

ALL DRIVE... No Drama!



Get your vehicles online and drive more sales with cars.com! Cars.com's ad packages connect you with more quality buyers. Our efforts draw millions of unique, ready-to-buy car shoppers to cars.com monthly.

2013 RATE PACKAGES - FRANCHISE DEALERS

If Used Car Vehicle Count Is Between:	Power Drive Package	Base Drive Plus Package	Base Drive Basic Package
1 - 60 vehicles	\$2,338	\$1,868.00	\$1,438.00
61 -100 vehicles	\$2,588	\$2,228.00	\$1,688.00
101-150 vehicles	\$2,768	\$2,408.00	\$1,868.00
151-225 vehicles	\$2,948	\$2,588.00	\$2,048.00
226+ vehicles	\$3,248	\$2,800.00	\$2,348.00
Package Includes:	<ul style="list-style-type: none"> • Reputation Management & Exposure • Branded Video Experience • New Car Special Offers • Up to 32 multiple photos of each vehicle • Video stitching with voice over for new and used car inventory • Live dealer chat (instantly engage online shoppers) • Online ad reports 	<ul style="list-style-type: none"> • New Car Specials • Used Car Specials • Up to 32 multiple photos of each vehicle • Video stitching with voice over for new and used car inventory • Live dealer chat (instantly engage online shoppers) • Online ad reports • New inventory included at no additional charge 	<ul style="list-style-type: none"> • Up to 32 multiple photos of each vehicle • Video stitching with voice over for new and used car inventory • Live dealer chat (instantly engage online shoppers) • Online ad reports • New inventory included at no additional charge

Other cars.com Advertising Products

New Car Specials..... \$300
 Used Car Specials \$300
 Power Position (4 ads) \$300

Secure Credit Application \$200
 New Leads Plus \$20ea.



Your success is our business.
The Modesto Bee

modbee.com
 Rob Peres (209) 578-2053
 Rate card No.137 • Rates Affective Jan. 1st 2013

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2013 RATE PACKAGES - INDEPENDENT DEALERS

IAP Plus Package – 60 or more vehicles	IAP Deluxe Package – 31 to 60 vehicles	IAP Express Package – 16 to 30 vehicles	IAP Mini Package – 1 to 15 vehicles
Included in this package:	Included in this package:	Included in this package:	Included in this package:
<ul style="list-style-type: none"> Up to 32 multiple photos of each vehicle Video Stitching with voice over for new and used car inventory Live dealer chat (instantly engage online shoppers) Dealer website included 	<ul style="list-style-type: none"> Up to 32 multiple photos of each vehicle Video Stitching with voice over for new and used car inventory Live dealer chat (instantly engage online shoppers) Dealer website included 	<ul style="list-style-type: none"> Up to 32 multiple photos of each vehicle Video Stitching with voice over for new and used car inventory Live dealer chat (instantly engage online shoppers) Dealer website included 	<ul style="list-style-type: none"> Up to 32 multiple photos of each vehicle Live dealer chat (instantly engage online shoppers) Dealer website included
\$1150 per month	\$700 per month	\$500 per month	\$330 per month



Other cars.com Advertising Products

New Car Specials.....	\$300	Secure Credit Application.....	\$200
Used Car Specials	\$300		
Power Position (4 ads)	\$300		



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