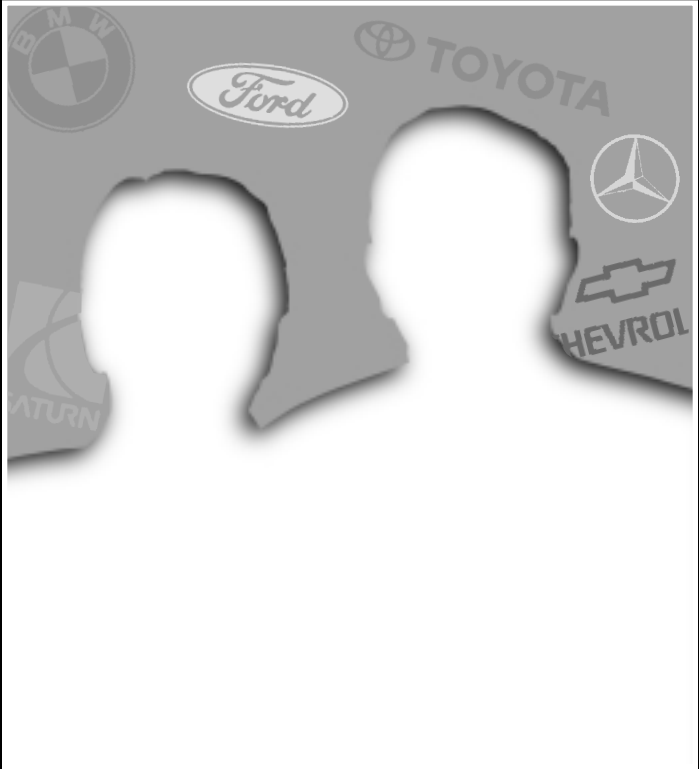


DEALER

magazine

www.dealeronline.com



WHO WILL MAKE THE COVER IN 2001?

2001 Rate Card

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Editorial Mission

DEALER magazine is the digest of expert advice and opinion, edited from the perspective of the franchised automobile dealer. Our mission has always been simple: to function as a conduit for a free flow of information between dealers, between dealers and the top experts and consultants in the retail automobile business and to be an advocate for the individual independent business men and women who are franchised automobile dealership owners.

We accomplish this every issue with an insightful, candid cover story interview with one of America's most successful dealers and with articles written not by reporters, freelance writers or magazine editors, but by the top experts and consultants in the industry. Our editorial contributors don't spend their time trying to figure out what's going on. They spend their time in America's dealerships solving problems and increasing profitability.

We share the business philosophies and opinions that propelled America's most successful dealers to the top (and those that keep them there) and we take an "insiders" look at the issues that dealers are most interested in, as well as the issues that they *should* be interested in.

Although new car dealers have an excellent association which does a good job of looking out for their interests as a national group, before *DEALER* magazine, no publication stood for dealers as individual, independent business people. Through exclusive features such as "Dealer Advocate", "Dealer Undercover" and "Dealer Mail", *DEALER* speaks for those who cannot by providing a forum for dealers to share ideas and to get issues out into the open. Advertisers in *DEALER* are sponsors of this conduit of information and readers are constantly reminded that, although our sponsors/advertisers may not necessarily agree with everything which is written in *DEALER*, those sponsors/advertisers are spending serious money to protect the dealers' rights to speak and be heard.

There is one and only one answer to the question, "How did *DEALER* magazine grow so fast?" It is because we have captured the attention, hearts and minds of America's franchised automobile dealers in a way that has never been done before. We're not magazine people publishing a magazine whose sole purpose is to sell advertising. We are "car people" who advocate for the franchise system...people who spend their days, their years and often, their entire careers in the retail automobile business. We're the "insiders" and we're the "good guys". Superior reader response proves *DEALER* is the #1 read and used magazine for franchised automobile dealers.

Circulation

DEALER is delivered 12 times annually to over 21,600 franchised automobile dealers covering virtually every new car and truck dealership final decision-maker in the country. Since 1996, *DEALER* magazine has been audited by BPA International.





2001 Advertising Rates

Four Color Process Rates

	1x	3x	6x	12x	18x	24x
Full Page	\$7990	\$7690	\$7390	\$6990	\$6490	\$5990
2/3 Page	6780	6580	6380	6080	5650	5220
1/2 Page	5880	5680	5480	5280	5280	4980
1/3 Page	4580	4480	4380	4280	4230	4180
1/4 Page	4080	3980	3930	3880	3830	3780
Inside Back Cover	8490	8190	7890	7490	6990	6490
Opposite Table of Contents	8490	8190	7890	7490	6990	6490
Inside Front Cover	8990	8690	8390	7990	7490	6990
Back Cover	9490	9190	8890	8490	7990	7490

Black & White Rates

	1x	3x	6x	12x	18x	24x
Full Page	\$5500	\$5200	\$4900	\$4500	\$4000	\$3500
2/3 Page	4290	4090	3890	3590	3160	2730
1/2 Page	3390	3190	2990	2790	2790	2490
1/3 Page	2090	1990	1890	1790	1740	1690
1/4 Page	1590	1490	1440	1390	1340	1290

- BRC Cards start at \$2495
- Rates for special positions other than covers are 10% of space cost (excluding color).
- Rates for front cover gatefolds and spreads available upon request.

Color

Four Color Process Charge: \$2,490 (Included in Four Color Process Rates above).

Spot Color Charges: May be added to any ad for a charge \$995 per insertion-match color (PMS)

\$795 per insertion-standard color

\$495 per insertion-publishers choice

(All colors are a process build)

Production Rates

- No charge for key changes.
- \$30 for each halftone, line-shot reduction, or reverse (includes strip-in), \$35 for each each halftone outline (simple), \$30 for each duplicate negative.
- Advertising set by publisher is not commissionable. Typesetting and layout will be billed as follows:

Full Page.....	\$995	1/2Page.....	\$795
2/3 Page.....	\$895	1/3 Page.....	\$695
1/4 Page.....	\$595		

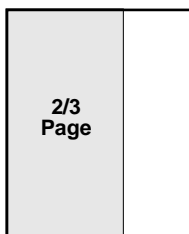
Mechanical Requirements

1. Advertising Unit Dimensions:	Width	Depth
Full Page:	7 3/4"	10 1/4"
2/3 Page:	4 9/16"	9 3/4"
1/2 Page Vertical:	4 9/16"	7 1/2"
1/2 Page Horizontal:	7"	4 7/8"
1/3 Page Vertical:	2 1/8"	9 3/4"
1/3 Page:	4 9/16"	4 7/8"
1/4 Page:	3 3/8"	4 7/8"

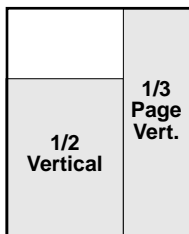
(NOT DRAWN TO SCALE)



2. Bleed Dimensions:	Width	Depth
Full Page:	8 1/2 "	11"
Spread:	17"	11"

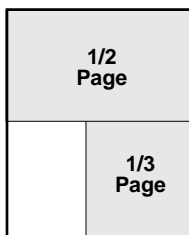


3. Live Matter For Bleed:	Width	Depth
Full Page:	8 3/8"	10 5/8"
Spread:	16 3/4"	10 5/8"



4. Printed by sheet fed offset on machine-coated stock. Three 12 3/4" pica (2 1/8") columns per page, 9 3/4" deep.

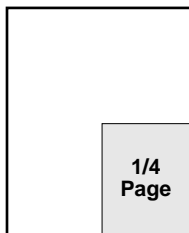
5. Printing materials for offset. Preferred materials: offset negatives (right reading emulsion side down.) Conversion materials accepted: positive (right reading, emulsion side up); negative (right reading emulsion side up); will be converted at cost of \$25 per negative per color, non-commissionable. Also acceptable for conversion are camera-ready art or veloxes. Screen: preferred screen on offset color negatives and positives is 133; preferred screen on all black and white materials (reproduction proofs or veloxes) is 120. Highlights to 10%, shadows to print 85%.



6. Two-color and four-color ads. Ink color proof preferred. 3M rainbow, match prints, cromalin proofs, or color keys acceptable. For color other than standard (red, yellow, green, blue or process), submit PMS ink number or swatch.

7. Method of binding saddle-stitched.

8. Ad material will be destroyed after six months unless otherwise instructed.





2001 Advertising Deadlines

<i>Issue</i>	<i>Space Reservation</i>	<i>Material</i>
January	Friday, Nov 17	Friday, Nov 24
February	Friday, Dec 15	Friday, Dec 22
March	Friday, Feb 9	Friday, Feb 16
April	Friday, March 2	Friday, March 9
May	Friday, March 30	Friday, April 6
June	Friday, April 27	Friday, May 4
July	Friday, May 25	Friday, June 1
August	Friday, June 29	Friday, July 6
September	Friday, July 27	Friday, August 3
October	Friday, August 24	Friday, Aug 31
November	Friday, Sept 21	Friday, Sept 28
December	Friday, Oct 19	Friday, Oct 26
January (2002)	Friday, Nov 23	Friday, Nov 30
February (2002)	Friday, Dec 21	Friday, Dec 28

Every issue of  includes the following popular features:



Jim Ziegler, Dealer Advocate—The most widely-read column in the industry. Love him or hate him, agree or disagree, everybody reads this column. The only place in the entire retail automobile business where someone actually “tells it like it is”. Prediction accuracy currently running at 96%.



Dealer Undercover—Each issue, Publisher & Editor Mike Roscoe conducts a clandestine “undercover” interview with a prominent dealer, bringing a topic with strong dealer interest to the forefront and into the light of day.



Digital Dealer—Branded section in every issue of *DEALER*. Nothing but articles, editorial and ads specific to the Internet. Articles from top experts, Internet news, facts and tidbits combine with the ads of the biggest Internet players to make Digital Dealer the place to see, the place to be and the place to be seen.



Fixed Operations—Every issue, *DEALER* features articles from the most tenured fixed operations experts and consultants in the business. Service, parts and body shop are covered regularly by people who have been there, done that and are still doing it!

2001 Editorial Calendar

Month	Special Subject Matter	Advertising Closing Date
January	Pre-NADA Issue Cover Story Dealer –Incoming NADA Chairman Special Focus On F&I Dealership Insurance Editorial	Friday, Nov 24
February	NADA Issue Delivered to NADA-attending dealers in NADA Planning Guide 1½ weeks prior to NADA Convention, including approximately 2,500 bonus distribution to NADA-attending managers who do not normally receive <i>DEALER</i> . Guide includes enlarged, oversized exposition floor map (5th year we have had one). All advertisers receive banner ad on map. All full-page advertisers receive logo on actual booth on map. Special Sub-Prime Cuts Section Focus On Used Car Department	Friday, Dec 22
March	NADA Highlights Dealership Insurance Editorial Special Focus On F&I	Friday, Feb 16
April	NADA Wrap-Up Focus On Used Car Department Special Sub-Prime Cuts Section	Friday, March 9
May	Special Focus On F&I Dealership Insurance Editorial	Friday, April 6
June	Focus On Used Car Department Special Sub-Prime Cuts Section	Friday, May 4
July	Dealership Insurance Editorial Special Focus On F&I	Friday, June 1
August	Focus On Used Car Department Special Sub-Prime Cuts Section	Friday, July 6
September	Special Focus On F&I Dealership Insurance Editorial	Friday, August 3
October	Special Sub-Prime Cuts Section Focus On Used Car Department	Friday, Aug 31
November	Dealership Insurance Editorial Special Focus On F&I	Friday, Sept 28
December	Focus On Used Car Department Special Sub-Prime Cuts Section	Friday, Oct 26



Publisher & Editor

Mike Roscoe is founder, Publisher & Editor of *DEALER*. Mr. Roscoe founded *DEALER* to help dealers become more profitable by tapping the minds of the top experts in the retail automobile business and by sharing the success stories of America's top dealers. Mr. Roscoe edits all editorial to insure that all articles are written from the dealers' perspective.



F&I

James A. Ziegler is the President of Ziegler Supersystems. He specializes in hands-on training for sales managers and for the F&I department. Mr. Ziegler has spoken at several NADA conventions and innumerable state and local dealer associations' meetings.



Dealership Consolidation

Sheldon Sandler Before founding Bel-Air Partners in 1998, Mr. Sandler originated and led the IPO for Rush Enterprises, one of the country's largest heavy truck dealers and the first franchised vehicle dealer to go public. Mr. Sandler is a pre-eminent authority on the role of financial markets in automobile distribution.



Succession Planning

Loyd H. Rawls is the President of The Rawls Company, providing financial services for the owners and key executives of closely-held businesses since 1973. He has specialized in succession planning for complex capital intensive family businesses for over 23 years.



Leadership Training

Dave Anderson has been a car salesman, GSM, GM, and Director of Training for Joe Verde Sales and Management Training. He currently works as Director of Training and Front-End Operations Manager for the Anderson Dealership Group in Palo Alto, CA. He is the author of over 50 sales and leadership programs.



Fixed Operations

Ed Kovalchick is the President/CEO of Net Profit, Inc., an international fixed operations consulting firm. Mr. Kovalchick started his automotive career in the mid 1960's as a Ferrari/Jaguar apprentice technician. He later opened an import sales and service center and at one point owned six new car franchises. Mr. Kovalchick established Net Profit in 1979.



Body Shop

David Dunn is the President of RD Dunn & Associates, a management consulting firm specializing in collision repair shop management. Mr. Dunn is the Director of Masters School of Autobody Management in Santa Barbara, California and is also the owner of one of the most successful collision repair shops in the midwest.



Risk Management

Roger Beery II is the President of Austin Consulting Group, Inc. Mr. Beery founded the company in 1980. The Austin Consulting Group does not sell insurance, but provides dealers with objective property and casualty insurance advice. Austin Consulting has served over 400 dealers nationwide in the analysis of dealership insurance problems and in the bidding of dealership insurance coverages.



The Internet

John Holt is CEO of the Cobalt Group, the nation's largest provider of Internet marketing solutions to automobile dealerships. Cobalt currently serves over 6,500 dealerships nationwide. Mr. Holt is a frequent and highly sought-after speaker at dealer internet conferences.



Ownership/Operations

Bob Dilmore is Chairman/CEO and founder of Management Performance Groups, Inc., (MPG), serving nearly 700 clients in the USA and Canada. MPG is a full-service consulting resource for dealers providing business-intensive Twenty Groups, on-site consulting, Human Resources, Litigation Support, and Valuation Services. Mr. Dilmore is a 49-year veteran in the automobile industry.



Automation / Computers / Technology

Sandi Jerome consults and lectures on computer utilization, customer service and automotive business management for NADA Management Education, CPA firms, manufacturers and three of the major computer companies. Sandi has over 20 years experience in the automobile business. She is a CPA with a degree in accounting, but also has the unusual combination of 3 years in F&I and another 2 years as an assistant general manager.



Advertising

Jim Boldebook is the President of Creative Broadcast Concepts (CBC), an Advertising/ Marketing agency currently working with some of America's most successful dealerships, including a number of mega-dealer operations. CBC clients include Galpin Dealerships in Los Angeles, Faulkner Dealerships in Philadelphia, and Fred Jones Dealerships in Oklahoma and Texas.



Thawing Frozen Capital

Fred Samuelson is the chairman of the board for MRI Associates, which provides financial statement analysis for the automobile dealer community. MRI also works hands-on, in-house with dealers to set up policies and procedures to correct inefficient operations, and provides follow-up phone coaching for selected managers.



Fixed Operations

Gene White is President of Gene White Management, Inc. A 24-year veteran in the industry, Mr. White performs in-dealership evaluations of fixed operations and training workshops in all areas of service and body shop management. He is a frequent speaker at NADA, ATD, FADA, NACE, state associations, and 20 groups in the U.S. and Canada.



Internet Sales & Marketing

Todd Smith is the President and C.E.O. of Target Marketing Group, a leading automotive Internet solutions provider. He is the publisher of the manual "Automotive Retailing on the Internet." TMG works with OEMs, dealership groups, and individual dealerships on creating Internet strategies.



Sales Training

Jack Bennett is a 25-year veteran of the industry, and is the Education Director for the Automobile Dealers Association of Mega Milwaukee. During the past eight years, he's trained hundreds of highly successful salespeople. Before joining ADAMM, he held many different automotive positions. He's been a lot man, painter, mechanic, salesman, buyer and manager.



Business Development Centers

Forrest Scott is President of Dynamic Marketing Strategies, Inc. and Dynamic Results Consulting, Inc. Mr. Scott has held virtually every management position in franchised dealerships. Mr. Scott has personally become nationally-known for his unique abilities in training and coaching of salespeople as well as Sales Managers, General Managers, and Dealers.



Sales Management

Mark Tewart is the President of Tewart Enterprises, Inc., a sales, management and customer service training and consulting organization. Mark has spent over 16 years in the automotive field with his experience ranging from sales, leasing, F&I, General Sales Manager and General Manager. From this experience Mark developed the "Contrarian Selling and Management Concepts."



Sales & Marketing

Grant Dunning is the President and CEO of the OCT Group - a relationship marketing company working with over 1,000 dealerships in all 50 states and Canada since 1986. For the past decade Dunning has been designing sales follow-up programs that help dealerships improve their customer retention and loyalty.



Used Vehicle Department

Tim Deese is the President of Progressive Basics, Inc. His company trains dealership used vehicle managers in many complex issues such as trading, purchasing and retailing. Mr. Deese is a former franchised car dealer who has designed and implemented the used vehicle marketing/training programs for Lexus, Saab and BMW. Progressive Basics has trained well over 10,000 dealers and managers.

**This is but a partial listing of some of our most prominent contributors*

CONTRACT CONDITIONS AND COPY REGULATIONS

1.TERMS: All advertising orders are accepted subject to the terms and provisions of the current rate card. The execution of an order is construed as acceptance by parties of all rates and conditions under which advertising is sold at the time, be it on DEALER or Horizon Communications paperwork or Advertiser/Agency paperwork.

2. STATED POLICIES: No conditions, printed or otherwise, appearing on the space or insertion order, billing instruction or copy instructions, which may conflict with the Publisher's stated policies, will be binding by the Publisher.

3. RELEASE: All advertisements are accepted and published by the Publisher on the representation that the Advertiser and/or advertising agency are properly authorized to use the entire contents and subject matter thereof. When advertisements containing the names, pictures and/or testimonials of living persons are submitted for publication, the order or request for the publication thereof shall be deemed to be a representation by the Advertiser and/or advertising agency that they have obtained the written consent of the use in the advertisement of the name, picture and/or testimonial of any living person which is contained herein. It is understood that the Advertiser and/or advertising agency will indemnify and hold the Publisher, corporate officers, stock holders, employees and contractors, harmless from and against any loss, expense or other liability resulting from any claims or suits for libel, violation of rights of privacy, plagiarism, copyright infringement and any other claims or suits that may arise out of the publication of such advertisement. All copy, text and illustrations are subject to the Publisher's approval before execution of the order; and the right is reserved to reject or exclude copy which is unethical, misleading, extravagant, challenging, questionable in character, in bad taste, detrimental to the public health or interest, otherwise inappropriate or incompatible with the character of the publication, or that does not meet with the approval of the Federal Trade Commission, whether or not the same has already been accepted and/or published. In the event of such cancellation or rejection by the Publisher, the advertising already run shall be paid for or billed at the rate provided for in the order.

4.RATE CARD: The parties are in agreement that the rate card in effect at the signing of the contract is considered to be an integral part of the advertising contract, including its terms, specifications, and deadlines for materials to be received by the Publisher.

5.“ADVERTORIAL”: The Publisher will place the words “Paid Advertisement” within or adjacent to all advertisements which in the Publisher's opinion resemble editorial matter, location at the discretion of the publisher.

6.TEAR SHEETS: Tear sheets will be provided only upon written request from the Advertiser. Failure to furnish tear sheets is not a breach of contract by Publisher.

7.COLOR: Exact color match cannot be guaranteed by the Publisher.

8.COMMISSIONS: A 15% commission will be paid to accredited or recognized advertising agencies only on space, color and commission charges. No commission is allowed on production costs, mechanical charges, or classified advertising. No agency commission is allowed for accounts outstanding longer than 30 days.

9.TERMS: Payment due within 10 days of invoice date. A 5% penalty will be imposed on unpaid invoices after 30 days from invoice date. Interest of 1.5% per month will be charged on unpaid invoices after 30 days from invoice date.

10.RESPONSIBLE PARTIES: Publisher reserves the right to hold the Agency and/or Advertiser jointly and severally responsible for monies due and payable, to publisher. The Agency agrees that it is acting for its disclosed principal, the Client, and as such binds itself and the Client to the terms and conditions of this contract.

Continue to next page

Agency shall be liable for payment of sums due hereunder. Publisher may look to either Agency or Advertiser for payment. Payment by Advertiser to Agency does not alleviate obligation of Advertiser to Publisher for payment in full.

11. GUARANTEE OF PAYMENT: The Signee guarantees that he or she is authorized to purchase and personally guarantees full payment of the contract. The cost and size of each ad will be in strict accordance with the contract.

12. CONTRACT AMENDMENTS: Verbal agreements or instructions are not recognizable amendments to the contract.

13. LITIGATION: If Advertiser does not pay within terms, Advertiser agrees to pay all costs incurred in collection, including, but not limited to, all collection agency fees, all responsible attorney's fees and expenses, plus all court costs in the event legal proceedings are instituted to collect any amounts owed and/or to ensure specific performance of this contract. The undersigned agrees that venue for any legal proceeding to collect on this account may be brought in Columbia/Maury Co., Tennessee, regardless of where this advertising contract was actually signed by advertiser.

14. OBLIGATIONS: The parties are in agreement that each and every advertising insertion specified in the contract will be published and paid for. Each advertisement will be published in the specific issue contracted for and billed according to the terms of this contract, subject to paragraphs 19 and 21.

15. NON-CANCELLATION: The parties agree that this contract is non-cancelable and is an exclusive statement of the terms of the full agreement between both parties. No provisions of this contract can be waived or amended except by writing signed by the both Advertiser and Publisher.

16. ADVERTISING COPY: Submission of advertising copy is the sole responsibility of the Advertiser. If Advertiser does not supply new ad copy by the published advertising space deadline(s), it is agreed that Publisher will print Advertiser's previously run advertising art on file. If no previous advertising art is available to Publisher, no ad will be run and the Advertiser will be liable for the full cost of the contracted space not used and the space will be allocated at the discretion of the Publisher.

17. ERRORS/OMISSIONS: An advertising index, or reply card, when included, is prepared under the regulations and policies of the Publisher as an extra service to the Advertiser over and above the space order. The Publisher, therefore, does not assume liability for errors or omissions in the index. Additionally, the Publisher assumes no liability if it becomes necessary to omit an advertisement for any reason. Additionally, the Publisher is not responsible for errors in advertisements, including key numbers. Failure to make the insertion order correspond in price or otherwise with the rate schedule is regarded only as a clerical error and publication is made and charged for upon the terms of the schedule in force without further notice.

18. DELIVERY: Payment is considered made and instructions/art delivered on the date actually received by the Publisher or printer, without regard to the postmarked date.

19. DELAYS: Publisher is not liable for delays in delivery and/or non-delivery in the event of an act of God, action by any government or quasi-government entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown, gross printer error, or any condition beyond the control of Publisher affecting production or delivery in any manner.

20. ADDITIONAL CHARGES: All production costs incurred, including alterations or necessary repairs to printing material, will be billed over and above space charges.

21. HEADINGS: The captions, numbers and headings appearing herein are inserted only as a matter of convenience and do not limit or expand the context of their respective paragraphs.



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