

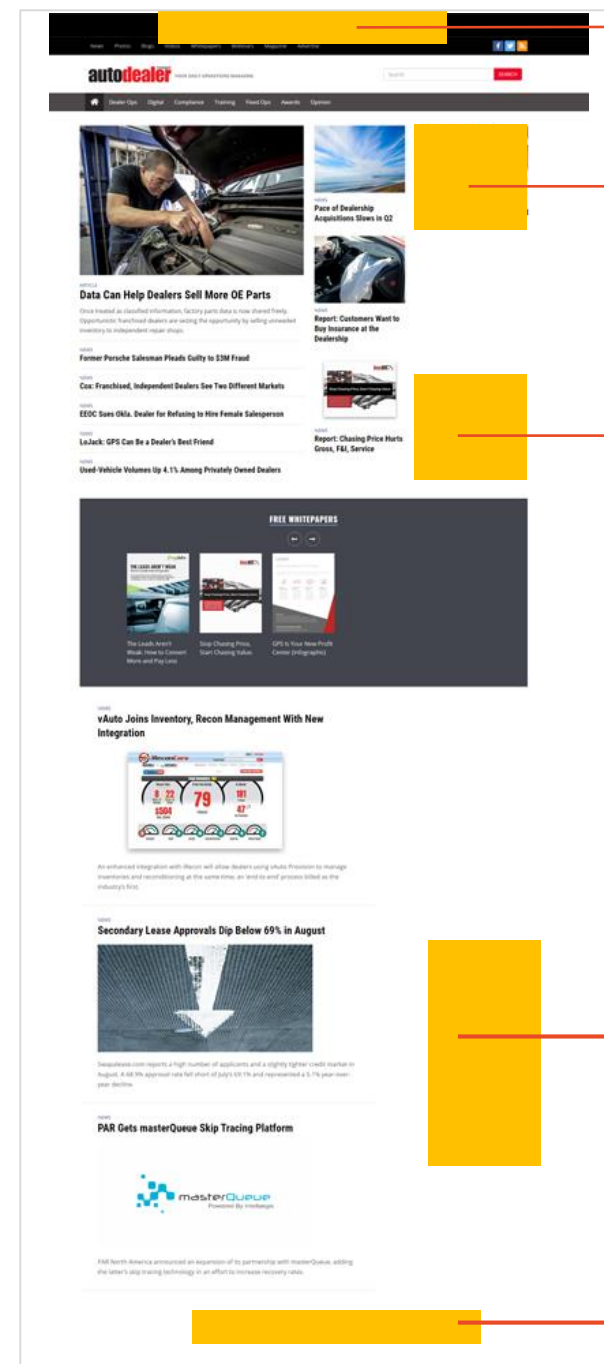


Digital Advertising

Banner Advertising

Attention-grabbing banner ads provide you with a cost-effective way to build brand awareness and provide tangible results. Banners drive traffic to your website to help you develop highly qualified leads.

Banners can be run-of-site or targeted to sections based on availability, with 20,000 to 40,000 impressions available per month.



A. TOP LEADERBOARD

Size: 728x90
Rate: \$1,600

B. RIGHT RECTANGLE 1

Size: 300x250
Rate: \$1,500

C. RIGHT RECTANGLE 2

Size: 300x250
Rate: \$1,400

D. RIGHT RECTANGLE 3

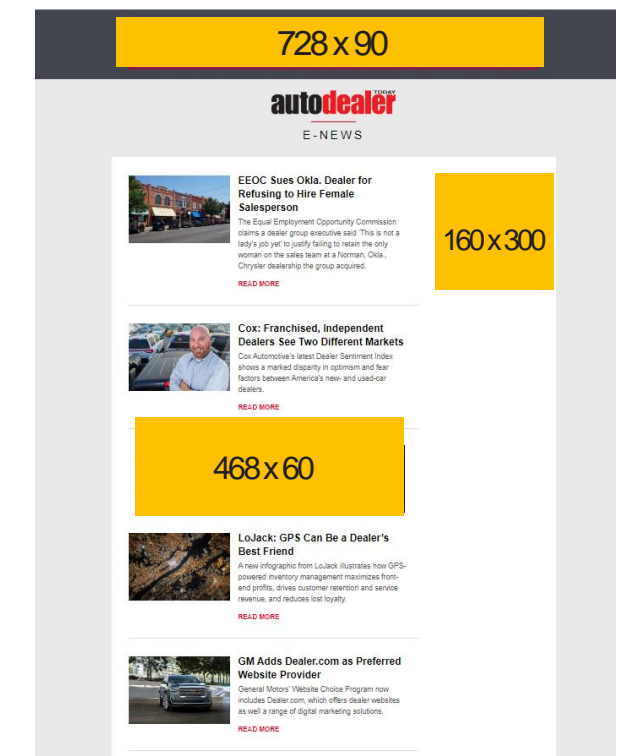
Size: 300x250 or 300x600
Rate: \$1,000

E. LOWER LEADERBOARD

Size: 728x90
Rate: \$600

Newsletter Advertising

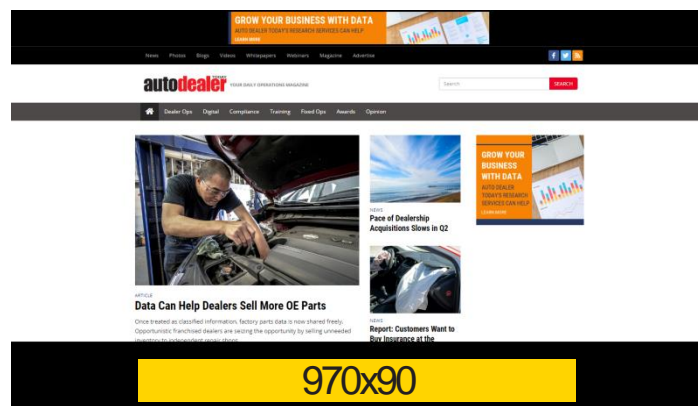
News is the lifeblood of the industry and our readers need to know what's happening as it's happening. Each Dealer Group brand has a targeted newsletter our readers depend upon to stay informed, educated and profitable.



Position	Size	Investment
Top Leaderboard	728x90	\$1,600
Best Available Skyscraper	160x300	\$1,500
Best Available Speedbump	468x60	\$1,000

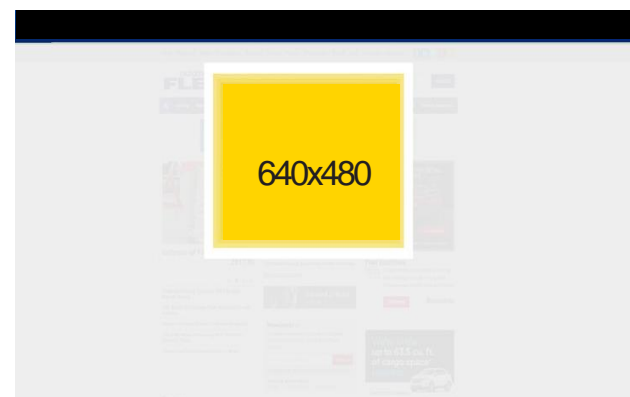


High Impact



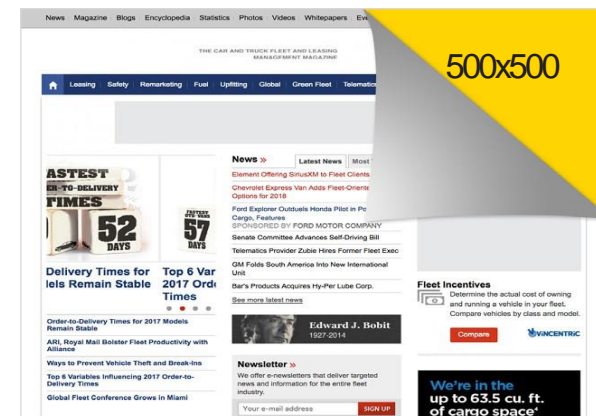
PUSH-UP LEADERBOARD

This unit pushes up from the bottom of the browser window and stays in view as the user scrolls for an always above-the-fold and in-view experience. This unit auto-collapses after 15 seconds and can be closed by the user. Accommodates either a standard 728x90 or IAB Super Leaderboard 970x90.



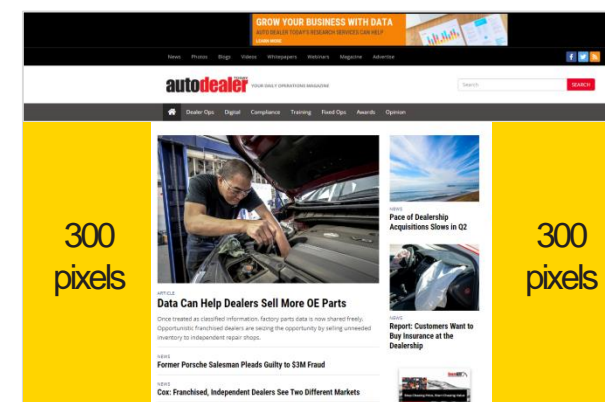
PRESTITIAL

Prestitials are a high-impact ad position that can generate very high click rates. The prestitial displays as an overlay for 15 seconds when a user goes to our site. Users are given the option to skip past the prestitial to go straight to the site.



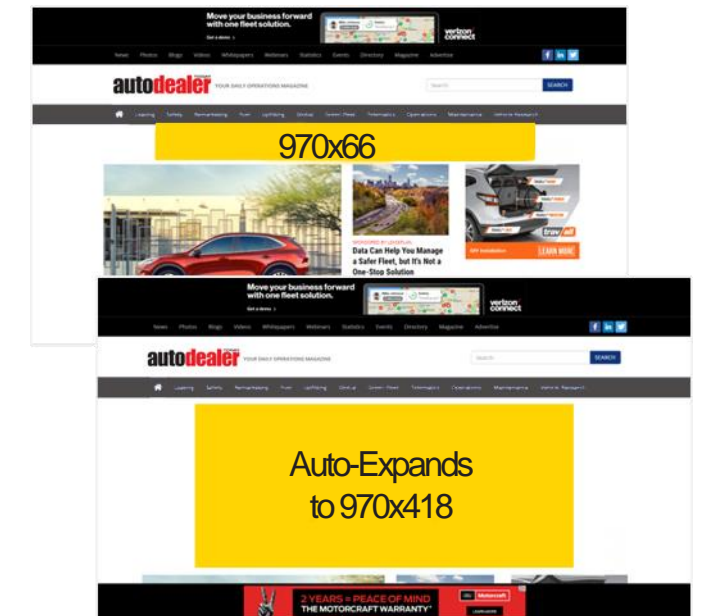
PAGE PEEL

Page peels engage a user in an interactive way. It starts as a page curl in the upper right corner of the page. When the curl is scrolled over, the page peels down to present a 500x500 clickable ad. You can provide an ad or we can assist with its creation. We track and report on hovers as well as clicks.



SITE SKIN

Site skins make a dramatic impact by taking over the background of the page, with 300 pixels of the image showing on both sides of the screen. The site skin can appear on all pages of the site for high impact. Site skins may appear differently based on screen type and their settings. Consult with your sale rep for further details.



PUSH-DOWN LEADERBOARD

This site-served rich media unit automatically expands from the top of the page for a highly impactful experience with excellent user engagement. The small image is 970x66 and the expanded image is 970x418.