

Dealer Partner Program

Multi media Marketing Events



HUMMER
0% APR
FINANCING AVAILABLE
72 Months
ON ALL NEW
2008 HUMMERS!
ALL OUR LEASE PRICES
INCLUDE ACQUISITION
FEE & DESTINATION!
NO SURPRISES!
DID YOU KNOW?
The Hummer H3 Gets
BETTER GAS MILEAGE
Than These Vehicles:
2008 HUMMER H3 SUV
2008 HUMMER H2 SUV
2008 HUMMER H2 SUV
DETROIT HUMMER
800-705-4096
www.DETROITHUMMER.com
call or click 1-800-4HUM

PLAY THE DEALER
BLACK JACK
AUTOMOTIVE CLEARANCE
COME IN AND PLAY TODAY!
YOU COULD WIN 1 OF THESE 5 PRIZES!
LOCATED ACROSS THE STREET FROM THE JM LEXUS NEW CAR FACILITY


LEXUS
Certified Pre-Owned
SUPERSTORE
2007
**Year-End
CLEARANCE
EVENT**
We are clearing out all pre-owned vehicles of unprecedented quality!
If you are even thinking about buying a vehicle, now is the time!
TEST DRIVE CHALLENGE
NO PURCHASE NECESSARY! TEST DRIVE A
JM CERTIFIED PRE-OWNED VEHICLE AND
REGISTER FOR A CHANCE TO WIN A
50" FLAT SCREEN TV!
PAYMENTS \$99 PER MO.
AS LOW AS
PRICES \$2995 FROM
5401 West Sample Road • Coconut Creek • 1.800.731.8734
www.JMLEXUS.com

Auto Technologies Inc.

Strategic Multimedia Marketing
Traditional and Digital Distribution Channels



It's time to move to the next level with your mail and use every avenue available to generate opportunities to move inventory!



At **ATI** we don't simply mail out flyers hoping to generate traffic to your showroom. We choose one dealer in each geographical area as our "partner", and together we generate **sales**!

We implement multiple marketing strategies through traditional and digital distribution channels. In this way we reach the different trigger points of consumers.

By integrating multiple forms of media we are able to appeal to consumers in the different ways that stimulate them to respond.

Available Multi-media



- **Mail** Event Invitation/Flyer
Choice Bi-Fold or Tri-Fold Self Mailer



- **Email** Event Invitation (up to **200,000 pcs**)
w/ Get-Pre-Approved & Print Flyer Links



- **Social Media** Twitter & Facebook
w/ Get-Pre-Approved & Print Flyer Links



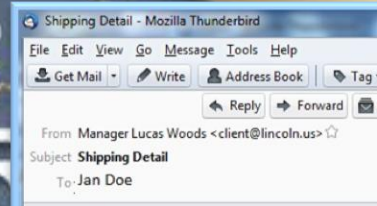
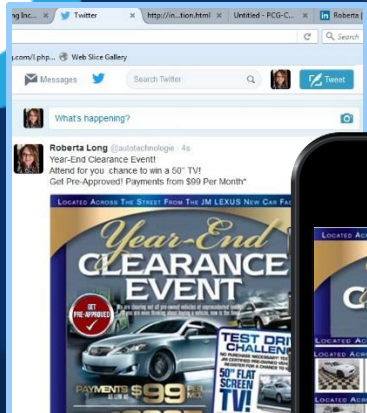
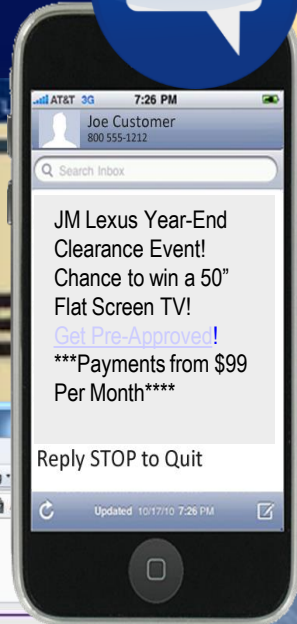
- **Text SMS &/or Voice Broadcast**
w/ Get-Pre-Approved & Print Flyer Links



Coordinating Multi-media



sms



Tracking ID: 2707-61319295
Date: Monday, 4 January 2013, 09:42 AM

YOU ARE INVITED TO ATTEND JM Lexus Year-End Clearance Event!
Come in and TAKE THE "TEST DRIVE CHALLENGE: for your chance to win a 50" Flat Screen TV! Gifts for everyone who attends!
[Get Pre-Approved today!](#) ***Payments from \$99 Per Month*



Cross Channel Coordination

Existing Dealer Database

No one's shopping experience is the same. Each of us has a distinct journey that directs us either in-store or online, on our phones, mail, or computers, through search and social, which ultimately leads us to purchase a product or service.

In addition to focusing on being everywhere to reach consumers, we also realize how valuable your existing customer database is, and how that database can help better target customers across channels.

Not only will we reach out to your customer base via email at no additional charge, we will have it hashed by Facebook and Twitter for targeted advertisements.*

**up to 25,000 for email broadcasts; Unlimited emails for Twitter Tailored Audience & Facebook Custom Audience*

Custom Audience & Devices

Advertisements are executed on Facebook via feeds and/or block ads.

Our targeted email subscribers along with your existing email database are matched on Facebook and Twitter in a privacy-safe way, via Facebook Custom Audience and Twitter Tailored Audience.

Car buyers often switch between devices which makes it important to activate campaigns across multiple channels. Customers are warmer when they have both opened the email and saw the News Feed ads.

Coordinating messaging across channels resulted in reaching customers who were 25% more likely to purchase than those only reached by email.

Saturation Mailers Tri & Bi-fold

JUST FOR ATTENDING THE EVENT, YOU RECEIVE A CHANCE TO WIN

\$50,000

NEW 2011 CHEVY MALIBU

FLIP OVER TO WIN THE GRAND PRIZE

Mo4 WITH FREE PRIZE

COME TO SHEARER CHEVROLET

President's EMERGENCY DISPOSAL

SPIN & WIN!

USED VEHICLE \$500 GA

SHEARER CHEVROLET

Pence Nissan

YOU ARE INVITED TO THE

1st Annual CUSTOMER APPRECIATION SALE

PAYMENTS AS LOW AS **\$79 PER MO.**

PRICES FROM **\$4995**



TEST DRIVE CHALLENGE
NO PURCHASE NECESSARY!
TEST DRIVE THE VEHICLE OF YOUR DREAMS FOR A CHANCE TO WIN!
One chance per household. Must be present and 18 years or older to win. Void where prohibited.

YOU COULD BE THE LUCKY WINNER OF A NEW MALIBU!

DeNooyer Chevrolet  **CHEVROLET**

TOLL FREE **1-866-297-7108**

127 Wolf Road • Albany, NY 12205

www.denooyerchevrolet.com

AN AMERICAN REVOLUTION

IN ANYTOWN

de Keys!

FREE KEY In This Invitation and Your number Posted at the Dealership...

WWW.EZCREDITCAR.COM

\$55,000 CASH!

in Vehicle released At Event

Payments **\$149 Per Mo.**

\$12,990

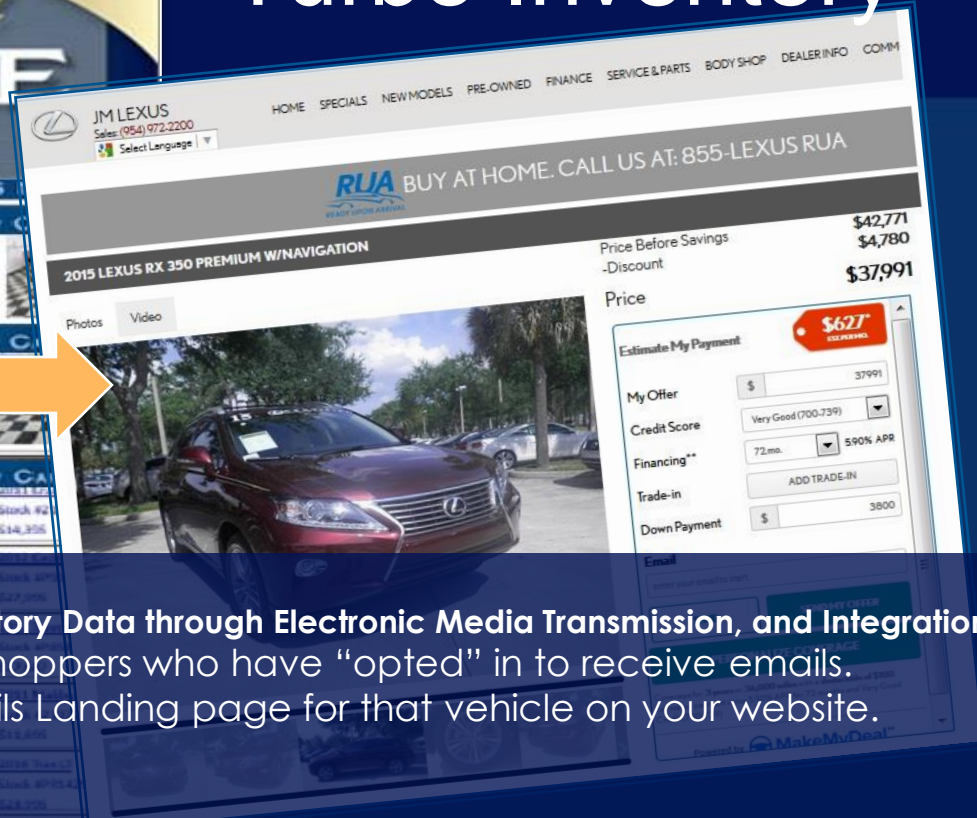
MAP

127 WOLF ROAD • ALBANY, NY 12205

6-673-5479

100% APPROVAL!

www.abc-dealer.com



- We geographically target auto shoppers who have “opted” in to receive emails.
- Each vehicle is linked to the Details Landing page for that vehicle on your website.

- Generates traffic to your website benefiting SEO efforts
- Generates leads from your website
- Car shoppers see only YOUR dealerships inventory and not your competitors
- You know who the shoppers are!

Through our Patent Pending System we deliver your inventory into geo targeted consumer email inboxes. Consumers click on vehicles of interest, which leads them to the vehicles detail page. We capture that shopper's information, and provide those car shoppers contact information and provide it back to you in an excel spreadsheet.

Event Extras



SALES SIGNUP SHEET

NAME _____ ADDRESS _____ CITY _____ STATE _____ APT. # _____ ZIP _____

RES. PHONE _____ BUS. PHONE _____

PRESENT CAR

Year _____ Make _____ Model _____ No. Cyl. _____ Mileage _____

☐ Sharp ☐ Clean ☐ Average ☐ Rough ☐ Appraised \$ _____

CAR WANTED

Year _____ Make _____ Model _____ Stock # _____ ☐ New ☐ Used ☐ Leased

SOURCE

☐ Location ☐ Referred by _____ ☐ Solicitation ☐ Service ☐ Repeat

Ad: ☐ Yellow Pages ☐ Newspaper ☐ Magazine ☐ Radio ☐ Mail ☐ TV

ACTIONS TAKEN

☐ Demonstration ☐ Write-up ☐ Order ☐ Delivery

Reason if No Close _____

Bi-Fold Key Mailer

EVENT HEADQUARTERS
1234 W. Main Street
AnyCity, AnyState 00000

SCRATCH OFF TO SEE IF YOU HAVE WON!

2008 FORD MUSTANG!

1 DELL COMPUTER
2 \$1000 CASH
3 52" FLAT SCREEN

2 WAYS TO ACTIVATE YOUR CODE!
1-866-673-5476

POSTMASTER-TIME SENSITIVE!
N HOME DATE: Tuesday May 5, 2009

Nonprofit
U.S. Postage
PAID
Permit #2325
San Diego, CA

Jane Doe
18417 S. Ridgeview
Olathe, KS 66062

YOU COULD WIN THIS 2008 FORD MUSTANG!



FORD MUSTANG!

YOU ARE INVITED TO THE

1st Annual VEHICLE CLEARANCE EVENT

PAYMENTS \$99 PER MO. **PRICES \$2995**

TEST DRIVE CHALLENGE
CHOOSE FOR 21

ABC D
1234 W. Main

1st Annual VEHICLE CLEARANCE EVENT

At every vehicle there is a surprise procedure available. As you know, the best strategy has been to get the best deal. This is the only event where we are doing a 1st Annual Vehicle Clearance Event.

THERE ARE 3 THINGS YOU CAN EXPECT WHEN ATTENDING THIS EVENT:

- 1) Friendly Customer Service
- 2) Excited People Winning Prizes
- 3) Incredible Selection of Vehicles Priced Thousands Below Market Value

CLEARANCE EVENT PRIZE BOARD

YOU'VE WON!

2008 FORD MUSTANG
NEW DELL COMPUTER
\$1000 CASH
52" FLAT SCREEN TV

2 WAYS TO ACTIVATE YOUR CODE!
1-866-673-5476

COME INTO THE DEALERSHIP TO REDEEM YOUR PRIZE!

5 DAYS TO WIN

DATE 00 DATE 00 DATE 00 DATE 00 DATE 00

www.ezcreditap.com

HUNDREDS OF VEHICLES TO CHOOSE FROM!

NEARLY EVERY MAKE AND MODEL AVAILABLE IN THIS GIANT CLEARANCE EVENT!

2008 FORD FOCUS \$0000	2008 FORD FOCUS \$0000	2008 FORD FOCUS \$0000
2008 FORD FOCUS \$0000	2008 FORD FOCUS \$0000	2008 FORD FOCUS \$0000

5TH ANNUAL VOUCHER

ABC DEALER

ABC Dealer 866-673-5475

1234 W. Main Street • AnyCity, AnyState 00000

www.ABCDealer.com



**PAYMENTS
HAVE NEVER
BEEN LOWER!
DON'T MISS
OUT!**

Nonprofit
U.S. Postage
PAID
Permit #2325
San Diego, CA

PRIZE 1
\$25,000
CASH!

**PRIZE 2:
CRUISE
FOR 2!**

PRIZE 2:
VGA GIFT CARD
VALUED
\$500

Jane Doe
18417 S. Ridgeview
Olathe, KS 66062

 <p>2006 Mitsubishi LANCER ST4P P238</p> <p>\$139/mo*</p>	 <p>2006 Mitsubishi LANCER ST4P P238</p> <p>\$139/mo*</p>	 <p>2006 Mitsubishi LANCER ST4P P238</p> <p>\$139/mo*</p>	 <p>2006 Mitsubishi LANCER ST4P P238</p> <p>\$139/mo*</p>
 <p>2006 Mitsubishi LANCER ST4P P238</p> <p>\$139/mo*</p>	 <p>2006 Mitsubishi LANCER ST4P P238</p> <p>\$139/mo*</p>	 <p>2006 Mitsubishi LANCER ST4P P238</p> <p>\$139/mo*</p>	 <p>2006 Mitsubishi LANCER ST4P P238</p> <p>\$139/mo*</p>

1234 W. MAIN STREET • ANYCITY, ANYSTATE
000-000-0000

FRIDAY
MONTH OF
JANUARY

1234 W. MAIN STREET • ANYCITY, ANYSTATE
000-000-0000

ND PRIZE
100
SH!

PRIZ
#2

C
VA

CRUISE CATIC



S

500

\$50
ADDED DAILY

ATTACHED VOUCHER TO RECEIVE \$2379.52 CASH
 WITH ANY SELECT PRE-OWNED VEHICLES PURCHASE!

85091-250346, 85091-250348, 85091-250350

*Weather and 25¢ fee. Valid only through:

The Same
of up to TWO THOUSAND

VALUED CUSTOMER OF ABC DEALER

AMOUNT	\$2379.82
--------	-----------

VOUCHER VALID ONLY IF PRESENTED UPON
REGISTRATION

[illegible]

Spin to Win 2

Nonprofit
U.S. Postage
PAID
Permit #2325
San Diego, CA

Jane Doe
18417 S. Ridgeview
Olathe, KS 66062

**COME TO METRO NISSAN OF MONTCLAIR FOR...
1ST EVER**

EMERGENCY DISPOSAL EVENT

YOU ARE INVITED TO ATTEND THIS SPECIAL EVENT!

YOU ARE ONE OF THE SEVERAL PRE-SELECTED RESIDENTS TO RECEIVE THIS OFFER FROM METRO NISSAN OF MONTCLAIR. HURRY IN AND BE THE TALK OF THE TOWN WITH YOUR NEW VEHICLE FROM METRO NISSAN OF MONTCLAIR!

\$99 PER MO.
AS LOW AS

BUY THESE VEHICLES FOR PENNIES ON THE DOLLAR

VEHICLES SOLD FOR 50% OFF
THEIR ORIGINAL PRICE!

**JUST FOR STOPPING BY, YOU WILL RECEIVE A...
3 DAY 2 NIGHT VACATION**
VALUED AT \$499!

SPIN TO WIN

YOU ARE A GUARANTEED WINNER!

If your scratch-off numbers match the winning numbers below...
YOU'VE WON!

978542*

Call: 866-846-5721

\$60,000 IN CASH

\$250.00 IN CASH

FLAT SCREEN TV

\$100.00 IN CASH

METRO NISSAN OF MONTCLAIR
9440 AUTOPLEX DRIVE • MONTCLAIR, CA 91763

866-846-5720

BRING THIS MARKER WITH YOU TO THE DEALERSHIP WHEN YOU VISIT US!

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YOU MAY HAVE WON \$60,000 CASH!

STOP

AT METRO NISSAN OF MONTCLAIR
WE'LL PAY OFF YOUR TRADE!
No Matter How Much You Owe!

SCRATCH & WIN!

If these numbers match the number on the other side of the marker, YOU WIN 1 OF 4 GREAT PRIZES!

YOUR MARKER # 978542

FLIP OVER

**COME TO METRO NISSAN OF MONTCLAIR FOR...
1ST EVER**

EMERGENCY DISPOSAL EVENT

300+ VEHICLES
WILL BE SOLD DIRECTLY TO THE PUBLIC!

\$99 PER MO.
AS LOW AS

**SAVE TIME, APPLY ONLINE:
WWW.GETMYCARNOW.COM**

Spin To Win THE WHEEL OF FORTUNE!

SPIN TO WIN AS MUCH AS \$250

METRO NISSAN OF MONTCLAIR
9440 AUTOPLEX DRIVE • MONTCLAIR, CA 91763

866-846-5720

BRING THIS MARKER WITH YOU TO THE DEALERSHIP WHEN YOU VISIT US!

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Traditional & Service



To our much appreciated clients;

We are celebrating our 35th Anniversary in business. Without the long-lasting and supportive relationships we've built with our clients, reaching this great milestone would not have been possible, and we'd like to thank you.

The staff of Greg Motors wants to extend a sincere message of gratitude to all of our beloved customers by offering an invitation only "Service Pit Pass" with no appointment necessary to redeem.

Your Pit Pass entitles you to bring your vehicle in for "Free Top Off" of all fluids, free check of tire pressure monitoring system, check oil life monitoring system, and our team will answer any questions about your vehicle. In addition, we will have a buyer on-site for this event to give you a free appraisal of your vehicle.

During this exclusive event, we will also be offering special discounts to you on our new and pre-owned inventory including savings of up to \$8,840 or 0% for 72 months on select models*.

Most of all, thank you for being part of the Greg Motors family!

Sincerely,

Greg Ronchetti

Greg Ronchetti
President/General Manager

* See dealer for details.
On select in stock units. W.A.C



www.gregmotorsgm.com

Take advantage of this special service offer!

No Cost To You!
No Appointment Needed,
But Appreciated.

**GREG MOTORS
SERVICE
PIT PASS**

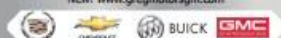
Includes:

- Top Off Fluids ☒
- Check Tire Pressure Monitoring System ☒
- Check Oil Life Monitoring System ☒
- Answer Any Questions About Your Vehicle ☒

TWO LOCATIONS TO SERVE YOU!

GREG CHEVROLET
707 South 71 Highway
Savannah, Missouri 64485
816 324-3161 • 816 279-6835
New! www.gregmotors.net

GREG BUICK GMC CADILLAC
2008 North Belt • St. Joseph, Missouri 64506
816 232-4413
New! www.gregmotorsgm.com



PRESENT THIS CARD AT TIME OF SERVICE.

Your Personal Pit Pass - A FREE gift to "Thank you"
for being part of our Greg Motors Family!

You're Invited!

Not open to the public.
Customer Appreciation FREE Pit Pass!



We Service All Models All The Time!

GREG MOTORS

2008 N. Belt • St. Joseph, MO 64506

(816) 232-4413

www.gregmotorsgm.com



Always Fast, Fair & Friendly
Excellent customer satisfaction, through honesty, integrity & respect.



- Customer Appreciation Event -
By Invitation Only
Customer Appreciation FREE Pit Pass!

**GREG MOTORS
SERVICE
PIT PASS**



Classic Mailer

[illegible]

4 DAYS ONLY! WEDNESDAY DATE 9AM-7PM THURSDAY DATE 9AM-7PM FRIDAY DATE 9AM-7PM SATURDAY DATE 9AM-5PM SUNDAY DATE 10AM-5PM MONDAY DATE 9AM-7PM

DEalership IN ANYTOWN

Let's Trade Keys!



If You Received a **FACTORY DUPLICATED KEY** In This Invitation and Your Driver's License Matches The Number Posted at the Dealership...

SAVE TIME APPLY ONLINE WWW.EZCREDITAPP.COM

NEW FORDS or \$55,000 CASH!



Over \$2 Million in Vehicle Liens To Be Released At This Exclusive Event
Trade Ins, Repossessions, Auction Vehicles, lease returns and vehicles in inventory more than 30 days, will be sold!

Dealership at 12345 Main Street
Anytown, USA 12345



Vehicles
Priced From

\$999

Let's Trade Keys with you for this Ford Taurus! MORE FOR YOUR TRADE THAN EVER BEFORE!

Hundreds of Vehicles To Choose From!

Payments
\$149 Per Mo.

2007 FORD TAURUS



Let's Trade Keys for this FORD TAURUS!

ORIGINAL MSRP \$20,000 NOW

\$12,990

DEALERSHIP 12345 MAIN STREET • ANYTOWN, USA 12345
1-866-673-5479

MAP

Trade Keys

WINNING NOTICE!

Jeff Ford 12345 MAIN STREET • ANYTOWN, USA 12345
Let's Trade Keys!

WE WANT TO TRADE KEYS WITH YOU FOR TWO BRAND NEW FORDS! OR \$25,000 CASH!

ONLY AT DEALERSHIP!

If your number under the Scratch-Off matches the winning number on the Stock Sticker on the bottom of this mailer,

YOU HAVE WON

SCRATCH HERE NOW FOR YOUR WINNING NUMBER!

WINNING NOTICE 198578

MUST REDEEM PRIZE AT DEALERSHIP DURING EVENT HOURS 12345 MAIN STREET, ANYTOWN, USA 12345. YOU MUST BRING THIS INVITATION IN ITS ENTIRETY TO ACTIVATE YOUR WINNING!

Gift Card Worth \$1000!

Up To
FROM YOUR CHOICE OF... **BEST BUY** *Everyone Wins!*

5 DAYS ONLY!

WEDNESDAY DATE 9AM-7PM THURSDAY DATE 9AM-7PM FRIDAY DATE 9AM-7PM SATURDAY DATE 9AM-5PM SUNDAY DATE CLOSED MONDAY DATE 9AM-7PM



We Want To Trade Keys with you for Two Brand New Fords! Or \$25,000 cash!



STOCK STICKER
Winning Number
198578

CONGRATULATIONS YOU WIN!
NOW PUT YOUR DREAM IN YOUR DRIVEWAY!

WINNING NOTICE!

EVENT HEADQUARTERS
DEALERSHIP
12345 Main Street, Anytown, USA 12345

DISCOUNT VOUCHER TOWARDS NEW VEHICLE
THIS OFFER EXPIRES DATE

DEALERSHIP
PAY TO THE ORDER OF
PAY THE SUM OF
Two Thousand Five Hundred Dollars
DOLLARS

\$2,500

Non-negotiable. Value is not cash. Voucher has no cash value. Only valid on new vehicles over \$10,000 selling price. You can only choose one of the following: multiple payments rebate, discount voucher or the special finance rate. This offer is a new 2007 Ford Focus. Prior sales, as is vehicle and special advertising. Voucher is not a check. THE VOUCHER CANNOT BE USED FOR CASH OR OTHER PURCHASES. VOUCHER ONLY VALID IF PRESENTED WITH VOUCHER RECEIPT AND DRIVER'S LICENSE. RESIDENTIAL AT TIME OF PURCHASE. VOUCHER CANNOT BE USED FOR CASH OR OTHER PURCHASES.

Dealership
AUTHORIZED SIGNATURE

WE ARE HERE TO PUT YOUR DREAM IN YOUR DRIVEWAY!



MAP

Jeff Ford 12345 MAIN STREET • ANYTOWN, USA 12345
1-888-888-8888

Play the Dealer

Nonprofit
U.S. Postage
PAID
Permit #2355
San Diego, CA

Jane Doe
18417 S. Ridgeview
Olathe, KS 66062

PLAY THE DEALER BLACK JACK
AUTOMOTIVE CLEARANCE
EVERYONE'S A WINNER!

WIN \$50,000 CASH!

4 DAYS ONLY! WEDNESDAY 9AM-8PM THURSDAY 9AM-8PM FRIDAY 9AM-8PM SATURDAY 9AM-6PM

0% APR FINANCING AVAILABLE

HUNDREDS OF VEHICLES AVAILABLE WITH PAYMENTS \$99 PER MO.

BRAND NEW 2008 KIA SPECTRA \$00,000 \$000

4321 ANYWHERE ST ANYTOWN, USA
888-888-8888
WWW.WEBSITE.COM

NO CREDIT, BAD CREDIT - NO PROBLEM! OUR GOAL IS 100% APPROVAL!
LOG ON TO: www.ezcreditap.com

4 DAYS ONLY! WEDNESDAY 9AM-8PM THURSDAY 9AM-8PM FRIDAY 9AM-8PM SATURDAY 9AM-6PM

PLAY THE DEALER BLACK JACK
AUTOMOTIVE CLEARANCE
EVERYONE'S A WINNER!

WIN \$50,000 CASH!

4 DAYS ONLY! WEDNESDAY 9AM-8PM THURSDAY 9AM-8PM FRIDAY 9AM-8PM SATURDAY 9AM-6PM

0% APR FINANCING AVAILABLE

HUNDREDS OF VEHICLES AVAILABLE WITH PAYMENTS \$99 PER MO.

BRAND NEW 2008 KIA SPECTRA \$00,000 \$000

4321 ANYWHERE ST ANYTOWN, USA
888-888-8888
WWW.WEBSITE.COM

NO CREDIT, BAD CREDIT - NO PROBLEM! OUR GOAL IS 100% APPROVAL!
LOG ON TO: www.ezcreditap.com

BEFORE YOU GO INSANE WITH RISING GAS PRICES, GET...

409⁹/₁₀
419⁹/₁₀
429⁹/₁₀

FREE GAS FOR LIFE!

ALL CREDIT APPLICATIONS WILL BE PROCESSED!

5 DAYS ONLY!

STOP IN TODAY AND YOU COULD DRIVE AWAY WITH FREE GAS FOR LIFE!
PLUS! FREE YOURSELF FROM HIGH PRICES AND BAD CREDIT DURING THIS EVENT!

2008 FORD ESCAPE HYBRID



AUTOMATIC, PWR WINDOWS, AIR, STEERING

\$000
PER MONTH

2007 FORD FOCUS



AUTOMATIC, PWR WINDOWS, AIR, STEERING

\$00,000 \$000
PER MO

2007 FORD FOCUS



AUTOMATIC, PWR WINDOWS, AIR, STEERING

\$00,000 \$000
PER MO

MATCH THE LAST 6 DIGITS OF YOUR DRIVER'S LICENSE NUMBER TO THE NUMBERS ON DISPLAY AT THE DEALERSHIP AND

YOU ARE AN INSTANT WINNER OF GAS FOR LIFE!

PLUS!

EVERY 10TH PERSON WHO STOPS BY THE DEALERSHIP EACH DAY WILL RECEIVE A...



2 DAY/
3 NIGHT
CRUISE
FOR 2!

2008 FORD ESCAPE HYBRID



AUTOMATIC, PWR WINDOWS, AIR, STEERING

\$000
PER MONTH

5 DAYS ONLY!

TUESDAY, JUNE 17th
9AM-8PM

WEDNESDAY, JUNE 18th
9AM-8PM

THURSDAY, JUNE 19th
9AM-8PM

FRIDAY, JUNE 20th
9AM-8PM

SATURDAY, JUNE 21st
9AM-8PM

4321 ANYWHERE ST - ANYTOWN, USA

888-888-8888

WWW.WEBSITE.COM

LOGO

MAP

Free Gas

409⁹/₁₀
419⁹/₁₀
429⁹/₁₀

DO YOU FEAR GOING TO THE GAS STATION?

Nonprofit
U.S. Postage
PAID
Permit #2325
San Diego, CA

Jane Doe
18417 S. Ridgeview
Olathe, KS 66062

OPEN FOR
SOME RELIEF!

MATCH THE LAST 6 DIGITS OF YOUR DRIVER'S LICENSE NUMBER TO THE NUMBERS ON DISPLAY AT THE DEALERSHIP AND
YOU ARE AN INSTANT WINNER OF...

FREE GAS FOR LIFE!

PLUS! FREE YOURSELF FROM HIGH PRICES AND BAD CREDIT DURING THIS EVENT!

OUR CREDIT SPECIALISTS CAN HELP GET YOU THE CAR YOU WANT TODAY!

- ✓ BAD CREDIT
- ✓ SLOW PAY
- ✓ DIVORCE
- ✓ REPOS

WE CAN HELP REPAIR YOUR CREDIT!

OVER 200 VEHICLES
TO CHOOSE FROM IN ONE LARGE LOCATION!

USED VEHICLES
\$1995

5 DAYS ONLY!

TUESDAY, JUNE 17th
9AM-8PM

WEDNESDAY, JUNE 18th
9AM-8PM

THURSDAY, JUNE 19th
9AM-8PM

FRIDAY, JUNE 20th
9AM-8PM

SATURDAY, JUNE 21st
9AM-8PM

4321 ANYWHERE ST - ANYTOWN, USA

888-888-8888

WWW.WEBSITE.COM

LOGO

MAP

Lead Capture Page

THE 2ND ANNUAL DeNooyer FALL SUPER CLEARANCE EVENT

SAVE SOME MONEY ON A NEW CREDIT!

#1 Volume GM Dealer

View EVENT

DON'T MISS OUT!

VIEW FULL INVENTORY **Select auto by**

2009 Ford F150	2006 Ford Mustang GT	2004 Ford Focus
2008 Acura LS	2007 Colorado 4WD	2008 Mini Cooper
07 Toyota Cruiser	08 Trailblazer	08 Chevrolet
Stock #12302	Stock #10284	Stock #13,49
\$19,988	\$19,698	
09 Impala LT	06 Monte Carlo	09 Cobalt
Stock #PR508	Stock #10170	Stock #11,86
\$14,977	\$10,897	
09 Caliber R/T	10 Challenger	07 Focus
Stock #PR628	Stock #10730	Stock #10,99
\$14,995	\$26,995	
10 Cobalt LT	08 GMC Sierra	07 GMC
Stock #PR570	Stock #10571	Stock #22,99
\$14,995	\$21,995	
07 Tiburon Cpe	06 Infiniti G35	08 Jeep
Stock #10744	Stock #10482	Stock #15,99
\$15,995	\$19,995	
04 Navigator	04 Maserati Cpe	07 Ben
Stock #10732	Stock #P5634	Stock #27,99
\$19,695	\$35,889	
08 Altima 2.5 S	02 Firebird	07 Vibe
Stock #P5613	Stock #10559	Stock #10,99
\$15,877	\$9,995	
06 Pontiac GTO	08 Corolla	07 RAV
Stock #61571217	Stock #10648	Stock #16,82
\$22,995	\$12,995	

DENOAYER CHEVROLET FALL SUPER CLEARANCE EVENT

GET PRE-APPROVED NOW

ENTER FOR CHANCE TO WIN

GET PRE-APPROVED NOW

ENTER FOR CHANCE TO WIN

Facebook

LIKE US ON FACEBOOK FOR YOUR CHANCE TO WIN A IPAD

CLICK HERE NOW!

YOU COULD WIN HIS AND HER NEW 2011 CHEVROLETS* OR \$100,000 IN CASH!

KIDS PLAY FREE GAMES DURING THE EVENT!

GAMES 2U

Winners Every Day!

Second Annual DeNooyer Fall Clearance Event

CLICK 2 CALL

Enter Phone Number

Enter your phone number to talk to a live operator for Insert Name

Call Me

DENOAYER CHEVROLET

127 Wolf Road
Colonie, NY 12205

1-866-359-7452

SEND TO A FRIEND

Tire Rotation Special

\$19.95

Service Includes:

- Rotate four tires
- Check air pressure

Take 10% Off any service!

Now you can be PRE-APPROVED!

before you shop for a new car!

\$24,999.00

Now you can be PRE-APPROVED!

before you shop for a new car!

\$24,999.00

Sales Event #1

- ✓ **50,000** 11x17 Bi-Fold or Tri-Fold w/Scratch-Off
 - ✓ Includes EZ Get Pre-Approved domain leading to your secure online application
- ✓ **200,00 Email Advertisements** - Full Color Email Broadcasts announcing event and/or displaying up to 50 units of your inventory - 2 Broadcasts
 - ✓ Interactive **Code Activation site or Video Landing Page**- generates web-leads
 - ✓ Includes EZ Get Pre-Approved domain leading to your secure online application
- ✓ **Facebook Advertisements** - Daily coordinating ads during each day of your event/sale
- ✓ **Twitter Advertisements** - Daily coordinating during each day of your event/sale
- ✓ **Vacation Certificates** -300
- ✓ **Scratch Cards** - **300** or 300 plays on Web Based Scratch Game
- ✓ **Prize Coverage** - up to **\$50,000**
- ✓ **Interactive Gaming Items** - Choices of: table top wheel with prize inserts, free standing poker table, gaming website
- ✓ **EVENT EXTRAS** • Balloons (17") • Guest Sign up SHEETS • Hang TAGS
- ✓ **2 Toll free tracking numbers** with full reporting and lead capturing tools, including Dealership & Event Hotline
- ★ **Event Add-On Medias** (Additional Cost)
 - **Voice Broadcasting** - where state compliant
 - **Text SMS Broadcasting** - where state compliant
 - **Turbo Inventory** - up to 50 units of 10 images, and 40 line ads which link to each unit's detail page on your website.

Sales Event #2

- ✓ **30,000** 11x17 Bi-Fold or Tri-Fold w/Scratch-Off
 - ✓ Includes EZ Get Pre-Approved domain leading to your secure online application
- ✓ **200,00 Email Advertisements** - Full Color Email Broadcasts announcing event and/or displaying up to 50 units of your inventory - 2 Broadcasts
 - ✓ Interactive **Code Activation site or Video Landing Page**— generates web-leads
 - ✓ Includes EZ Get Pre-Approved domain leading to your secure online application
- ✓ **Facebook Advertisements** - Daily coordinating ads during each day of your event/sale
- ✓ **Twitter Advertisements** - Daily coordinating during each day of your event/sale
- ✓ **Vacation Certificates** -200
- ✓ **Scratch Cards** - **200** or 200 plays on Web Based Scratch Game
- ✓ **Prize Coverage** - up to **\$50,000**
- ✓ **Interactive Gaming Items** –Choices of: table top wheel with prize inserts, free standing poker table, gaming website
- ✓ **EVENT EXTRAS** • Balloons (17") • Guest Sign up SHEETS • Hang TAGS
- ✓ **2 Toll free tracking numbers** with full reporting and lead capturing tools, including Dealership & Event Hotline
- ★ **Event Add-On Medias** (Additional Cost)
 - **Voice Broadcasting** - where state compliant
 - **Text SMS Broadcasting** - where state compliant
 - **Turbo Inventory** - up to 50 units of 10 images, and 40 line ads which link to each unit's detail page on your website.

Budget Event

- ✓ **20,000** 11x17 Bi-Fold or Tri-Fold w/Scratch-Off
 - ✓ Includes EZ Get Pre-Approved domain leading to your secure online application
- ✓ **100,00 Email Advertisements** - Full Color Email Broadcasts announcing event and/or displaying up to 50 units of your inventory - 2 Broadcasts
 - ✓ Interactive **Code Activation site or Video Landing Page**— generates web-leads
 - ✓ Includes EZ Get Pre-Approved domain leading to your secure online application
- ✓ **Facebook Advertisements** - Daily coordinating ads during each day of your event/sale
- ✓ **Twitter Advertisements** - Daily coordinating during each day of your event/sale
- ✓ **Vacation Certificates** -100
- ✓ **Scratch Cards** - **100** or 100 plays on Web Based Scratch Game
- ✓ **Prize Coverage** - up to **\$50,000**
- ✓ **Interactive Gaming Items** –Choices of: table top wheel with prize inserts, free standing poker table, gaming website
- ✓ **EVENT EXTRAS** • Balloons (17") • Guest Sign up SHEETS • Hang TAGS
- ✓ **2 Toll free tracking numbers** with full reporting and lead capturing tools, including Dealership & Event Hotline
- ★ **Event Add-On Medias** (Additional Cost)
 - **Voice Broadcasting** - where state compliant
 - **Text SMS Broadcasting** - where state compliant
 - **Turbo Inventory** - up to 50 units of 10 images, and 40 line ads which link to each unit's detail page on your website.

All types of mailers available
Custom quotes upon request



Strategic Multimedia Marketing
Traditional and Digital Distribution Channels

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