

A close-up, low-angle shot of a car's front end, focusing on the headlight and bumper. The car is dark-colored, and the headlight is prominent, reflecting the sky and surroundings. The bumper is highly reflective, showing a clear reflection of the scene. The background is a bright, clear sky.

F&I and Showroom

THE INDUSTRY'S LEADING SOURCE FOR F&I, SALES AND TECHNOLOGY

BOBIT BUSINESS MEDIA'S

Dealer Marketing Solutions 2011

Print | Online | Conference

Advertisers

700 Credit
 ACE Group
 ADP Dealer Services Group
 AIS Rebates
 AUL Corp.
 Accelerated Service International
 Allegiant Marketing Group
 Allstate Dealer Services
 American Auto Guardian Inc.
 American Financial & Automotive Svcs.
 AmeriCredit Financial Services
 Association of Finance & Insurance Professionals
 Assurant Solutions
 Autero
 Automotive Compliance Consultants
 Automotive Dealership Institute
 Autosave / Charter Warranty
 Bank of America Dealer Financial Svcs.
 BarNone Inc.
 blueSky Marketing
 CNA National Warranty Corp.
 CalAmp Aercept Division
 CarsDirect.com
 Central States Health & Life Co. of Omaha
 Certified Plus
 Chase Auto Finance
 Chem Etch Manufacturing Inc.
 Chrysler Financial
 Chrysler Service Contracts
 CitiFinancial Auto Compli
 CoverEdge Worldwide
 Credit Acceptance
 Credit Union Direct Lending
 Daimler Financial Services
 Dealer Marketing Services / ProMax
 Dealer Synergy
 Dealership for Life
 DealerLink
 DealerTrack
 Dent Wizard International
 Dimension Service Corp.
 DrivingLeads
 ECP
 EFG Companies
 Equity 4 U Inc.
 Experian
 First Advantage Credco
 First Data Corp.
 First Extended Service Corp.
 Ford Motor Credit
 Friendly Finance Corp.
 GE Money Warranty Services
 GM Accessories
 GMAC Financial Services
 GMAC Insurance
 Guidepoint Systems
 Gulf States Financial Services
 Honda Financial Services
 HSBC Auto Finance
 Ideal Direct Ad Group
 Imetrik
 Impact Group, The
 Innovative Aftermarket Systems
 Integra Systems
 InterActive Financial Marketing Group
 Interstate National Dealer Services
 Intravision Technologies
 JM&A Group
 Lancer Insurance
 Manheim Auctions
 Maxim Automotive
 Mechanical Breakdown Protection
 MenuVantage
 Mercedes-Benz Financial
 Merchants Information Solutions
 Modern Consumer
 Mosaic Interactive
 Motor Dealer Services
 NAC
 National Automobile Dealers Association
 National Automotive Experts
 National Automotive Finance Assn.
 National Payment Network
 National Vehicle Protection Agency
 NowCom Corp.
 Old Republic Insured Automotive Svcs.
 OwnerGUARD Corp.
 PassTime USA
 Payment Solutions
 Pay Technologies
 Premier Dealer Services
 Prizm Group Inc.
 Protective
 Reahard & Associates
 Resource Automotive
 Reynolds and Reynolds
 Ristken Software Services
 RouteOne
 Safe-Guard Products Intl.
 Service Payment Plan
 Simoniz USA
 SouthwestRE
 StoneEagle.com
 Strategic Marketing
 TSD/TRN
 The Warranty Group
 Toyota Financial Services
 United Car Care
 United Development Systems
 Universal Special Auto Finance
 U-Save Auto Rental of America
 Veracity Credit Consultants
 Virtual Lending Source
 Vision of F&I
 Voisys
 Wachovia Dealer Services
 Walkaway USA
 Warranty Solutions
 Wells Fargo Financial Acceptance
 Western Funding
 Westlake Financial Svcs.
 Wilshire Consumer Credit
 Wolters Kluwer Financial Services
 Zurich

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2011 Editorial Calendar

| Issue | Editorial Focus | Ad Close | Material Due |
|----------------------|---------------------------------------------------------------------------------------------------------------|----------|--------------|
| *January | ■ Benchmarking F&I Performance | 11/29/10 | 12/6/10 |
| NADA Show Issue | ■ Regulatory Review: Breaking Down the New Rules of the Road | 12/14/10 | 12/21/10 |
| February | ■ Desking Software Roundup | 12/29/10 | 1/6/11 |
| March | ■ Digital Marketing Ideas and Strategies ■ Managing Inventory: A Look at New Products, Features and Trends | 1/27/11 | 2/3/11 |
| *April | ■ Technology Roundup: New Arrivals from NADA | 2/28/11 | 3/7/11 |
| May | ■ New Front-End Innovations | 3/28/11 | 4/4/11 |
| June | ■ New Sales Techniques: New Closes, Word-Tracks and More | 4/28/11 | 5/5/11 |
| *July | ■ New Mobile Money Makers | 5/27/11 | 6/6/11 |
| August | ■ Building a Profit-Driving Website | 6/29/11 | 7/7/11 |
| F&I Conference Issue | ■ F&I Show Preview and Guide ■ F&I Dealer of the Year 'Pacesetter' Candidates | 8/1/11 | 8/8/11 |
| September | ■ F&I Pacesetters of the Year | 8/1/11 | 8/8/11 |
| *October | ■ F&I Dealer of the Year ■ Post-Show Coverage: F&I Conference & Expo | 8/29/11 | 9/6/11 |
| November | ■ How to Sell Auto Accessories and Make Money Doing It | 9/30/11 | 10/7/11 |
| December | ■ Newsmakers of the Year | 10/27/11 | 11/3/11 |

*Experian Automotive's Quarterly Review of Auto Finance Trends

Note: The above major topics are intended but subject to change.

Note: F&I and Showroom magazine presents features on Finance, Nonprime, Compliance, Service Contracts, Menus, New Products, Software, and all key elements of the F&I and Front-End Process. All content directed to dealer principals.



Circulation

F&I and Showroom connects you to ALL the DEALER PRINCIPALS and OWNERS at ALL new-car and -truck dealers!

Primary Business*

| | |
|-----------------------------------------------------------------------------------------------------------------------|---------------|
| New Car and Truck Dealers | 18,284 |
| Used Car and Truck Dealers | 1,333 |
| Car/Truck Manufacturers, F&I Suppliers, Lenders, Independent F&I Agents, and Others Related to the Trade | 883 |
| Total | 20,500 |

- Covering the universe of U.S. new car and truck dealers
- Exclusive F&I, sales and *Special Finance*® content created by Bobit Business Media

*June 2010 BPA Publisher's Statement

Reach key F&I, sales and *Special Finance*® decisionmakers!

F&I and Showroom magazine presents MORE F&I advertising per issue than ANY other publication.



2011 Four-Color Ad Rates

| Size | 14-issue rate | 7-issue rate | One-time rate |
|----------|---------------|--------------|---------------|
| 1 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 |

For special positions, inserts or specialty advertising, contact publisher. Agency commission rate is 15%.

Web & eNews



FI-magazine.com and the F&I weekly eNewsletter offer the ideal platform to reach a dealership's decisionmakers. With a focus that includes F&I, sales and technology.

The site contains up-to-the-minute news, feature stories, blogs and videos, and a highly popular dealer forum.

www.fi-magazine.com

Conference & Expo



Join us at the Las Vegas Hilton September 26–28, 2011, as we welcome dealers, general agents, top trainers and industry experts to the 12th annual F&I Conference and Expo! For sponsorship and exhibition opportunities,

contact David Gesualdo at 727.947.4027 or david.gesualdo@bobit.com.

www.fi-conference.com

Market & Media Data

Mechanical specifications and requirements

| | |
|-----------------|--------------------------------------------------------------------|
| Space unit | Wide x Deep |
| 1 page | 7" x 10" |
| 1/2 page island | 4 ⁹ / ₁₆ " x 7 ¹ / ₂ " |
| 1/2 horizontal | 7" x 4 ⁷ / ₈ " |
| 1/3 vertical | 2 ³ / ₁₆ " x 10" |
| 1/3 square | 4 ⁹ / ₁₆ " x 4 ⁷ / ₈ " |
| 1/4 vertical | 3 ³ / ₈ " x 4 ⁷ / ₈ " |

Trim size: 7⁷/₈" x 10³/₄"
Binding is saddle stitched.
Head trim allow 1¹/₈".

BLEED

No charge for bleed on four-color ads and gutter bleed on 2-page spread ads.

Full page bleed: 8¹/₈" x 11"
(Live Area 7" x 10")

Spread bleed: 16" x 11"
(Live Area 15" x 10")

GENERAL INSTRUCTIONS

Publisher reserves the right to reject any advertising that, in the sole discretion of the publisher, does not conform to publication standards. Publisher reserves the right to place the word "advertisement" on copy that, in its opinion, closely resembles editorial matter.

Advertisers will be short-rated if, within a 12-month period from the date of first insertion, they do not use the amount of space upon which their billings have been based.

Publisher is not bound by conditions appearing on contracts, insertion orders or instructions from any agency or advertiser that conflict with the terms listed herein. Only written instructions including those on contracts and insertion orders, agreed to in writing by the publisher, are binding.

INVOICES, CREDIT & CONDITIONS

Our invoices are NET 30 Days on approved credit for all services, payable in US dollars. Marketplace/Classified advertising: payment is required in advance – VISA, MasterCard, and Amex accepted. New advertisers and agencies may be required to prepay their first insertion and submit a credit application. Extension of credit is subject to approval of our Credit Department. Payments received will be credited to the oldest outstanding balance.

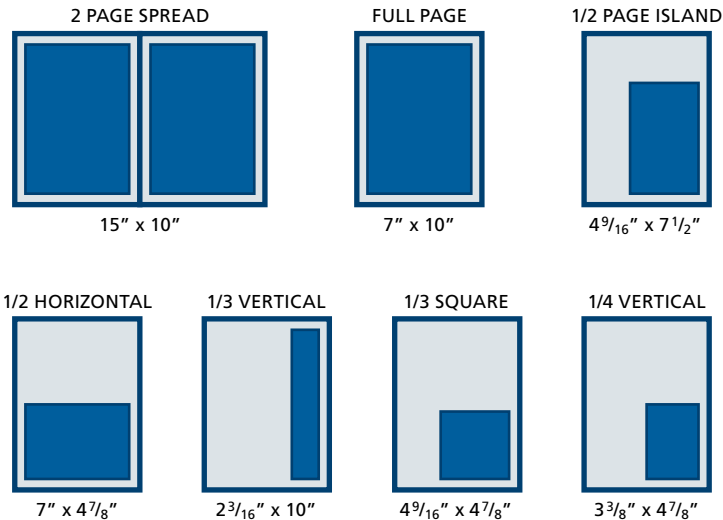
POSITIONING REQUESTS

Positioning of advertisements is at the discretion of the Publisher. Position requests other than those specified in the rate card with an additional charge are valid only with the written acceptance of the publisher.

SEQUENTIAL LIABILITY

Publisher holds advertiser and/or its advertising agency jointly and severally liable for payment

Advertising provisions



due to publisher. This applies even when a sequential liability clause is included in a submitted contract or insertion order.

PUBLISHER'S LIABILITY

Advertisers and their agencies assume liability for advertisement and agree to indemnify the Publisher from any loss or claim based upon the subject matter (including text, images, and illustrations), representations, trademark or copyright of submitted advertisements. Publisher's liability for any error will not exceed the cost of the space occupied by the error. Publisher cannot be held liable for circumstances beyond its control affecting production or delivery.

DIGITAL AD PRODUCTION REQUIREMENTS

Complete digital ad specifications can be downloaded at: www.fi-magazine.com. Click on the "Advertise" icon then "Ad Specifications." All ad materials and production questions can be addressed to:

F&I and Showroom

Brian Peach – E-Media and
Print Production Manager
3520 Challenger Street, Torrance, CA 90503
PH: (310) 533-2548 • Fax: (310) 533-2503
Email: brian.peach@bobit.com

DIGITAL SUBMISSIONS FOR ADVERTISERS (PRINT EDITION):

Ad Portal (Send My Ad): PDF ONLY.
Ad Portal cannot accept compressed files.
Photoshop files saved as PDFs are acceptable, but must be set to bleed size. When uploading, select the size for Photoshop PDFs. New advertisers, click link <https://bbm.sendmyad.com> and create an account. Existing advertisers, log in and follow upload instructions.

If you are unable to use our ad portal system

(Send My Ad), please contact E-Media and Print Production Manager for further instructions.

DIGITAL SUBMISSIONS FOR ADVERTISERS (DIGITAL EDITION):

Digital editions cannot accept rasterized PDFs. PDFs must be 1st generation. All web/urls must contain active links.

INSERTS AND OTHER SPECIAL MARKETING INNOVATIONS

Inserts, tip-in, ride-along, posters, CD inserts, gatefolds, business reply cards and other custom publishing are available and by custom quote. Please consult with your Regional Sales Manager for a specific quotation on any of these services. If you have a unique marketing concept, please let us know—we would be happy to accommodate your special needs. Before ordering custom printing, advertisers should contact our Production Manager to determine quantity, size specs, mechanical requirements, and shipping instructions.

MARKETPLACE / CLASSIFIED ADVERTISING

Please call or email: classifieds@bobit.com or consult with your F&I and Showroom Regional Sales Manager for more information. Typesetting is complimentary.

NEW PRODUCT RELEASE SUBMISSIONS FOR EDITORIAL

Advertisers may send new product releases for complimentary editorial publication to: gregory.arroyo@bobit.com or via regular mail. Only 5"x7" @ 300 dpi color photos or images are acceptable for proper production quality. We do not guarantee product release placement or editorial PR text will appear in an issue. Editor has sole right to choose materials for insertion.

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www.fi-magazine.com ■ www.special-finance.com ■ www.powersports-fi.com