal Media (www.royalmedia.com), has been the leading supplier of cutting-edge industry news since 1996. With a focus on unique content and premium demographics, *Auto Finance News* gets you in front of your prospects, across **multiple platforms**.

see page **3** **AutoFinanceNews**

Published monthly, *Auto Finance News* is a must read for industry professionals looking to stay on top of current industry news and trends. Each issue offers unique content on industry newsmakers, capital markets, compliance, risk management and much more.

see page **4** **AutoFinanceNews.net**

The online home of *Auto Finance News* and where the industry goes to find out what's happening now in automotive lending and leasing.

see page **4** **afn DAILY ALERT**

The Daily Alert gives subscribers immediate access to the breaking news and articles lenders need to remain informed.

Events

Auto Finance Summit 2015 (www.AutoFinanceSummit.com)

The Summit is the premier industry event that brings together the entire spectrum of auto lenders and lessors. Featuring a speaker faculty of hand-selected, top-notch speakers and a diverse agenda, the Summit is the can't miss event of the year for anyone involved in auto lending and leasing. The 2015 **Auto Finance Summit** is scheduled for October 21-23 at the Wynn Las Vegas, NV.

Auto Finance Risk & Compliance Summit (www.afrcs.com)

The leading conference for auto finance risk and compliance management professionals. The event offers an unparalleled forum for lenders to discuss techniques and trends with their peers and colleagues. The Risk & Compliance Summit gives auto finance industry professionals a dedicated, full-length forum for sharing insights, best practices and practical intelligence on regulatory compliance and risk management matters of import to lending companies and practitioners alike. The 2016 **Auto Finance Risk and Compliance Summit** is scheduled for May 9-10 at the Omni Fort Worth in Fort Worth, TX.

PowerSports Finance 2015 (www.PowerSportsFinance.com)

Powersports Finance 2015 will offer industry professionals the first dedicated full-length forum to share insights, best practices, and practical intelligence on matters of import to lenders of motorcycles, jet skis, RVs, and other specialty vehicles.

The 2015 event will be held October 21st in conjunction with the Auto Finance Summit

Auto Finance News

THE NEWS THAT DRIVES THE INDUSTRY

Magazine Advertising Opportunities

Auto Finance News is the definitive information source on automotive lending and leasing. Published monthly, Auto Finance News reaches over 6,500 readers per month*.

AFN Readers Identify As

Prime Lender

16%

Nonprime Lender

32%

Full-spectrum Lender

20%

Other

32%



Auto Finance News readers are engaged



60%

of Readers took an action based on an advertisement in Auto Finance News

97%

of Readers Rate Auto Finance News Magazine Good to Excellent

With targeted distribution to high-level auto finance professionals, Auto Finance News reaches top executive decision makers:

*Subscription & Distribution Figures: Publisher's Data, 2015



"Keeps me abreast of things going on in the industry on multiple subjects as well as with competitors."

— Robert Galbo, VP of Finance, Sonic Automotive

Advertise

Auto Finance News Magazine Rates**:

Connect with your customers and generate new sales while reaching the top executives in Auto Finance.

2016	Size	1 Month	3 Months	6 Months	12 Months
	2P Spread	\$6,960	\$6,610	\$6,260	\$5,555
	Full Page	\$3,555	\$3,375	\$3,200	\$2,840
	1/2 Page	\$2,355	\$2,235	\$2,110	\$1,880
	1/4 Page	\$1,565	\$1,470	\$1,345	\$1,250

* For back cover, front and back inside cover add a 10% premium. Add 30% premium for March and September issues (5,000 additional circ.)

Auto Finance News Update Rates:

Reach every Auto Finance News subscriber with the weekly update that keeps them informed between issues.

2016	Size	1 Month	3 Months	6 Months	12 Months
	1/2 Page	\$1,600	\$1,460	\$1,300	\$1,210
	1/4 Page	\$1,340	\$1,225	\$1,080	\$1,015

"It's the only one of its kind in the industry. You can count on all the news of the day to be there."

— Suzi Traffon, Manager, Exeter Finance Corp.



AutoFinanceNews.net

THE SITE THAT DRIVES THE INDUSTRY



Online Advertising Opportunities

AutoFinanceNews.net is the online home of the industry's most-read publication, *Auto Finance News*. AutoFinanceNews.net leverages over 5,000 daily email subscribers along with over 1,700 social media followers and over 4,100 LinkedIn group members to drive traffic and extend its reach amongst auto finance professionals.

AutoFinanceNews.net Banner Advertising

Position	1 Month	3 Months	6 Months	12 Months
728 x 90 Leaderboard	\$1,210	\$1,150	\$1,090	\$1,035
300 x 250 Medium Rectangle	\$1,390	\$1,340	\$1,280	\$1,210

Engaged Community:

 **1,795** Twitter Followers

 **4,073** E-mail Subscribers

 **4,428** LinkedIn Group Members



“It gives me an opportunity to monitor the entire industry in a very concise manner.”

— Marty Crowley, CIO,
Gateway One Lending & Finance



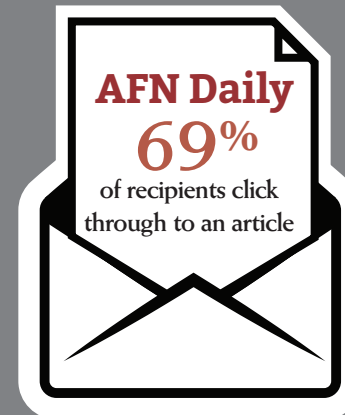
Straight to the Inbox:

afn DAILY ALERT

The Auto Finance News Daily News Alert keeps our online users up to date on all of the breaking news posted to AutoFinanceNews.net. Advertising opportunities in the alert are available monthly which means you receive a minimum of 20 insertions per month.

Position	1 month	3 months	6 months	12 months
468 x 60 Top Banner	\$1,850	\$1,755	\$1,665	\$1,575
160 x 300 Right Rectangle	\$1,575	\$1,500	\$1,425	\$1,350

Effective Reach



95% of Readers rated the weekly newsletter Good to Excellent

72% Forwarded the Daily Alert to a colleague

60% of readers took an action based on advertisement in the AFN daily alert

69% of AFN.net visitors forwarded an article to a colleague

87% of AFN.net users rated the website Good to Excellent

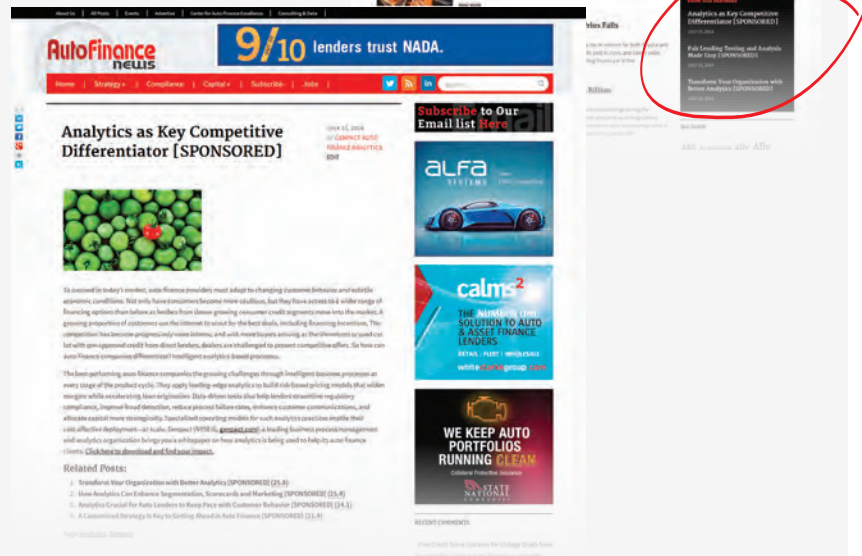
*Subscription & Distribution Figures: Publisher's Data, 2015



Content Marketing

Establish your brand as a thought leader in the Auto Finance industry. Content marketing enables you to put your content within *Auto Finance News'* highly touted and respected news feed. **Auto Finance News Content Marketing** will embed your brand within the *Auto Finance News* news stream for greater brand awareness.

Content marketing opportunities begin at \$300.



*Auto Finance News reserves the right to exclude any content marketing post that does not comply with our advertising Terms and Conditions or we deem to be inappropriate content for our site. We might deem a post inappropriate if it: makes claims that are erroneous or inflammatory; Falls far short of our editorial standards; or is too self-promoting of the advertiser.

Custom Publishing, Broadcasting, & Events

Royal Media is uniquely suited to offer custom marketing opportunities that target the Auto Finance industry. These content based applications are the perfect way to keep your prospects informed while building your brand as the solution to their current needs.

WHITE PAPERS:

Professionals turn to white papers for an authoritative report to help with understanding industry issues, solving problems and making decisions. *Auto Finance News* can craft a professional paper that reaches your prospects through the *Auto Finance News* network.

WEBINARS:

These interactive conferences bring professionals together for conversations and seminars centered on specific needs and challenges that your prospects may be facing. *Auto Finance News* can host and design your webinar, using the *Auto Finance News* database to invite attendees.

PRINT SUPPLEMENTS:

Auto Finance News can craft, design and write thought-leadership content as stand-alone supplement to a monthly issue of *Auto Finance News*.

E-NEWSLETTERS:

Auto Finance News can design and distribute e-newsletters on select topics.

LIVE EVENTS:

Auto Finance News can host and drive attendance for a designated industry event. *Auto Finance News* would customize the experience and content to your needs, handling as much of the logistics as necessary.



Excellence in Auto Finance

The Center for Auto Finance Excellence was created to share content on best practices with auto finance executives. The need for the Center is clear. For many of these new, or newly capitalized, players, operational best practices remain elusive. In fact, executives at such ventures would be hard-pressed to find a "how to" manual for auto finance and its associated technologies. The presumption is that such operational knowledge is acquired only through years of experience. Yet, the demand for such knowledge is acute.



The Center for Auto Finance Excellence provides its partners with unique branding value, associating the brand with best practices and focused content. Additionally, the Center positions its partners as the facilitator of knowledge to those ventures in the market that are most likely to fuel future growth.

The following categories of executives utilize insights from the Center for Auto Finance Excellence:

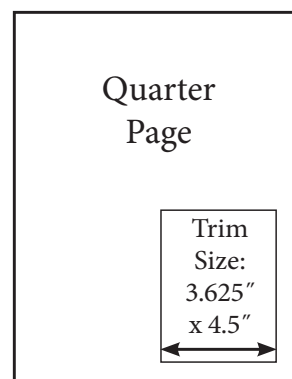
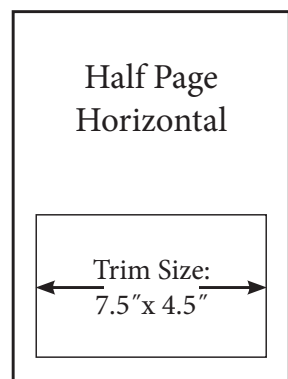
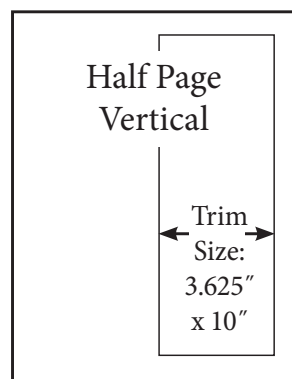
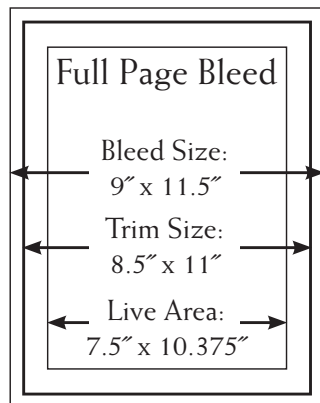
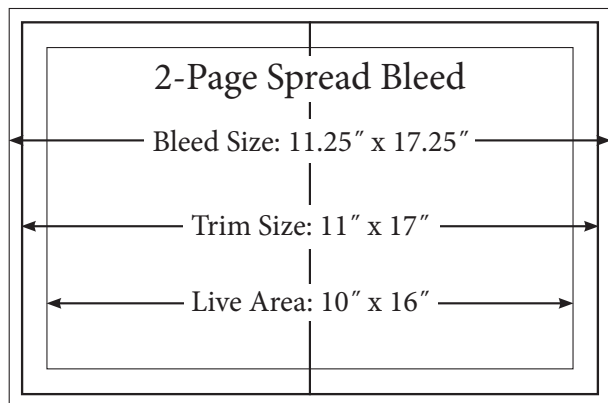
- Executives preparing to launch a new auto finance company
- Executives preparing their auto finance company for significant growth
- Investors seeking benchmarks for best practices
- Executives seeking the knowledge to advance their careers
- Executives who are tasked with changing their job responsibilities

Center for Auto Finance Excellence partnerships are a custom opportunity.

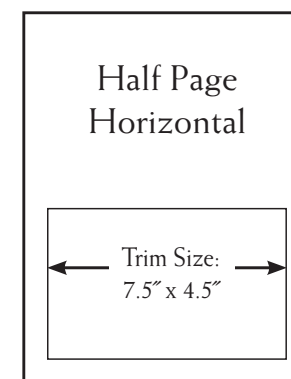
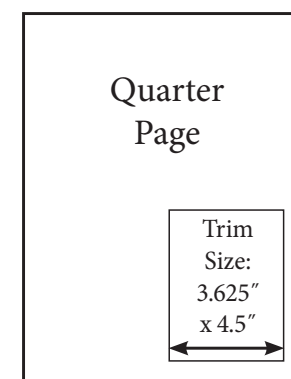


Print Ad Specifications

AutoFinanceNews



AutoFinanceNews Update



Digital Delivery

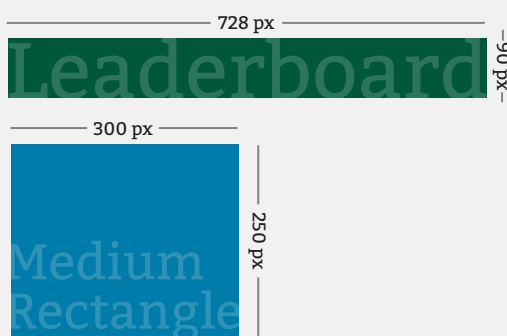
AutoFinanceNews.net

Leaderboard

Ad Size: 728 pixels x 90 pixels

Medium Rectangle

Ad Size: 300 pixels x 250 pixels



Maximum File Size: 40kb
 Acceptable File Formats:
 GIF, JPG, PNG, SWF (FLASH)

AutoFinanceNews.net

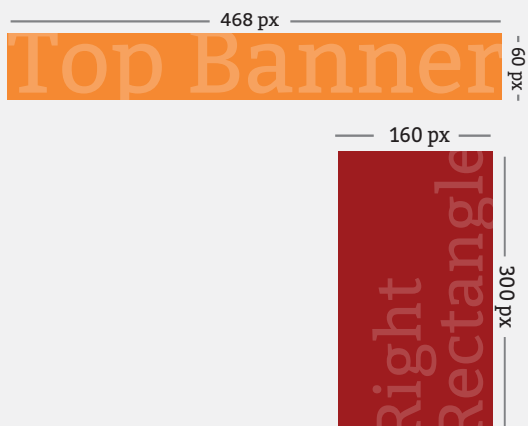
Top Banner

DAILY ALERT

Ad Size: 468 pixels x 60 pixels

Right Rectangle

Ad Size: 160 pixels x 300 pixels



Maximum File Size: 25kb
 Acceptable File Formats:
 JPG, PNG, GIF (static).

Print Reservation & Submission Deadlines

Issues	Space Closes	Artwork Due	Bonus Distribution
January	Fri, Dec 18, 2015	Tues, Dec 29, 2015	
February	Tues, Jan 12, 2016	Tues, Jan 29, 2016	
March	Tues, Feb 9, 2016	Tues, Feb 16, 2016	Expanded Circulation
April	Tues, Mar 8, 2016	Tues, Mar 15, 2016	
May	Tues, Apr 5, 2016	Tues, Apr 12, 2016	Auto Finance Risk & Compliance Summit
June	Thurs, May 12, 2016	Thurs, May 19, 2016	
July	Thurs, Jun 9, 2016	Thurs, Jun 16, 2016	
August	Fri, Jul 8, 2016	Fri, Jul 15, 2016	
September	Mon, Aug 8, 2016	Mon, Aug 15, 2016	Expanded Circulation
October	Wed, Sep 7, 2016	Wed, Sep 14, 2016	Auto Finance Summit
November	Wed, Oct 12, 2016	Wed, Oct 19, 2016	
December	Mon, Nov 14, 2016	Mon, Nov 21, 2016	

"Expanded Circulation" issues are sent to a wider circulation of controlled-qualified readers.

*Including paid subscriptions, distribution at major industry conferences and pass-through distribution.

**All rates are net. For gross rates, please add 15%.

Submission Guidelines

Mechanical requirements

All ads (and images within ads) must be 4-color CMYK with process colors only.* For file types, see submitting advertising materials. If running a 2-color ad, one color must be Process Black (K) and the other must be a Process Pantone color.

Embed all fonts or outline all text.

*Special arrangements for the use of spot/PMS colors can be made for an additional fee.

Submitting advertising materials

When submitting advertising materials, please submit a Press-ready or X-1a or Press-quality PDF with crop & bleed marks. Two-page Spread ads should be submitted as one PDF or as two individual page PDF's. You can submit your files via e-mail, FTP, or through external services such as DropBox or WeTransfer.

Email submissions

E-mail your file to both **Tommy Mass** at tmass@royalmedia.com, and to **Alex Kwanten** at akwanten@royalmedia.com. In the body of the email make sure to include the advertiser name, the issues in which it is to run, contact name & telephone number. There is a 8 mb limit on e-mail submissions.

Submission via FTP

Contact us for FTP address and account information. All files should be zipped or compressed prior to transfer. Filenames may not contain any spaces or special characters. When naming your file, use only alphanumeric characters (letters and numbers). Do not use any symbols - with the exception of the underscore (use underscores instead of spaces). Once your file has been successfully transferred, please email both **Alex Kwanten** at akwanten@royalmedia.com and **Adnan Jusupovic** at ajusupovic@royalmedia.com. In the email please include the advertiser name, the issues in which it is to run, contact name & telephone number, the name of the file(s) and transfer time/date.

SWF (Flash) files cannot be submitted for Auto Finance News Daily Alert. **Full advertising terms and conditions are available here: <http://royalmedia.com/terms/>**

AutoFinanceNews

THE NEWS THAT DRIVES THE INDUSTRY

Royal Media is Your Marketing Partner

For more information about how *Auto Finance News* can help grow your business, please contact:

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About the Publisher

Royal Media (www.royalmedia.com) is a diversified media company that produces industry-specific conferences, publishes periodicals and websites and conducts research. The company has won numerous awards for its stellar journalism since its launch in 1995.

CONFERENCES

Auto Finance Summit

Auto Finance Risk & Compliance Summit

Bank Innovation

PERIODICALS

Auto Finance News

GreenLight Remarketing

ONLINE

www.AutoFinanceExcellence.org

www.AutoFinanceNews.net

www.BankInnovation.net

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