

# NonPrime Times

Official Publication Of The National Automotive Finance Association

NAF  
ASSOCIATION

## 2019 Advertising Rates & Specs

Print

&

Digital

# Content for the day-to-day business of the non-prime lender

Since September 2011, Non-Prime Times has provided the industry with a resource specific to the non-prime segment along with news from the National Automotive Finance (NAF) Association.

## Print

- Produced and mailed six times per year
- Circulation: 3,000
- 24-36 page issues

## Digital

- Identical layout as print edition
- Click through ads (no charge)
- E-notifications
- Circulation 6,000



<b>RATES</b>	<b>1x</b>	<b>3x</b>	<b>6x</b>
1/3 Page	\$1930	\$1765	\$1600
1/2 Page	\$2480	\$2260	\$2040
Full Page	\$3910	\$3360	\$2920
Inside Cover	\$4700	\$4240	\$3800
2 Page Spread	\$5340	\$4900	\$4460
Back Cover <small>includes Ezine presentation page</small>	\$7000	\$6550	\$5340

## Deadlines

Issue	Ad Space*	Ad Files
Nov/Dec '18	October 4	October 11
January/Feb.	December 6	December 13
March/April	February 7	February 14
May/June	April 5	April 12
July/August	June 6	June 13
September/Oct.	August 8	August 15
November/Dec.	October 4	October 11

*\*Articles for issues are due by Ad Space deadlines.*

## Mechanicals

Advertising Unit Dimensions (width x height)

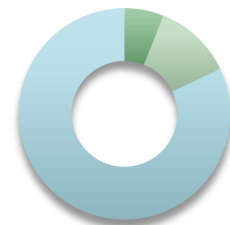
Full Page.....	8.25" x 10.75"
1/2 Page Vertical.....	4.585" x 7.5"
1/2 Page Horizontal.....	7" x 4.875"
1/3 Page Horizontal.....	4.585 x 4.875"

### For Full Page Only

Bleed Dimensions .....	8.5" x 11"
Live Space for Bleed.....	8" x 10.25"

## Circulation

- Dealers
- Affiliates
- Finance Co.



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# Non-Prime Times

Official Publication of the National Automotive Finance Association **NAFA**

## Breaking Bad Modeling

Direct Lending Technology for Indirect Lenders page 20

Preventing ID Fraud – Our Top Priority page 8

Reports About CFPB's 'Death' are Greatly Exaggerated page 6

# Digital Advertising

Non-Prime Times offers several online advertising options.

Ezine Header & Footer Banners  
\$12,000/year

Issue Notification Speed Bump  
12x \$6,000/year

Email Promotions\*  
1x \$1,500/cal. month  
2x \$2,000/cal. month

\*Contracted Advertisers  
2x \$1,500/cal. month

**Go Beyond Traditional Data to Advance Your Lending Strategies**

**The Credit Process**

**Header Banner**

**Footer Banner**

Characteristic (average)	Group 1	Group 2
Credit Score Range	585	585
Number of Trades	27.2	27.2
Debt-to-Income Ratio	44.8	44.8
Auto Loan Delinquency Rate	4.0%	4.0%
Default Rate at 24 Months on Bank	7.90%	14.40%
Adjusted Rate Estimator	13.60%	23.10%

**CONQUER COMPLIANCE!**  
Consumer Credit Compliance Certification Program

**Begin Your Training Online Today.**

**Digital Mechanicals**

**Header / Footer Banner**  
728 x 90 px  
png or gif format

**Speed Bump Ad**  
550 x 70 px  
png or gif format

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September/October 2018 Issue

Feature Article  
**Breaking Bad Modeling**  
by Daniel Parry, TuDecision Inc.

**Speed Bump Ads**

**Think bigger.**

**Preventing ID Fraud**  
by Joel Kennedy, Sprinkler Consulting Group

**Direct Lending Technology for Indirect Lenders**  
by Stefanie Albrooks & Lana Johnson, dell SOLU TIONS

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