








AUTO RENTAL NEWS reaches the full spectrum of the auto rental industry, ranging from independent operators to large corporate locations. Subscribers are owners, supervisors, and/or managers of an auto rental company.

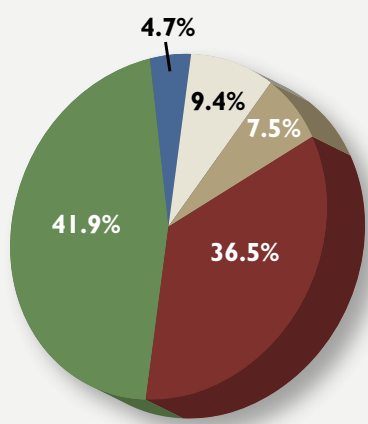
TARGETED MARKET SEGMENTS COVERED BY AUTO RENTAL NEWS

- » On-airport and near-airport car rental operations.
- » Car and truck rental operations in local/replacement market.
- » Related businesses, such as auto remarketing, car sharing, RV and motorcycle rental.

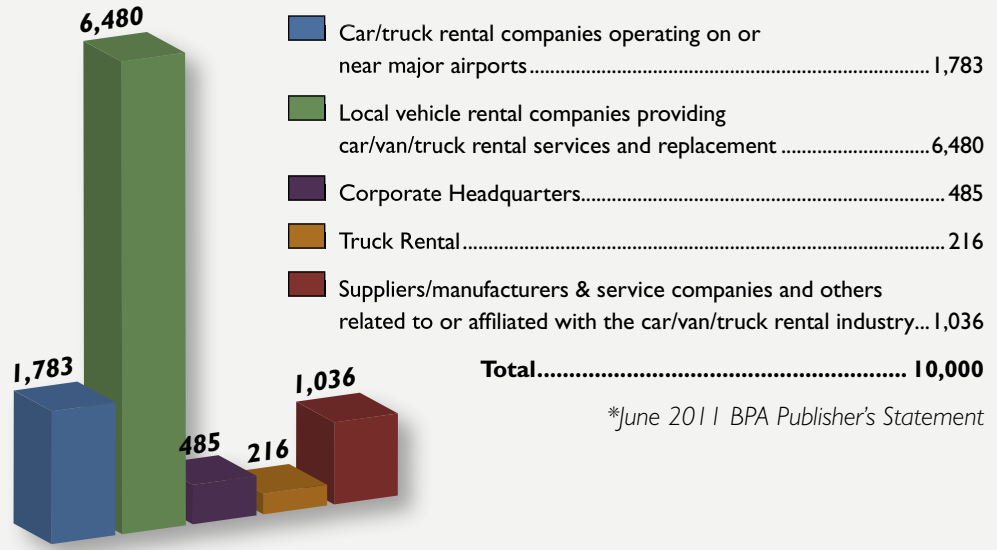
AUTO RENTAL NEWS is the only magazine written specifically for the car and truck rental industry. This unique and highly targeted audience brings your message to the market segments you need to reach!

CIRCULATION

	Executive management (including CEOs, owners, presidents and VIPs).....	41.9%
	Zone, regional city, branch managers.....	36.5%
	Operations, service/maintenance managers.....	7.5%
	Sales and remarketing managers (including rental supervisors).....	9.4%
	Others	4.7%



CAR AND TRUCK RENTAL INDUSTRY*



*June 2011 | BPA Publisher's Statement

MAGAZINE PROFILE

DISTRIBUTION» 6 times per year + Annual Fact Book and How-to Handbook

EDITORIAL FOCUS» Feature stories address subjects as diverse as vehicle purchasing, fleet financing, risk management, employee recruitment and training, sales and marketing, damage recovery, quality assurance, rental system software, reservation systems, fleet management and maintenance, and remarketing. Articles also keep readers up-to-date on technological innovations and shifting market conditions. *Auto Rental News* is a valuable resource for managers within all segments of the car rental industry — independents, franchisees and major corporate operations.

MARKET SIZE» *Auto Rental News* reaches the \$21 billion car, truck and van rental industry in the U.S. comprised of nearly 1.8 million cars and trucks in rental use today. Recipients of *Auto Rental News* buy and place in service an excess of 1.2 million cars and trucks annually.

MARKET SCOPE» *Auto Rental News* recipients utilize products and support services purchased centrally as well as locally. It brings advertisers of these products and services directly to the auto and truck rental markets.

AUTO RENTAL NEWS REACHES TARGETED CIRCULATION

The owners and management of corporate and franchise-operated locations of major car and truck rental companies, independent non-system operators, luxury and exotic car rental companies, replacement vehicle operators (including independent or dealer-affiliated), and major truck rental systems, who rent cars, trucks, and vans in the business and leisure markets.

2012 editorial calendar*/ad rates

ISSUE	EDITORIAL FOCUS	AD CLOSE	MATERIAL DUE	MAIL OUT
Jan/Feb	<ul style="list-style-type: none"> • Car Rental Show Preview • Loss of Use – a review of legislation, new court rulings • Creative marketing for independents 	11/30/11	12/5/11	1/3/12
How-to Issue	<ul style="list-style-type: none"> • How to cut time off your vehicle prep and check-in process • How to protect your lot from break-ins • How to sell your car rental business 	12/29/11	1/4/12	2/1/12
March/April	<ul style="list-style-type: none"> • New financing alternatives • How “on demand” technology is changing the auto rental industry • Renting to the elderly and underage – protect their rights, your fleet 	1/30/12	2/2/12	3/1/12
May/June	<ul style="list-style-type: none"> • Car Rental Show recap • Auction 101: Buy and sell smarter • What travel managers want from car rental (and aren't getting) 	4/2/12	4/5/12	5/2/12
July/Aug	<ul style="list-style-type: none"> • Get greater web visibility as an independent • Proving the value of CDW to customers • Protect against unauthorized users 	5/31/12	6/5/12	7/2/12
Sept/Oct	<ul style="list-style-type: none"> • Wall Street's outlook on the industry • New car cleaning products and systems • Best practices in damage recovery/subrogation 	8/2/12	8/7/12	9/4/12
Nov/Dec	<ul style="list-style-type: none"> • “Can you top this?” Operators share war stories • Synergies in side businesses • New ancillary product opportunities 	10/2/12	10/5/12	11/1/12
Fact Book 2013	<ul style="list-style-type: none"> • U.S. Auto Rental Market overview • Rental Statistics • Industry Directory 	10/30/12	11/2/12	12/3/12

*Note: Editorial calendar subject to change without notice



AD RATES - GROSS

	8x rate	4x rate	1x rate
1 page	\$5,810	\$6,220	\$6,420
2/3 page	\$4,650	\$4,950	\$5,250
1/2 page isl.	\$4,210	\$4,510	\$4,650
1/2 page hor.	\$3,790	\$4,100	\$4,150
1/3 page	\$3,240	\$3,370	\$3,480
1/4 page	\$2,820	\$3,000	\$3,130

AGENCY COMMISSION RATE - 15%

SPECIAL POSITION RATES

- Cover 2—15% of page rate
- Cover 3—10% of page rate
- Cover 4—20% of page rate

AUTO RENTAL NEWS

www.AutoRentalNews.com

online advertising opportunities

WE ARE THE INDUSTRY'S ONLINE RESOURCE!

Auto Rental News also offers advertisers the ability to connect with our subscribers electronically as well as in print and in person! Our web portal, **AutoRentalNews.com**, is directed to all franchise system headquarters, airport, local car and truck franchised

agencies, and independent car and truck rental operators.

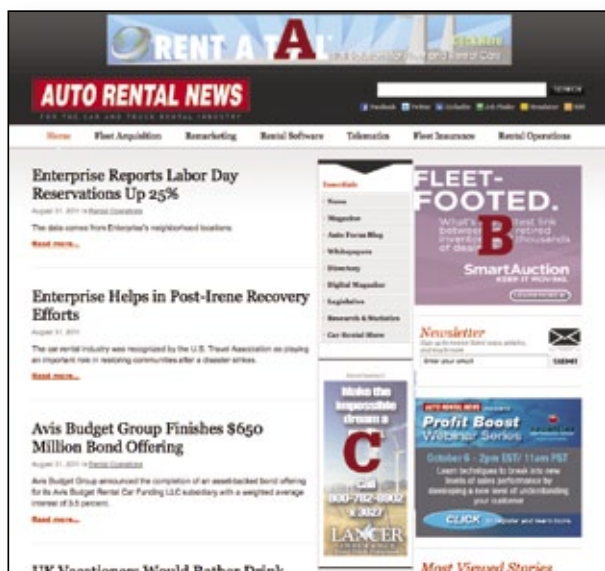
Reporter, ARN's e-newsletter, is sent to more than 5,500 industry professionals each week. The car rental and truck industry relies on the Reporter to deliver the

most current information pertaining to the car rental market.

Our online resources keep you up to date on market conditions and trends, regulatory requirements, advances in technology, mergers, acquisitions and more.

AutoRentalNews.com

Directed to all system headquarters, airports, local car and truck independent, and franchised agencies. The website exclusively serves the car and truck rental market. Autorentalnews.com keeps up on market conditions and trends, regulatory requirements, advances in technology, and mergers and acquisitions.



AutoRentalNews.com BANNER ADVERTISING RATES

	Size	Net Per Month
A Top leaderboard banner	728 x 90	\$1,000.00
B Right hand rectangle	300 x 250	\$750.00
C Small center skyscraper	150 x 315	\$500.00
Text ads	1-50 words	\$500.00

Auto Rental News Reporter

Frequency: every Wednesday



eNewsletter Advertising Rates

	Size	Net Per Month
A Top leaderboard banner	728 x 90	\$1,000.00
B Center news banner	468 x 60	\$750.00
C Small right skyscraper	150 x 315	\$500.00
Text ads	1-50 words	\$500.00

GLOBAL REPORTER

Auto Rental News is going worldwide! **Global Reporter**, our newest venture, is the only international electronic newsletter that reaches the auto rental industry in every corner of the world. Emailed twice a month, **Global Reporter** covers news of interest

to an international audience as well as useful articles and white papers.

In addition to the well-established markets in Europe and Asia, the auto rental industry is growing exponentially in developing areas such as Eastern Europe, Middle East, China, India

and South America. These operators are hungry to understand the latest trends and products and implement them in their operations.

Don't miss out on an opportunity to present your product or service to new potential markets!



Banners

Attention-grabbing banner options provide you with the most cost-effective way to build your brand and provide additional impact to your print advertising program. Banners build brand awareness, drive traffic to your website and help you develop highly qualified leads.

Rich Media

This includes a wide variety of technology-driven advertisements, such as expandable ads, site overlays, floating ads, takeovers, backgrounds, cursor ads and audio ads. These high-impact marketing vehicles can provide an exciting new way of driving new customers to your products.

Prestitials

Imagine the results you will receive from a full “page” advertisement that is presented to the visitor before the visitor actually enters the website. This premium ad placement will bring your brand and product line to the attention of every targeted website visitor.

Page Peels

Starting as a page curl in the upper right corner of the home page, when moused over the page peels down to present a 489x485 advertisement. This dramatic presentation is certain to bring attention to your brand and visitors to your website or campaign-specific landing pages.

Roadblocks

Own all the advertising units on a targeted content page. As a roadblock advertiser you own all the advertising real estate which allows you to position your brand with the content your customers and prospects are specifically looking for.

Podcasts

Podcasts are an exciting new way to dynamically connect with your prospects. Sponsoring an interview with an industry expert or discussion of a hot industry topic, you get a 15-second commercial before each podcast begins. Podcasts are prominently displayed on the homepage of our websites featuring the sponsoring advertiser.

Sponsored Links

High-profile text ads are targeted to the content categories on our industry websites. This marketing technique delivers highly targeted traffic to your website or campaign-specific landing page.

Video

Video can provide an innovative way to present your brand. This is an excellent way to feature representatives from your company to discuss or demonstrate your products or introduce your company’s philosophy. A short video can add visual impact to your overall marketing campaign.

Web Seminars

Web seminars are unbeatable marketing solutions that target your customers by providing them the industry information they want and need. Audiences receive real-time interaction with key industry experts to discuss new solutions and industry trends via live online presentation. Your sponsorship provides you a complete marketing solution for your brand as well as targeted leads.

E-mail Marketing

Deliver your customized message directly to the in-boxes of our highly-qualified audiences. You will have access to our subscribers and site visitors that know we are a trusted emailer so your message will be properly received. We only send well-vetted messages, protect the privacy of our subscribers, and are in complete compliance of all federal regulations and best practices.

White Papers

Offer our online audience a unique value by providing unbiased information and analysis regarding a business problem they may be facing. Decision-makers are more likely to read a high-quality white paper in detail than a brochure that simply pitches a product’s features and benefits. All online white paper viewers must register to download the document so it makes for an excellent lead generator.

Visit www.bobitstudios.com for more details and samples.
Contact your sales representative for custom banner sizes and/or integrated packages.

CAR RENTAL SHOW

CAR & TRUCK RENTAL CONFERENCE & EXPO

March 12-13, 2012 | Las Vegas Hotel and Casino

Solving the 2012 CHALLENGE

The Car Rental Show is a unique conference and exposition specifically designed to address the latest issues impacting the entire automotive rental market. Attendees represent independent and franchised auto rental operations from all over the country. The Car Rental Show is the only national conference and expo that truly represents the auto rental industry — the one opportunity that you don't want to miss!

WHO SHOULD EXHIBIT AT THE CAR RENTAL SHOW?

Affiliate Systems	Financing	Towing Equipment
Consultants	Car Wash Suppliers	System Software
Auto Auctions	Fleet Dealers	Security Systems
Disability Rental Services	Cellular Phone Services	Reservation Systems
Car & Truck Manufacturers	Franchise Systems	Replacement Rentals
Driver Record Verification	Collection/Credit Management	Navigation Systems
Bus Manufacturers	Insurance and Risk Mgmt.	Independent Operators
	Truck Equipment	

2011 EXHIBITOR SURVEY STATS:

100% of Exhibitors plan to exhibit at a future Car Rental Show.

70% of 2011 Exhibitors reported that they count on the show to maintain existing business and obtain new customers.

70% of Exhibitors feel the attendees are a good mix of both serious, informed buyers looking to make purchases, and interested parties looking for the latest products and services.

ATTENDEE TITLES INCLUDE:

- » CEO/PRESIDENT
- » COO
- » DIRECTOR CUSTOMER SERVICE
- » DIRECTOR MOBILE APPLICATIONS
- » GENERAL MANAGER
- » EXECUTIVE VICE PRESIDENT
- » FLEET MANAGER
- » MARKETING MANAGER
- » OWNER-MANAGER
- » SALES MANAGER
- » SENIOR PARTNER
- » VICE PRESIDENT

WHAT THEY SAID

The Car Rental Show is the ONLY forum for the industry WORLDWIDE! Operators learn not only from the presenters and vendors, but each other as well. Time well spent!

~ ANGELA MARGOLIT
BLUEBIRD AUTO RENTAL SYSTEMS

I have been in the car rental business for over 30 years and have been attending this show for as far back as I can remember. I always take something away from it — either from the keynote speakers, workshops, vendors or fellow attendees. This show is a must for today's car rental operator!

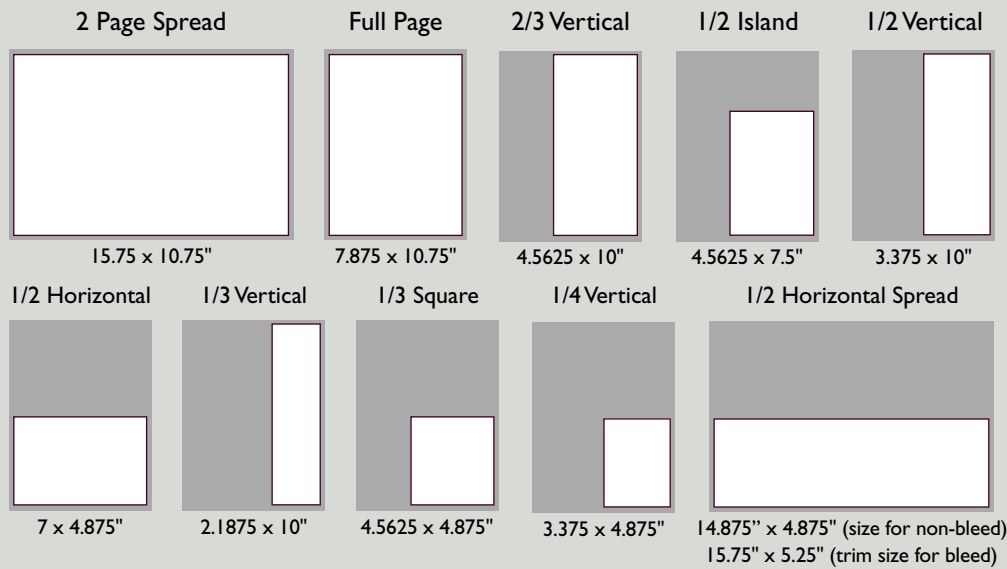
~ LORI TENNANT, TRAC MANAGER
SOUTHEAST TOYOTA DISTRIBUTORS, LLC
DEERFIELD BEACH, FL

Exhibit and sponsorship sales - Joni Owens
310-533-2530 • joni.owens@bobit.com

www.CarRentalShow.com • 800-576-8788

ad sizes/terms & conditions

ADVERTISEMENT CONFIGURATIONS & DIMENSIONS



For bleed settings, add 1/8" (0.125") to top, bottom, and sides.

- Binding is saddle stitched.
- Head trim, allow 1/8"

Space unit

1 page	7-7/8" x 10-3/4"
2/3 page	4-9/16" x 10"
1/2 horizontal	7" x 4-7/8"
1/2 page island	4-9/16" x 7-1/2"
1/2 vertical	3-3/8" x 10"
1/3 square	4-9/16" x 4-7/8"
1/3 vertical	2-3/16" x 10"
1/4 vertical	3-3/8" x 4-7/8"

Overall trim size: 7-7/8" x 10-3/4"

Bleed

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

- Single page bleed, 8-1/8" x 11"
- Spread bleed, 16-1/4" x 11"

Vital parts of copy and layout should be kept at least 3/8" distance from the gutter and head, face and foot.

TERMS & CONDITIONS

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 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 by visiting:

www.autorentalnews.com and selecting "Advertise" at the bottom of the page. Then select "Print Advertising Specs."
All ad materials and production questions can be addressed to:

Auto Rental News
Brian Peach – 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 PDF's are acceptable, but must be set to bleed size. When uploading, select the size for Photoshop PDF's.

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 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.

For sales assistance, please contact: Joni Owens – Associate Publisher
310-533-2530 • Fax 310-533-2503 • joni.owens@bobit.com