

# Automotive News **FIXED OPS** JOURNAL

## 2017 Media Kit



***"Long overdue."***

***"Great start."***

***"Just keep growing it."***

Those were just some of the positive responses we heard when we surveyed readers of Fixed Ops Journal after publishing the first two issues in 2016.

We were flattered, yes. But we were also humbled by how much people were looking to us to help them do their jobs better.

So how will we respond? For starters, we will provide more.

In 2017, we'll go from a quarterly cadence and produce six issues. They'll come out every other month, starting in February.

More important, we'll grow by expanding the depth and breadth of our coverage and by continuously striving to make Fixed Ops Journal more relevant.

Our readers made it clear that they want to learn. They told us that they wanted more "best practice" stories. They want more focus on outside-the-box solutions. They want us to dive deeper into all levels of the service department – from the basics of parts ordering to over-the-air software updates.

And that's just on the dealer side. We'll provide more on what automakers are doing in fixed operations as well.

No matter what we're writing about, we'll underscore what the sharpest minds in this business already know: The service department deserves as much focus as the sales side if any dealership is going to operate at its full potential. They are nothing if not dependent on one another.

As U.S. auto sales begin to show signs of leveling off, that old maxim – "Sales sells the first; service sells the rest" – will be tested once again.

In the coming year, we look forward to providing an even more valuable tool to help enable the service side to do its part.

Sincerely,



Dave Versical  
Editor  
*Fixed Ops Journal*



*Have a story idea? Share it with us, at [dversical@crain.com](mailto:dversical@crain.com)*

# market your company

to decision-makers at every level of the dealership

## the audience

Fixed Ops Journal presents advertisers with an opportunity to reach:

- **36,375 dealers and manufacturers** receive the magazine in print
- More than **150,000 readers** receive it as a digital edition
- **80% of readers** pass Fixed Ops Journal along to colleagues
- Of those who share their issue of Fixed Ops Journal, the majority are passing along to Service Managers (**69%**) and Parts Managers (**40%**).

## what they're saying

Dealer principals, general managers and service & parts management are all finding value in Fixed Ops Journal content.

Here's what some Fixed Ops Journal readers have to say:

*"This type of insight has been too long in coming – thank you for doing it!"*

*"Keep up the good work."*

*"Like the Fixed focus!"*

*"It gives us a long term perspective on things that we may consider implementing."*

*"Great magazine."*

*"Good articles that are very helpful."*

*"A great addition to an already very informative periodical."*



# editorial calendar

Throughout the year, Fixed Ops Journal will inspire and inform readers with coverage of best practices at some of the most successful parts and service operations in the country. We'll look at what the future holds, in both threats and opportunities. And in all six issues, our editorial team will educate readers with news and insight via these standing features:

- **Service Counter:** A statistical snapshot of the Fixed Ops space
- **Profit Builder:** Innovative ways and creative tips for dealers to profit in the Fixed Ops world
- **Fixed Ops Profile:** The personalities behind Fixed Ops solutions
- **5 Minutes With:** One-on-one interviews with leading Fixed Ops professionals
- **Shop Talk:** Standing question with Fixed Ops leaders
- **Legal Lane:** Listings of ongoing legal issues in the service world



# print advertising

	1x	3x	6x
2-page spread	\$ 16,320	\$ 14,688	\$ 13,056
Covers	8,976	8,078	7,181
Full page	8,160	7,344	6,528
Half page	5,100	4,590	4,080
Quarter page	3,060	2,754	2,448

All rates are gross. Advertiser's earned frequency or dvd discount may be applied. No other discounts apply. Fixed Ops Journal advertising will contribute to overall dvd or frequency discount in other *Automotive News* products.

## 2017 ISSUE DATES

### FEBRUARY 20

Ad close: Jan. 25

### APRIL 17

Ad close: March 22

### JUNE 19

Ad close: May 24

### AUGUST 21

Ad close: July 26

### OCTOBER 23

Ad close: Sept. 27

### DECEMBER 18

Ad close: Nov. 22

## Digital Edition Sponsorship

- Fixed Ops Journal is sent as a digital edition to all *Automotive News* subscribers, and to all registered users of the *Automotive News* website.
- Digital edition sponsor receives: Full page ad adjacent to the front cover, skyscraper ad, logo on autonews.com homepage, email leaderboard, iPad unit and "compliments of" recognition on digital edition email.

**480,000 impressions**

**\$6,000 per publish date**



Full page ad

# online advertising

## Fixed Ops Site Section Takeover

- Sponsor receives all ad placements on Fixed Ops landing page (*Top Leaderboard, Medium Rectangle, Wide Skyscraper, Medium Rectangle 2, Half Page or Filmstrip, Lower Leaderboard*)
- Logo on Article Pages
- Logo on autonews.com homepage promoting issue for quarter
- Logo on Webinar console
- Top Leaderboard on three emails promoting the webinars (*see webinar details below*)

**1,000,000 impressions**  
**\$25,000 per quarter**

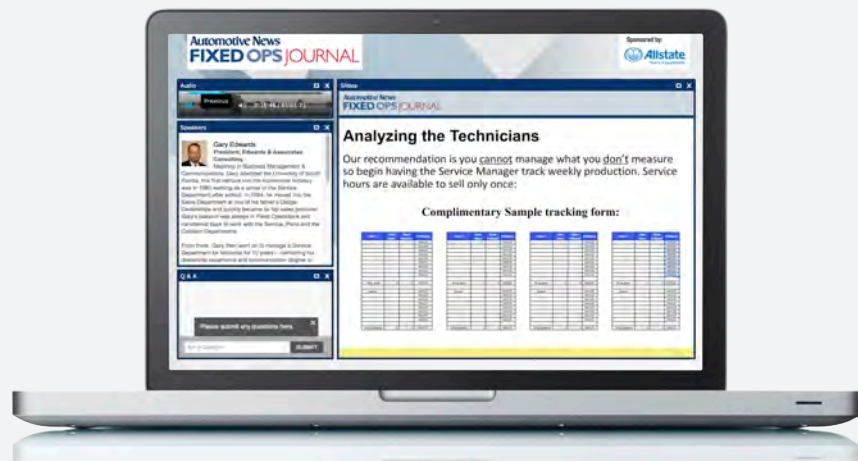
Sold as a quarterly package.  
All rates are net.

The screenshot shows the Automotive News Fixed Ops Journal website layout. At the top, there is a 'Top Leaderboard - 728x90' banner. Below it is the 'Automotive News' header with navigation links. The main content area features several articles, including 'Calming buyers after canceling their perks' and 'Vehicle advancements can trigger more calls for roadside help, AAA says'. On the right side, there are three ad placement boxes: a 'Medium Rectangle 300x250', a 'Medium Rectangle 2 300x250', and a 'Half page or Filmstrip 300x600'. At the bottom, there is a 'Lower Leaderboard - 728x90' banner. A 'Wide Skyscraper 160x600' is also indicated on the left side of the article area.

# webinars

**As a sponsor of the Fixed Ops site section takeover on autonews.com, you'll receive additional exposure around one of four webinars hosted in 2017.**

Digging deeper into topics of specific interest to the Fixed Ops department, these online events are a great learning opportunity for the audience, and allow them to engage with an expert in a live Q&A session, all free of charge! Benefit from extended exposure for your brand in this informative and engaging format.



## WEBINAR DATES

**MARCH 1**  
**APRIL 26**

**AUGUST 30**  
**NOVEMBER 1**

# advertising specs

## PRINT

All ad files should be uploaded online at <https://autonews.sendmyad.com>

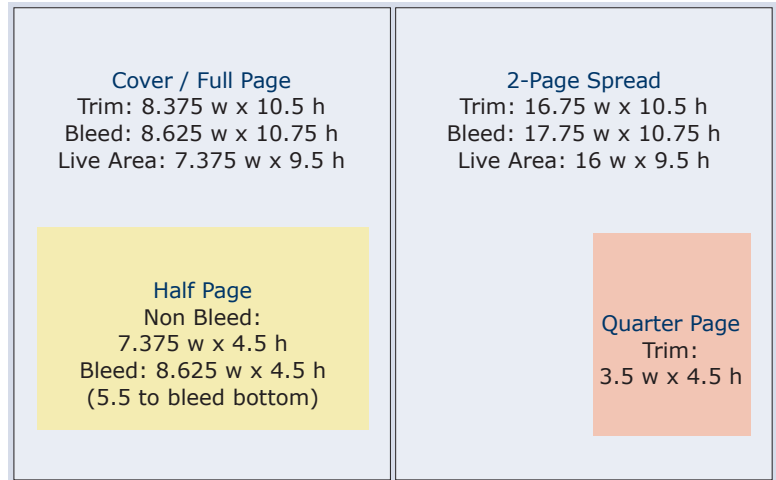
Print advertising should be provided as PDFx1a files.

## WEBSITE ADVERTISING SPECS

- Ad units accepted as HTML5 (3rd party served only), jpg, gif, animated gif, png
- In addition, a 300 x 250 px creative unit is needed for each placement for use on mobile
- Maximum file size is 40k
- Please ask prior to signing the contract if interested in serving any other type of rich media ads to see if ad type is offered or possible
- All Rich Media units must be 3rd party served
- Supply URL to link ad
- Looping limited to 3 times maximum
- Banner animation is limited to 15 seconds
- Only user-initiated sound allowed
- Contact us for a complete list of Digital Edition Specifications

## EMAIL ADVERTISING SPECS

- Ad units accepted as jpg, gif, animated gif
- In addition, a 300 x 250 px creative unit is needed for each placement for use on mobile
- Maximum file size is 20k
- First frame should include critical content as some email servers will not display animation
- Rich Media units cannot run in email positions
- Email placements cannot be 3rd party served
- Supply URL to link ad



Online ad materials are due at least five business days prior to campaign start date. All 3rd party ad-serving costs are the responsibility of the advertiser.

To submit online creative, email [AdOps-autonews@crain.com](mailto:AdOps-autonews@crain.com)  
Need help creating rich media? Ask about our partnership with Sizmek including capabilities and costs.

ONLINE AD SIZES	Ad Size	Max Size
Top/Lower Leaderboard	728 x 90 px	40k
Medium Rectangle	300 x 250 px	
Wide Skyscraper	160 x 600 px	
Half Page/Filmstrip*	300 x 600 px	
Medium Rectangle for Mobile (needed for each ad placement)	300 x 250 px	

\*Filmstrip is a rich media unit consisting of up to 5 frames, within a 300x600 unit size.

EMAIL AD SIZES	Ad Size	Max Size
Top Leaderboard	728 x 90 px	20k
Medium Rectangle for Mobile	300 x 250 px	

# contact information

## Detroit

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