

DIGITAL DEALER



2001 Rate Card

Editorial Mission, Circulation2
Advertising Rates3
Mechanical Requirements4
Advertising Deadlines5
Editorial Calendar5
Contract Conditions6
Advertising Contact Information8



Editorial Mission

Digital Dealer is the first and only publication dedicated to educating and informing franchised automobile dealers on the technology that is re-shaping their industry. The goal is to inform the dealers who "get it" and educate those who, as of yet, do not.

Digital Dealer will cover every aspect of technology products and services for every department of the dealership with an "insiders" perspective. And as with the #1 read and used magazine for franchised automobile dealers, *DEALER* magazine, *Digital Dealer* will achieve its goal without the "help" of journalists, reporters, professional editors or freelance writers. The content of *Digital Dealer* will be derived exclusively from the top experts and consultants in the technology side of the retail automobile business.

The icing on the cake is the Editor of *Digital Dealer*, Sandi Jerome. Ms. Jerome consults and lectures on computer utilization, customer service and business management for NADA Management Education, automotive CPA firms, automobile manufacturers and three of the major automotive computer companies. Ms. Jerome is a highly respected dealership computer consultant, a CPA, and has worked in this industry for over twenty years. She also has a unique combination of dealership experience as F&I manager, service director and assistant general manager. Add her past experience as a software evaluator and it's easy to see how Sandi Jerome is uniquely qualified to edit *Digital Dealer*.

Digital Dealer will feature a cover story on a particular technology application each issue, as well as a focus on available technology solutions for a particular department (F&I, Used Vehicles, Fixed Operations, Special Finance, Sales & Marketing and the Internet). While these departments will be covered every issue, one will be of particular focus each issue. Also, a DMS workshop, a software review and a profile of a dealer who "gets it" will be featured each issue. Wrap it up with an industry calendar, industry update (news), a classified section and a new products section and you have the place to see, the place to be and the place to be seen for anyone interested in technology for franchised automobile dealerships.

Circulation

Digital Dealer will be delivered 6 times annually to the over 21,600 readers who receive BPA-audited *DEALER* magazine, covering virtually every franchised dealership final decision-maker in the country. As each issue of *Digital Dealer* will feature editorial on technology for every department of the dealership, pass-along readership will be huge.

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		

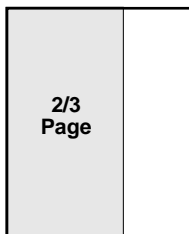
Mechanical Requirements

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)

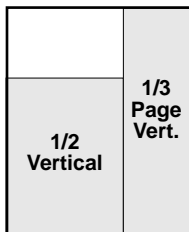


2. Bleed Dimensions:	Width	Depth
Full Page:	8 1/2 "	11"
Spread:	17"	11"

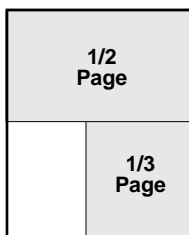


3. Live Matter For Bleed:	Width	Depth
Full Page:	8 3/8"	10 5/8"
Spread:	16 3/4"	10 5/8"

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.



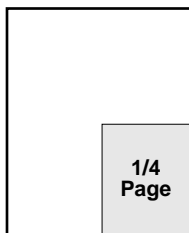
5. Printing materials for offset. Preferred materials: offset negatives (right reading emulsion side down.) Conversion materials accepted: positive (right reading, emulsion side up); negative (right reading emulsion side up); will be converted at cost of \$25 per negative per color, non-commissionable. 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 Editorial Calendar

Issue	Special Subject Matter	Space Reservation	Materials Due By
January/ February	<p>NADA Convention Issue NADA Technology Preview</p> <ul style="list-style-type: none"> • Focus on FIXED OPERATIONS Technology • Overview of Technology in the following departments: New Vehicles, Used, F&I, Internet, Sub-Prime • Software Review • DMS Workshop • Digital Dealer Profile 	Nov. 30	Dec. 7
March/April	<p>NADA Convention Follow-Up Issue NADA Technology Review</p> <ul style="list-style-type: none"> • Focus on USED VEHICLE Department Technology • Overview of Technology in the following departments: F&I, New Vehicles, Fixed Operations, Sub-Prime, Internet • Digital Dealer Profile • Software Review • DMS Workshop 	Feb. 23	March 2
May/June	<ul style="list-style-type: none"> • Focus on F&I Technology • Overview of Technology in the following departments: Sub-Prime, Fixed Operations, Internet, New Vehicles, Used Vehicles • DMS Workshop • Digital Dealer Profile • Software Review 	May 11	May 18
July/August	<ul style="list-style-type: none"> • Focus on SPECIAL FINANCE Technology • Overview of Technology in the following departments: Internet, Used Vehicles, Fixed Operations, New Vehicles, F&I • Software Review • DMS Workshop • Digital Dealer Profile 	June 29	July 6
September/ October	<ul style="list-style-type: none"> • Focus on SALES & MARKETING Technology • Overview of Technology in the following departments: Fixed Operations, F&I, Used Vehicles, Internet, Sub-Prime • Digital Dealer Profile • Software Review • DMS Workshop 	Aug. 24	Aug. 31
November/ December	<ul style="list-style-type: none"> • Focus on INTERNET Technology • Overview of Technology in the following departments: Used Vehicles, Special Finance, F&I, Fixed Operations, New Vehicles • DMS Workshop • Digital Dealer Profile • Software Review 	Oct. 19	Oct. 26

CONTRACT CONDITIONS

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 Digital 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.

DIGITAL DEALER

HEADQUARTERS

Mike Roscoe, Publisher & Editor

1116 West 7th Street

pmb 239

Columbia, TN 38401

(931) 388-1800 ext. 203

FAX (931) 388-4881

AD SALES

**WEST – AK, AZ, CA, CO, HI, ID, MT,
NM, NV, OR, UT, WA, WY**

Tom Murphy

Kirstine & Company

6615 E. Pacific Coast Hwy. Suite 285

Long Beach, CA 90803

(562) 493-5434 ext.107

FAX (562) 493-1564

tmurphy@dealeronline.com

REMAINING US & CANADA

Greg Noonan

stellar@telenet.net

Tom Minich

tstellar@telenet.net

Constellation Enterprises, Inc.

53 Main Street

P.O. Box 508

Cherry Valley, NY 13320

(888) 289-6232

(607) 264-3359

FAX (607) 264-9095

a publication of:

HORIZON
COMMUNICATIONS INC.