



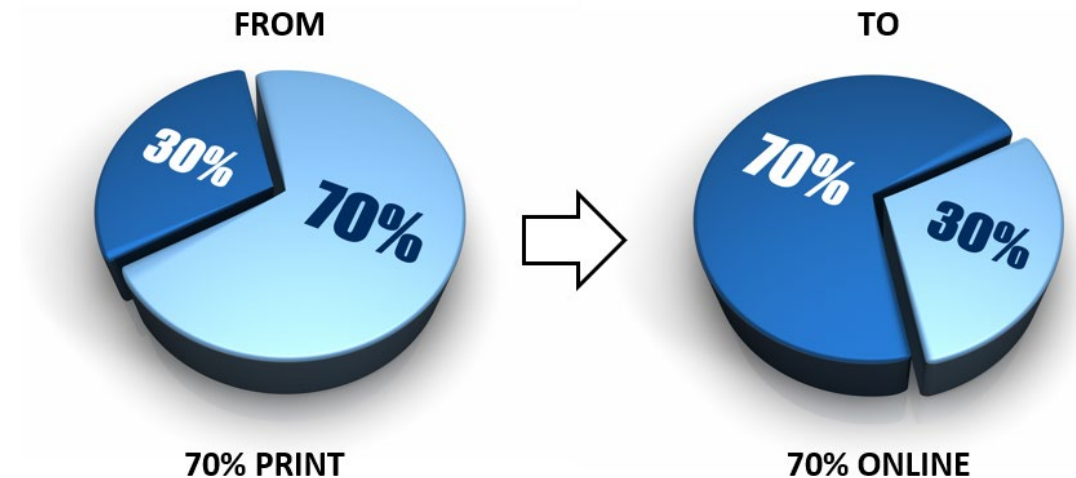
VIRTUAL SALES EVENTS & PROMOTIONS



CHALLENGE – How do newspapers make money with automotive & real estate when that revenue is moving away from traditional print advertising?

- Auto dealers are being told by the OEMs to stay away from print ads
- Budgets are shifting from print to digital
- Aggregates like CarGurus and Cars.com have long dominated the space, but they don't offer other solutions off their platforms.
- Virtual Sales & Promotions is helping newspapers get back on the “demand side”

Budgets Have Flipped



SOLUTION – Virtual Sales Events & Promotions with Integrated Social Media Buys

- Feed-less integration of your dealers' new and pre-owned inventory. Hands-free for you and your dealers.
- Powerful lead generation tool with VDP click and local phone call tracking.
- Flexible solution for Vehicles, RVs, Boats, Powersports & even Real Estate.
- Dynamic Facebook & Instagram Ads with geo & behavioral targeted traffic buys.
- Reverse Publishing – Digital-to-Print

The image displays a collage of digital advertisements for car dealerships, primarily focusing on 'New Year Pre-Owned Sales Events'. The ads are shown in both desktop and mobile formats.

Desktop Ad Examples:

- New Year Pre-Owned Sales Event:** Features a banner with 'NEW YEAR PRE-OWNED SALES EVENT' and 'JANUARY 24 - FEBRUARY 3'. Below the banner, three cars are shown: a red Chevrolet Camaro, an orange GMC Sonoma, and a blue Acura ILX. The text 'Richmond Times-Dispatch' is visible. Below the cars, it says 'Local dealers drop prices with special discounts. Compare & Save! Huge Inventory! HUGE Discounts!' and includes a 'Like Share' button.
- Heritage Chevrolet New Year Pre Owned Sales Event:** Shows three vehicles: a 2016 Chevrolet Camaro ZSS (\$30,980, Year: 2016), a 2000 GMC Sonoma Truck (\$6,700, Year: 2000), and a 2016 Acura ILX 2.4L (A8) Sedan (\$16,995, Year: 2016). Each listing includes a 'Call us' button with the phone number 804-207-5388.
- Colonial Subaru New Year Pre Owned Sales Event:** Shows three vehicles: a 2016 Toyota RAV4 XLE (\$21,577, Year: 2016), a Used 2016 Kia Optima EX for (\$17,000, Year: 2016), and a 2015 Kia Sorento LX FWD (\$13,543, Year: 2015). Each listing includes a 'Call us' button with the phone number 804-352-6788.

Mobile Ad Examples:

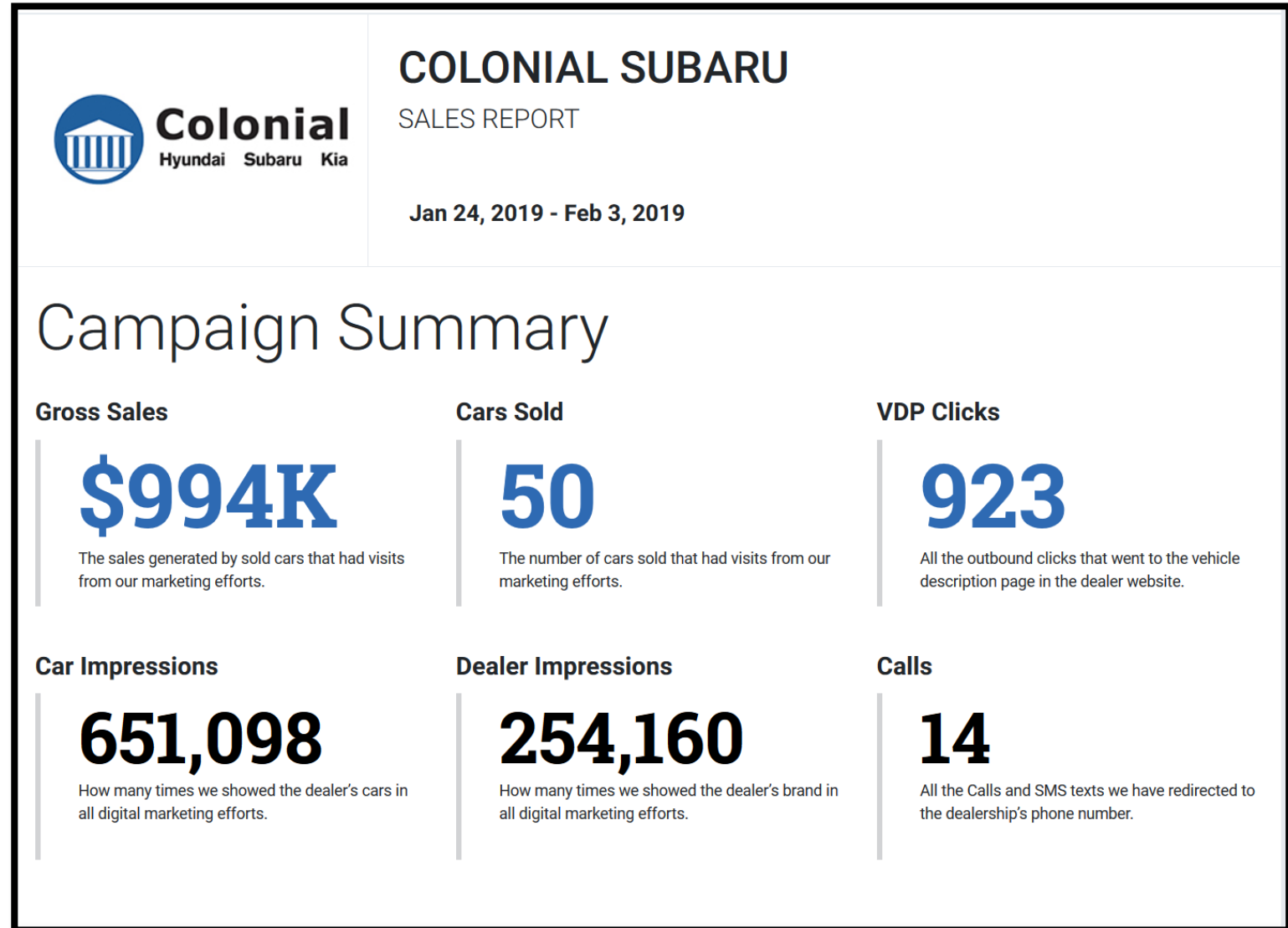
- New Year Pre-Owned Sales Event:** Similar to the desktop version, showing the event banner and cars.
- Heritage Chevrolet New Year Pre Owned Sales Event:** Shows a 2016 Chevrolet Colorado WT Truck Crew Cab (\$19,996, Year: 2016) with a 'Call us' button (804-207-5388).

Featured Dealers:

- Colonial:** Hyundai, Subaru, Kia. Phone: (804) 352-6788. Button: 'CLICK HERE NOW VIEW OUR INVENTORY'.
- Heritage Chevrolet:** Proud to Be Certified MyCar Automotive. Phone: (804) 207-5388. Button: 'CLICK HERE NOW VIEW OUR INVENTORY'.
- VA CARS:** New Year Pre Owned Sales Event. Button: 'CLICK HERE NOW VIEW OUR INVENTORY'.


Measurable Results – Beautiful Dealer Reports paint the story

- Advanced Reports include Google Analytic api data
- VDP Click Tracking
- Estimated Sales Data & Gross Sales Dollars
- **NEW:** Local Call Tracking with Recorded Phone Calls. You can now quantify your print ads!



Measurable Results - Dealer Reports show not only performance metrics but also

- Integrated Social Ads for Facebook & Instagram
- Dynamic Inventory Ads
- Sold Vehicle Details



COLONIAL SUBARU
SALES REPORT
Jan 24, 2019 - Feb 3, 2019

Campaign Summary

Gross Sales
\$994K
The sales generated by sold cars that had visits from our marketing efforts.

Cars Sold
50
The number of cars sold that had visits from our marketing efforts.

VDP Clicks
923
All the outbound clicks that went to the vehicle description page in the dealer website.

Car Impressions
651,098
How many times we showed the dealer's cars in all digital marketing efforts.

Dealer Impressions
254,160
How many times we showed the dealer's brand in all digital marketing efforts.

Calls
14
All the Calls and SMS texts we have redirected to the dealership's phone number.

Targeting Audience

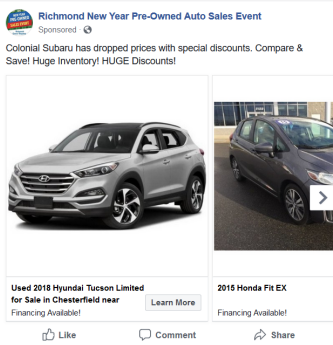
People Who Match


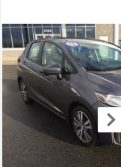
LOCATION
United States: South Chesterfield (+40 km)
Virginia

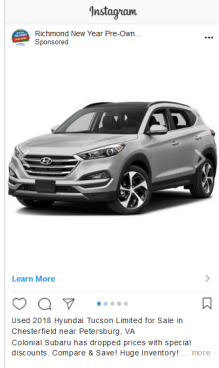
AGE
18 - 59


INTEREST
User interests include:
Interests: Pickup truck, Cars, Autotrader, CarMax, Trucks, CarsDirect, Automobiles, Cars.com, Car Sales, AutoGuide.com, Used car, Autoblog.com, Automobile magazine, AutoTrader.com, New Cars, CarsDirect.com, Used Cars, Cars for Sale, CarBuyer, CarGurus or Yahoo Autos

Social Ads

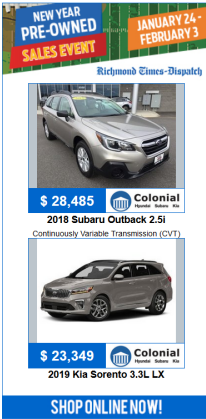



Richmond New Year Pre-Owned Auto Sales Event
Colonial Subaru has dropped prices with special discounts. Compare & Save! Huge Inventory! HUGE Discounts!

Used 2018 Hyundai Tucson Limited for Sale in Chesterfield near Petersburg, VA
Colonial Subaru has dropped prices with special discounts. Compare & Save! Huge Inventory!

2015 Honda Fit EX
Colonial Subaru has dropped prices with special discounts. Compare & Save! Huge Inventory!
[Learn More](#)
[Like](#) [Comment](#) [Share](#)





Instagram
Richmond New Year Pre-Owned Auto Sales Event

Used 2018 Hyundai Tucson Limited for Sale in Chesterfield near Petersburg, VA
Colonial Subaru has dropped prices with special discounts. Compare & Save! Huge Inventory!
[Learn More](#)

Dynamic Ads

300x600C

NEW YEAR PRE-OWNED SALES EVENT
JANUARY 24 - FEBRUARY 3
\$28,485
2018 Subaru Outback 2.5i
Continuously Variable Transmission (CVT)
\$23,349
2019 Kia Sorento 3.3L LX
SHOP ONLINE NOW!

300x250B

NEW YEAR PRE-OWNED SALES EVENT
JANUARY 24 - FEBRUARY 3
\$14,121
2017 Toyota Yaris iA 4-Door
SHOP ONLINE NOW!

320x50

Used 2018 Subaru Outback
\$27,637

728x90A

NEW YEAR PRE-OWNED SALES EVENT
JANUARY 24 - FEBRUARY 3
\$27,943
2017 MINI Hardtop 2 Door John Cooper
SHOP ONLINE NOW!






















Sold Vehicles Detail

2013 Nissan Rogue S Dealer: Colonial Subaru Type: 2 Stock: S2941A Make: Nissan Price: \$ 9,883 Year: 2013 Model: Rogue Mileage: 84560 Clicks: 40
2015 Ford F-350 Dealer: Colonial Subaru Type: 2 Stock: SP129 Make: Ford Price: \$ 48,377 Year: 2015 Model: F-350 Mileage: 43869 Clicks: 36
2006 Toyota Tacoma Dealer: Colonial Subaru Type: 2 Stock: K5494A Make: Toyota Price: \$ 9,200 Year: 2006 Model: Tacoma Mileage: 103034 Clicks: 22
2015 Ford F-150 Dealer: Colonial Subaru Type: 2 Stock: SP126 Make: Ford Price: \$ 28,464 Year: 2015 Model: F-150 Mileage: 35959 Clicks: 21
Used 2018 Hyundai Tucson SEL for Sale in Chesterfield near Petersburg, VA Dealer: Colonial Subaru Type: 2 Stock: HN2921 Make: Hyundai Price: \$ 20,493 Year: 2018 Model: Tucson Mileage: 28679 Clicks: 20
2014 Volkswagen CC 2.0T Executive Dealer: Colonial Subaru Type: 2 Stock: KP1342 Make: VOLKSWAGEN Price: \$ 15,000 Year: 2014 Model: CC Mileage: 32730 Clicks: 15
2015 Mitsubishi Outlander Sport SE Dealer: Colonial Subaru Price: \$ 14,750

Measurable Results – **NEW!** Trackable Local Phone Numbers

- Used on Digital & Print Ads
- Quantify Your Print Ads
- Call Data Includes Recorded Phone Calls

Phone Calls

Phone Number	State	City	Type	Date	Duration	Recording
(804) 439-6957	VA	RICHMOND	Call	Feb, 01 2019	8 mins 51 secs	  0:00 
(804) 439-6957	VA	RICHMOND	Call	Feb, 01 2019	37 secs	  0:00 
(804) 439-6957	VA	RICHMOND	Call	Feb, 02 2019	17 secs	  0:00 
(804) 276-2391	VA	RICHMOND	Call	Feb, 04 2019	1 min 58 secs	  0:00 
(804) 276-2391	VA	RICHMOND	Call	Feb, 04 2019	1 min 28 secs	  0:00 
(804) 276-2391	VA	RICHMOND	Call	Feb, 04 2019	44 secs	  0:00 
(804) 276-2391	VA	RICHMOND	Call	Feb, 05 2019	3 mins 45 secs	  0:00 
(804) 272-6444	VA	RICHMOND	Call	Feb, 05 2019	4 mins 14 secs	  0:00 
(434) 532-7586	VA	LAWRENCEVILLE	Call	Feb, 13 2019	2 mins 6 secs	  0:00 

Actual Event Data

Market: Virginia

Circ: 65,000

Type: Multi-Dealer mix
New & Used

- 7 Dealers (auto, boat, RV)
- \$4 Million Gross Car Sales
- 169 Vehicles Sold
- **3,953 VDP Clicks**
- 870,000 Impressions
- 760,000 Page Views
- **60,000 Facebook Reaches**

Market: Nebraska

Circ: 100,000

Type: Multi-Dealer
New & Used

- 8 Dealers (auto)
- \$13 Million Gross Car Sales
- 491 Vehicles Sold
- **11,400 VDP Clicks**
- 7.8 Million Impressions
- 7.6 Million Page Views
- **106,000 Facebook Reaches**

Market: Maryland

Circ: 27,000


Type: Single-Dealer
Lease Specials
***Co-Op Compliant**

- 1 Dealer
- \$3.2 Million Gross Car Sales
- 110 Vehicles Sold
- **1,869 VDP Clicks**
- 200,760 Impressions
- 384,633 Page Views
- **23,340 Facebook Reaches**

Powerful Lead Generation

Richmond Times-Dispatch

New Year Pre-Owned Sales Event






Richmond Times-Dispatch

Local dealers drop prices with special discounts. Compare & Save! Huge Inventory! HUGE Discounts!


Like Share

Heritage Chevrolet New Year Pre Owned Sales Event


 2016 Chevrolet Cruze LT Auto \$ 14,446 Year: 2016 Call us 804-207-5388	 2016 Jeep Patriot Sport 4x4 \$ 15,598 Year: 2016 Call us 804-207-5388	 2015 Hyundai Tucson GLS SUV \$ 11,496 Year: 2015 Call us 804-207-5388
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Featured Dealers:


Heritage Chevrolet
New Year Pre Owned Sales Event


Proud to Be Carter Myers Automotive
(804) 207-5388
[CLICK HERE NOW](#) [VIEW OUR INVENTORY](#)


Colonial Subaru
New Year Pre Owned Sales Event


Hyundai Subaru Kia
(804) 352-6788
[CLICK HERE NOW](#) [VIEW OUR INVENTORY](#)

VA Cars
New Year Pre Owned Sales Event


(804) 207-4688
[CLICK HERE NOW](#) [VIEW OUR INVENTORY](#)

- Hyper-Local VDP Click-Throughs...All clicks go straight to dealers' VDP Pages [Vehicle Details Page]
- UTM tracking code included. After all, you want to prove it came from your team....“This is what the dealers want!”



Heritage Chevrolet


12420 JEFFERSON DAVIS HWY, CHESTER, VA 23831
SALES: (888) 407-6261
SERVICE: (888) 439-1016
PARTS: (800) 523-6137

Proud to Be Carter Myers Automotive

- Schedule Service
- New Inventory
- Work Trucks & Fleet
- Pre-Owned Inventory
- Finance & Specials
- Service & Parts
- About Our Dealership

2016 Chevrolet Cruze LT Auto Sedan

Back To Inventory



Heritage Chevrolet
HeritageChevrolet.com

CHEVROLET

Detailed Pricing

ePrice \$14,125

Lock-in ePrice

Start My Purchase
Tell Me How This Works

Finance

\$224/mo*
Detailed Summary

My Asking Price: \$14,125

Cash Down: \$1,415

Credit Score: Very Good (700-759)


Financing: 72 mo. at 6.5% APR

Get my estimated Kelley Blue


DYNAMIC FACEBOOK & INSTAGRAM ADS: GEO & BEHAVIORAL TARGETED

- We invest a portion of your cost into geo & behavioral targeted Facebook & Instagram advertising. These dynamic ads zero in on local prospective auto buyers and include a slideshow of your dealer's inventory.
- These dynamic ads are professional, eye-catching and responsive across all devices. More than 70% of your event traffic will come from this audience.

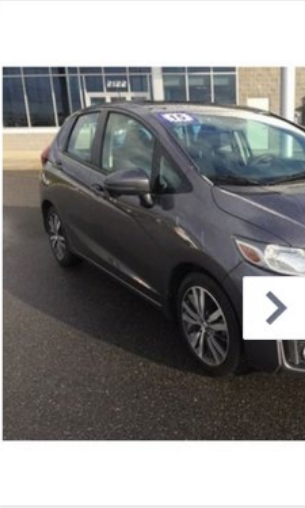


 **Richmond New Year Pre-Owned Auto Sales Event**
Sponsored · 🌐

Colonial Subaru has dropped prices with special discounts. Compare & Save! Huge Inventory! HUGE Discounts!



Used 2018 Hyundai Tucson Limited
for Sale in Chesterfield near
Financing Available! [Learn More](#)





2015 Honda Fit EX
Financing Available!

👍 Like 💬 Comment ➦ Share



Instagram

 **Richmond New Year Pre-Owned...**
Sponsored



[Learn More](#)

Used 2018 Hyundai Tucson Limited for Sale in Chesterfield near Petersburg, VA
Colonial Subaru has dropped prices with special discounts. Compare & Save! Huge Inventory! ... more

DYNAMIC WIDGET BANNERS

We can create dynamic widget banners that rotate live inventory to help drive traffic to your event.

Dynamic Reveal Ads & HTML Email Ads also available

Click-through goes directly to Dealers VDP page

PRE-OWNED SUMMER SALES EVENT JULY 27TH TO AUGUST 10TH
Richmond Times-Dispatch




SHOP ONLINE NOW!

\$ 21,865

PEARSON PREOWNED
THE NAME YOU KNOW. THE BRANDS YOU TRUST.

2015 Hyundai Santa Fe GLS SUV


PRE-OWNED SUMMER SALES EVENT JULY 27TH TO AUGUST 10TH
Richmond Times-Dispatch



\$ 23,489

PEARSON PREOWNED
THE NAME YOU KNOW. THE BRANDS YOU TRUST.

2015 Chevrolet Colorado LT Truck Extended Cab



\$ 16,989

PEARSON PREOWNED
THE NAME YOU KNOW. THE BRANDS YOU TRUST.

2015 Ford Escape SE SUV

SHOP ONLINE NOW!

PRE-OWNED SUMMER SALES EVENT JULY 27TH TO AUGUST 10TH
Richmond Times-Dispatch



Honda
88-745-0300
www.PearsonHonda.com

\$ 32,995

PEARSON HONDA

2017 Chrysler Pacifica Limited FWD



\$396 /mo

\$800 Off

\$ 26,995

PEARSON HYUNDAI

2015 Ford Taurus SHO Sedan



\$ 19,989

PEARSON PREOWNED
THE NAME YOU KNOW. THE BRANDS YOU TRUST.

2015 Jeep Renegade Limited FWD

SHOP ONLINE NOW!

Keep Print In The Mix...

- Our system creates a beautiful print-ready PDF for all of your participating dealers.
- A new ad for each day of the sale and each dealer gets a turn on top.
- Simply provide us with the stock numbers or VIN numbers that should be a part of the reverse pub page, and we do all the rest.

**New Year
NEW RIDE
LEASE EVENT**
salesevent.aberdeennews.com

2018 HONDA
CR-V EX AWD
\$299/mo
\$0 DOWN | 3YR 36,000 MILES

2019 TOYOTA
RAV4 LE AWD
\$369/mo
\$0 DOWN | 3YR 36,000 MILES

2018 NISSAN
ROGUE SV AWD
\$359/mo
\$0 DOWN | 3YR 36,000 MILES

THREE BRANDS UNDER ONE LOCATION
275 PRE-OWNED VEHICLES
OVER 65 UNITS PRICED UNDER \$10,000

HONDA TOYOTA NISSAN

Three Brands under one Location

1155753	5192524	2192729	2193454	1154032
\$39,643	\$24,809	\$27,211	\$18,233	\$40,453

275 Pre-owned Vehicles

3153358	6077648H	3142259	4764R	3140241R
\$12,950	\$13,950	\$10,999	\$12,849	\$13,999

Over 65 units priced under \$10,000

6080841	6076608	6088322	6053254	6056963
\$6,599	\$8,250	\$8,599	\$8,999	\$9,999

HOME OF THE LIFETIME POWERTRAIN WARRANTY

HARR Motors
4255 6TH AVE. SE, ABERDEEN, SD 57401
605-225-3078
WWW.HARRMOTORS.COM

**NEW YEAR
PRE-OWNED
SALES EVENT**

**JANUARY 24 -
FEBRUARY 3**

Heritage Chevrolet
Proud to Be a Carter Myers Automotive

12420 JEFFERSON DAVIS HWY CHESTER, VA 23831
(804) 207-5388

P7433	C1300A	P7428	C2835A	P7422	P7448	P7447	P7405
\$61,497	\$19,997	\$28,497	\$29,497	\$21,997	\$18,997	\$32,788	\$9,997
C1885A	P7408	P7446	P7438	C2885A	C1783A	P7485	P7481A
\$60,997	\$17,993	\$14,797	\$14,497	\$7,997	\$11,497	\$16,799	\$10,998

Colonial
Hyundai Subaru Kia
Proud to Be a Carter Myers Automotive

2122 RUFFIN MILL ROAD SOUTH CHESTERFIELD, VA 23834
(804) 352-6788

8L16E3	KP1368	KP1362	HM2874	KP1371	KP1383	KP1319	17858A
\$25,337	\$17,500	\$21,000	\$37,995	\$19,700	\$12,200	\$13,600	\$34,886
HM2859	HM2871	KP1389	SP198	82382A	827828	KP1369	8P127
\$25,188	\$30,361	\$14,400	\$22,529	\$14,587	\$21,297	\$26,399	\$13,983

In-Market Launch To Businesses & Staff

- To enhance sales launch efforts, we'll even come to your market...
- Present/Sell to groups of retailers/auto dealers/real estate agents. Just invite them to a free breakfast or lunch workshop and we'll do the rest...
- Accompany sales team on appointments with prospects...
- No Fees. No Revenue Share. Just cover basic travel expense.
- More Info: National Director Mike Martoccia/ mike@Wehaa.com or **803-487-3440**



CONCLUSION: We know your time & resources are stretched thin.

Virtual Sales Events & Promotions are the fastest path to recapturing lost auto revenue.

We offer sales collateral & training for your sales reps.

Co-Op Compliant with ~90% of Auto Brands

Hands free for the publisher and helping newspapers get back on the demand side with local dealers.

For more information and a complete list of features, benefits & setup stop by our booth [#804] and pick up a flyer.

*Thank
you!*

