

# Auto Dealer Today Editorial Calendar

Month	Topic	Ad Close	Material Deadline
Q1	<ul style="list-style-type: none"> <li>Sales and Service in the Age of Transparency</li> <li>The Next Generation of Dealer Digital Marketing</li> <li>Collision Repair Dos and Don'ts</li> </ul>	1/6/20	1/9/20
Q2	<ul style="list-style-type: none"> <li>New Concerns for Consumer Data Privacy</li> <li>Will EVs Starve the Service Department?</li> <li>Big Barriers to Digital Sales and F&amp;I</li> </ul>	4/7/20	4/10/20
Q3	<ul style="list-style-type: none"> <li>Maximize Factory Fixed Ops Revenue</li> <li>How Dealer Data Drives Appointments and Sales</li> <li>New Opportunities in Subscription Services</li> </ul>	7/7/20	7/10/20
Q4	<ul style="list-style-type: none"> <li>2020 Dealers' Choice Awards</li> <li>New Year Brings New Compliance Standards</li> <li>Why User-Generated Content Turns Heads</li> </ul>	10/6/20	10/9/20



**FREQUENCY:** 4 times per year  
**EDITORIAL FOCUS:** Auto Dealer Today is dedicated to providing the news and information dealership owners, principals, and general managers need to make decisions relating to variable and fixed operations, marketing, and training.

**NEWSLETTER:** ADT ENEWS  
**FREQUENCY:** Monday, Wednesday, and Saturday  
**CONTENT INCLUDES:**

- News and Features
- Online-Only Content
- Breaking News Alerts
- Top 10 Recap Every Saturday

## 2020 Print Rates

	4X Rate	2X Rate	1X Rate
Full page	\$7,115	\$7,720	\$8,175
1/2 page	\$5,095	\$5,875	\$6,450
1/3 page	\$4,335	\$4,465	\$4,760
1/4 page	\$3,745	\$3,950	\$4,140

**CONTACT:**  
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# F&I and Showroom Editorial Calendar

Month	Topic	Ad Close	Material Deadline
January	<ul style="list-style-type: none"> <li>New Year's Resolutions for F&amp;I</li> <li>Quarterly Auto Finance Report</li> </ul>	12/5/19	12/11/19
NADA Issue	<ul style="list-style-type: none"> <li>NADA 2020 Preview</li> <li>Q&amp;A with NADA Chairman</li> </ul>	1/4/20	1/7/20
February	<ul style="list-style-type: none"> <li>How Silos and Solos Sink Sales</li> <li>Sales Managers Take the Compliance lead</li> </ul>	1/6/20	1/10/20
March	<ul style="list-style-type: none"> <li>Post-NADA Coverage</li> <li>New Tool and Tech Roundup</li> </ul>	2/3/20	2/7/20
April	<ul style="list-style-type: none"> <li>The Definitive Guide to Filming F&amp;I</li> <li>Quarterly Auto Finance Report</li> </ul>	3/10/20	3/16/20
May	<ul style="list-style-type: none"> <li>The Case For - And Against – Flats</li> <li>Objection-Handling Tips That Actually Work</li> </ul>	4/7/20	4/13/20
June	<ul style="list-style-type: none"> <li>How Training Reduces Turnover</li> <li>Second Half Economic Forecast</li> </ul>	5/4/20	5/8/20
July	<ul style="list-style-type: none"> <li>Selling F&amp;I on Subscription Vehicles</li> <li>Quarterly Auto Finance Report</li> </ul>	6/8/20	6/12/20
August	<ul style="list-style-type: none"> <li>Sales Compliance from Digital to Demo</li> <li>Max Out Incentive Funds to Sell More F&amp;I</li> </ul>	7/7/20	7/13/20
September	<ul style="list-style-type: none"> <li>New Challenges in Hiring and Recruiting</li> <li>Steer Your Customer's Credit Journey</li> </ul>	8/4/20	8/10/20
October	<ul style="list-style-type: none"> <li>How the Election Affects Dealerships</li> <li>Quarterly Auto Finance Report</li> </ul>	9/8/20	9/14/20
Industry Summit Issue	<ul style="list-style-type: none"> <li>Industry Summit Show Coverage</li> </ul>	10/2/20	10/7/20
November	<ul style="list-style-type: none"> <li>F&amp;I Pacesetters and Dealer of the Year</li> </ul>	10/6/20	10/12/20
December	<ul style="list-style-type: none"> <li>The Dealer Year in Review</li> <li>New, Used, or Lease?</li> </ul>	10/30/20	11/5/20



**FREQUENCY:** 14 times per year (monthly plus two special issues)  
**Editorial Focus:** F&I and Showroom's content is dedicated to the front end of the dealership, including sales and F&I as well as compliance and the wider auto finance industry, all to the education and benefit of dealers and working F&I professionals.

**NEWSLETTER:** F&I ENEWS  
**FREQUENCY:** Tuesday, Thursday and Saturday  
**CONTENT INCLUDES:**

- News and Features
- Online-Only Content
- Breaking News Alerts
- Top 10 Recap Every Saturday

## 2020 Print Rates

	12X Rate	6X Rate	1X Rate
Full page	\$7,115	\$7,720	\$8,175
1/2 page	\$5,095	\$5,875	\$6,450
1/3 page	\$4,335	\$4,465	\$4,760
1/4 page	\$3,745	\$3,950	\$4,140

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# Agent Entrepreneur Editorial Calendar

Month	Topic	Ad Close	Material Deadline
January/ February	<ul style="list-style-type: none"> <li>2020 Industry Trends Issue</li> <li>Agents Can Help Take the Fear Out of Digital Retailing</li> </ul>	11/25/19	12/6/19
March/ April	<ul style="list-style-type: none"> <li>Agent Summit Pre-Show Issue: What's New for 2020</li> <li>Feature Articles by Agent Summit Speakers</li> </ul>	1/28/20	2/6/20
May/ June	<ul style="list-style-type: none"> <li>Annual Executive Profile Issue</li> </ul>	4/17/20	4/28/20
July/ August	<ul style="list-style-type: none"> <li>Agent Summit Post-Show Issue</li> <li>Feature Articles by Agent Summit Speakers</li> </ul>	5/29/20	6/9/20
September/ October	<ul style="list-style-type: none"> <li>Dealers Choice Awards Issue</li> <li>Industry Summit: What Agents Can Expect</li> </ul>	7/31/20	8/11/20
November/ December	<ul style="list-style-type: none"> <li>Technology Challenge Issue</li> <li>Feature Articles by Industry Summit Speakers</li> </ul>	10/1/20	10/12/20



**FREQUENCY:** 6 times per year  
**EDITORIAL FOCUS:** Agent Entrepreneur features industry news, profiles and features dedicated to agency building, F&I training and development, technology and compliance.

**NEWSLETTER:** AE EMAGAZINE  
**FREQUENCY:** Monthly  
**CONTENT INCLUDES:**

- News and Features
- Online-Only Content
- Breaking News Alerts

## 2020 Print Rates

	One-Time Rate
Spread	\$5,000
1/2 page spread	\$2,500
Full page	\$2,500
2/3 page	\$1,750
1/2 page	\$1,500
1/3 page	\$1,250
1/4 page	\$1,000

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# Providers & Administrators Editorial Calendar

Month	Topic	Ad Close	Material Deadline
Q1	<ul style="list-style-type: none"> <li>2020 Industry Trends Issue</li> <li>PALS Executive Panel</li> </ul>	1/7/20	1/10/20
Q2	<ul style="list-style-type: none"> <li>P&amp;A Digital Update Issue</li> </ul>	3/9/20	3/12/20
Q3	<ul style="list-style-type: none"> <li>PALS Pre-Show Issue: What's New for 2020</li> <li>Feature Articles by PALS Speakers</li> </ul>	7/8/20	7/13/20
Q4	<ul style="list-style-type: none"> <li>PALS Post-Show Issue</li> <li>A Look Back: Changes in the P&amp;A Space</li> </ul>	9/8/20	9/11/20



**FREQUENCY:** 6 times per year  
**EDITORIAL FOCUS:** Providers & Administrators features industry news, profiles and features dedicated to the issues most relevant to providers and administrators of F&I products including technology, compliance, and more.  
**NEWSLETTER:** P&A EMAGAZINE  
**FREQUENCY:** Monthly  
**CONTENT INCLUDES:**

- News and Features
- Online-Only Content
- Breaking News Alerts

## 2020 Print Rates

	One-Time Rate
Spread	\$5,000
1/2 page spread	\$2,500
Full page	\$2,500
2/3 page	\$1,750
1/2 page	\$1,500
1/3 page	\$1,250
1/4 page	\$1,000

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