

Want to Connect with More Quality Buyers?



Advertising Packages





Maximize

Start maximizing your advertising investment today

When you enlist cars.com as your marketing partner, you'll spend less to connect with more quality buyers. That's because our efforts draw more than 8 million unique, ready-to-buy visitors to cars.com every month.¹ In fact, 61% of cars.com shoppers who contact a seller actually purchase a vehicle. And 79% buy within 90 days.²

With cars.com, you get massive exposure from our powerful network. You also get friendly, personalized support from your cars.com representative. For more information on how cars.com advertising packages work for you, contact your cars.com representative today.

Call 1.800.298.1460

or

email sales@cars.com



Connect

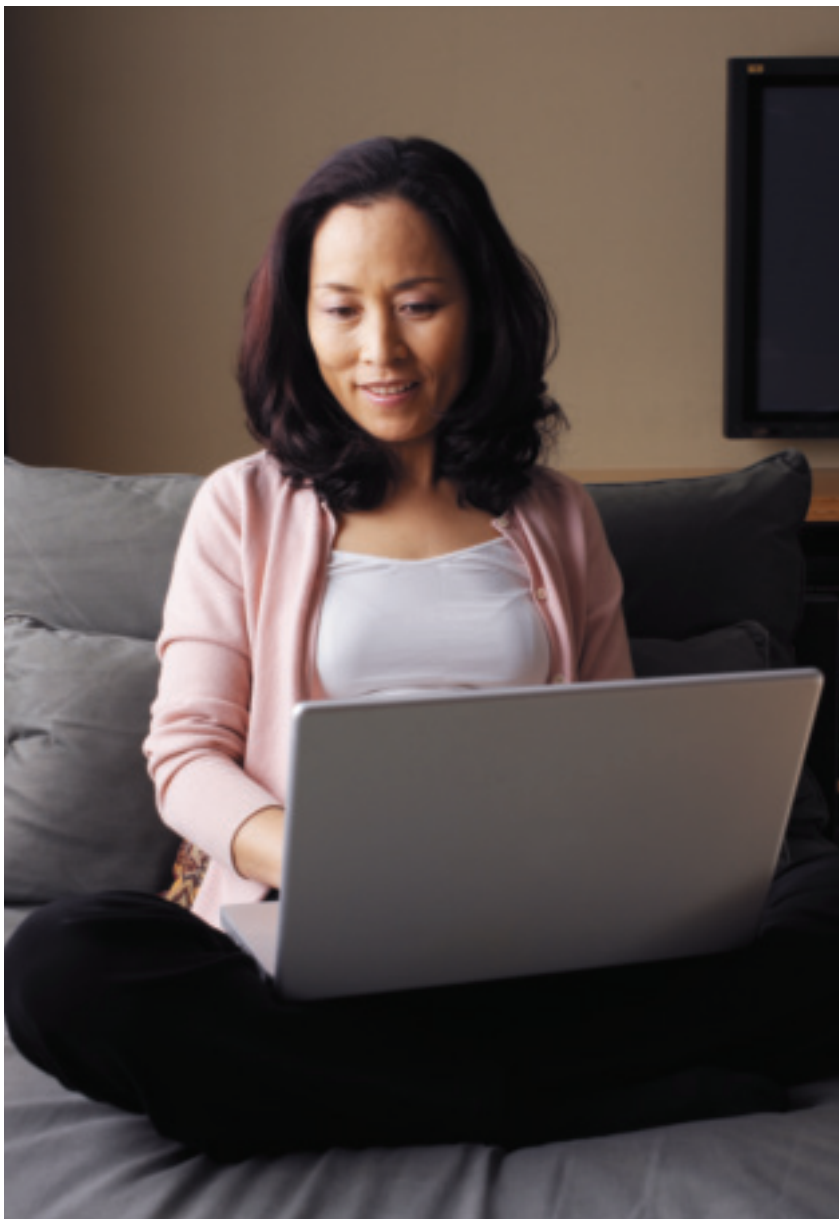
Connect with an audience that you
can't get from any other single source



- **\$100 million** in advertising and promotion by cars.com and its affiliates.³
- The cars.com website attracts more than **8 million** unique visitors every month.
- One ad buy on cars.com reaches **65%** of all online used car shoppers.
- Cars.com shoppers are younger, more educated and more affluent than the average online car shopper.⁴
- **61%** of cars.com shoppers who contact a seller actually purchase a vehicle, and 79% buy within 90 days.

Our unique, easy-to-use tools help you stand out from your competition:

- **OnlineAdPackage**
- **PowerPositions**
- **MultiPhotos**
- **IndependentAdPackage**
- **CertifiedPre-Owned**
- **DealerLocator**



Partnerships

The power of cars.com partnerships works for you

A single ad buy puts all your used car inventory on both cars.com AND the websites of our exclusive online partnership network. This delivers 65% of all online used car shoppers, more than any other partnership network.

Premier Online Partnerships

Your inventory will be featured on these important car shopping sites:

- **Kelley Blue Book's kbb.com** – Ranked the most-visited independent auto site
- **MSN Autos** – Generates over \$8 billion in auto sales per year
- **MSNBC.com** – The award-winning internet news site with more than 23 million unique visitors per month
- **USATODAY.com** – More than 9.8 million unique visitors per month
- **CarTalk** – Highest-rated National Public Radio program with 4.4 million listeners
- **ForbesAUTOS.com** – Household income of visitors averages over \$114,000 annually
- And many others

Local Website Partners

Your listings also appear on the websites of our network of leading newspapers and television stations, coast-to-coast. This includes sites such as azcentral.com, boston.com, dallasnews.com, latimes.com, Philly.com, startribune.com, washingtonpost.com and hundreds of others. These websites are the top performing media websites in 20 of the top 25 metropolitan markets.⁶





Advertising

Take advantage of strong advertising support

When you partner with cars.com, you benefit from our fully integrated advertising campaign that delivers high-quality buyers to our site to see your inventory and your dealership. In 2006, cars.com and its affiliates will spend \$100 million in advertising and promotion of cars.com.

National Advertising Support

- ESPN sponsorships and advertising on top national cable networks allow cars.com to deliver more quality buyers to your dealership.
- Cars.com sponsors Motorweek, television's original automotive magazine, expanding our reach to PBS and Speed Channel viewers.
- Cars.com attracts car shoppers through millions of dollars in online advertising and search engine marketing.
- Cars.com reaches more than 170 million people through our national advertising alone, that's 87% of all car shoppers, ages 18-49.⁷

Extensive Local Media Network

More than 200 leading newspapers, television stations and their websites work in partnership with cars.com. Our advertising reach extends directly into local markets via print, online, radio and outdoor advertising.



more than 8 million unique visitors every month.

Cars.com television advertising reaches more than 170 million people.

Your Dealership

Showcase your dealership and your inventory more effectively

With an online interface that's intuitive and well-organized, cars.com highlights your inventory and your dealership.

Your dealership and contact information will be prominently displayed. Car shoppers can easily access the content they need when shopping for a vehicle, including vehicle reviews, quality and reliability ratings, CARFAX Vehicle History Reports, and Kelley Blue Book values.

Overall, exposure to your dealership is consistent and compelling, and shoppers know just where to find you.

FEATURES BOX

- Populates automatically based on the VIN or write your own descriptions
- Your inventory can be automatically updated five times a week with access to your DMS system

SELLER'S NOTES

- Take advantage of our 1,000-character capacity to highlight key selling points, special promotions, certifications and your website address
- Gives shoppers more information so they're closer to purchase

Four Ways to Increase "Ups"

1



Email-ups

Shoppers can contact you at any time about a vehicle

2



Web-ups

Shoppers have the option of clicking directly to your website

3



Phone-ups

You'll receive a free, unlimited dedicated toll-free number that tracks calls from cars.com shoppers

4



Walk-ups

Dealership contact information and a printable map make it easy for shoppers to find you

DEALER BRANDING

- Dealer Logo
- Toll-free dedicated phone number for new and used inventory
- Link to your website
- Map and directions make it easier for shoppers to find you

MULTIPHOTOS

- Upgrade to **MultiPhotos** to showcase up to 12 photographs per vehicle
- 83% of dealers agree that **MultiPhotos** drives higher quality traffic leads⁸
- Easy to use: automatic feed from your photo services provider or upload manually

POWERPOSITIONS

- Upgrade to targeted banner ads for extra exposure for your dealership
- Double cars.com traffic to your website⁹

DEALERLOCATOR

- Cars.com makes it easier for buyers to find your dealership by displaying your logo and contact information prominently
- Another way to promote your dealership at no additional charge



Support

We're with you every step of the way



Maximize your online advertising investment with training, ongoing customer support and reporting

Detailed Online Reporting

With **MyDealerCenter**, you can manage your cars.com inventory and find out who your customers are, where they're coming from, how they're contacting you and how well your dealership is following up with them. All in real time. We provide you with tools that allow you to easily update your listings and photographs at the same time. With **OnlineAdReports**, you can access your traffic and lead numbers to see how your merchandising efforts are working.

In addition to our **OnlineAdReports**, available through **MyDealerCenter**, cars.com delivers results directly to you via email.

- Weekly and monthly reports provide you with a summary of lead activity and prove the value of advertising with cars.com.
- Daily phone traffic reports list all phone calls you receive from cars.com shoppers including the telephone number, date and time of each call.

The screenshot shows the MyDealerCenter interface for ABC Car Dealership. It features a navigation bar with 'cars.com DealerCenter' and links for Home, Dealer Profile, Inventory Editor, Online Ad Reports, and Support. The main content is divided into two summary sections: 'Your Monthly Traffic Summary' and 'Vehicle Merchandising Summary'. The traffic summary includes fields for Phone Contacts, Email Contacts, and Dealer Auto Forward. The merchandising summary lists metrics like Total used cars in inventory, % of used cars with price, % of used cars with actual photo, % of used cars with multiple photos, % of used cars with seller's notes, Batch Tagline, and Last inventory update. Below these are sections for 'News and Announcements' and 'Best Practices'.

The screenshot shows a detailed report for 'ABC Car Dealership' titled 'USED Car Phone Leads: 01/01/2006 - 01/31/2006'. It displays a table of phone leads with columns for Date/Time, Caller's Phone, Caller's Zip, Call Status, and Call Duration. The table lists 11 individual calls, all with a 'COMPLETED' status.

Date/Time	Caller's Phone	Caller's Zip	Call Status	Call Duration
01/02/2006 12:52 PM CST	(551) 395-6348	02155	COMPLETED	1m 5s
01/02/2006 01:38 PM CST	(551) 734-4600	02145	COMPLETED	3m 37s
01/02/2006 11:20 AM CST	(551) 718-2762	02104	COMPLETED	1m 08s
01/03/2006 10:30 AM CST	(551) 881-8740	02403	COMPLETED	1m 33s
01/03/2006 12:42 PM CST	(551) 380-2088	02142	COMPLETED	3m 34s
01/10/2006 07:21 PM CST	(551) 884-8888	01760	COMPLETED	2m 30s
01/12/2006 02:22 PM CST	(551) 884-8888	02080	COMPLETED	1m 09s
01/12/2006 11:36 PM CST	(551) 734-7288	02080	COMPLETED	3m 38s
01/12/2006 11:36 PM CST	(551) 347-2338	02188	COMPLETED	3m 47s
01/16/2006 11:35 PM CST	(551) 347-2338	02188	COMPLETED	2m 57s
01/17/2006 04:58 PM CST	(551) 474-1188	08079	COMPLETED	4m 19s
01/18/2006 07:07 PM CST	(551) 217-8813	02880	COMPLETED	2m 13s
01/18/2006 05:18 PM CST	(551) 337-8388	07400	COMPLETED	2m 51s
01/18/2006 08:01 PM CST	(551) 886-1818	08122	COMPLETED	2m 13s

Comprehensive Dealer Training

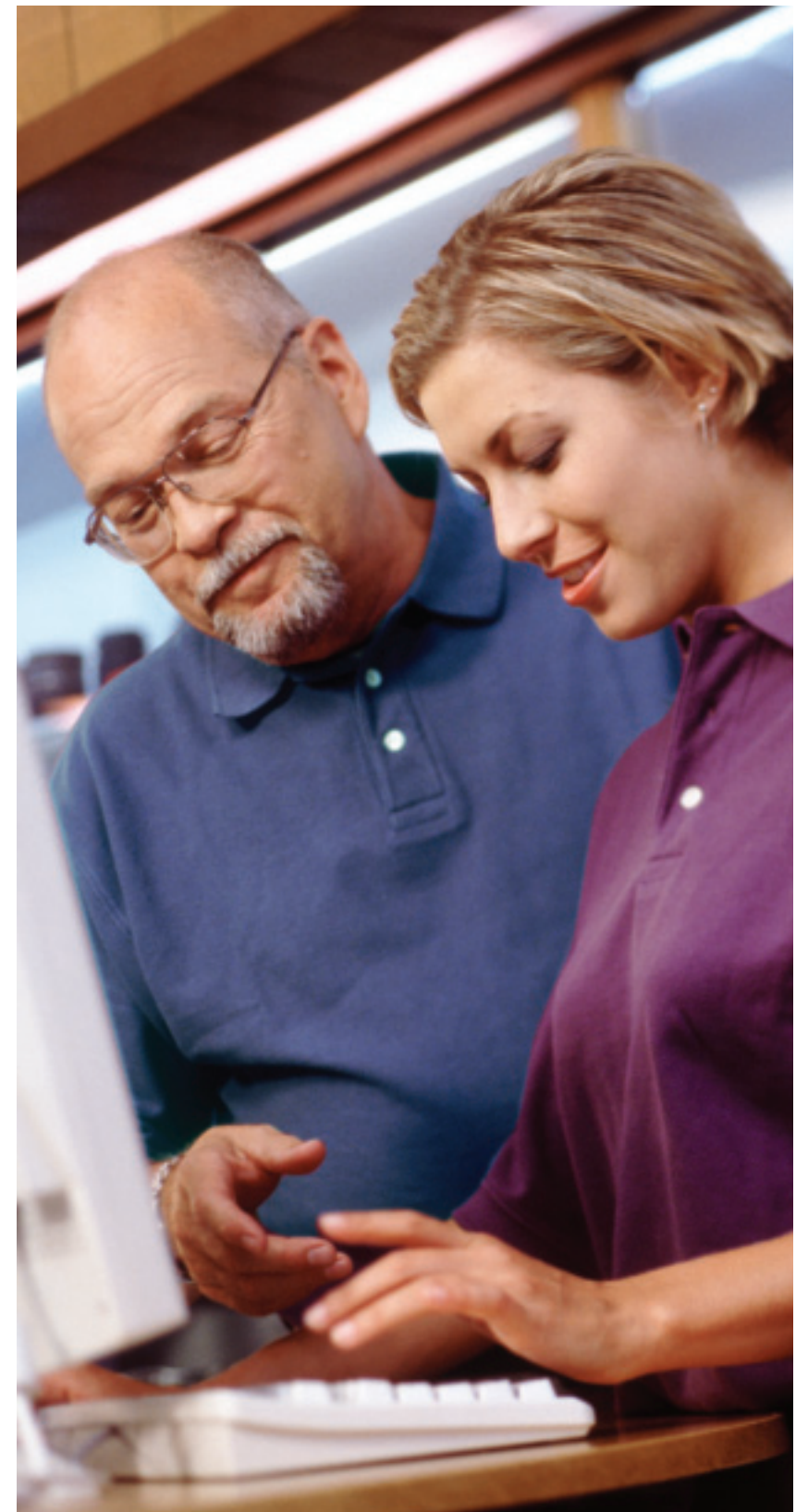
With just a little of our help, you'll soon be a master of the online marketplace. Training is included when you sign up for a cars.com advertising package.

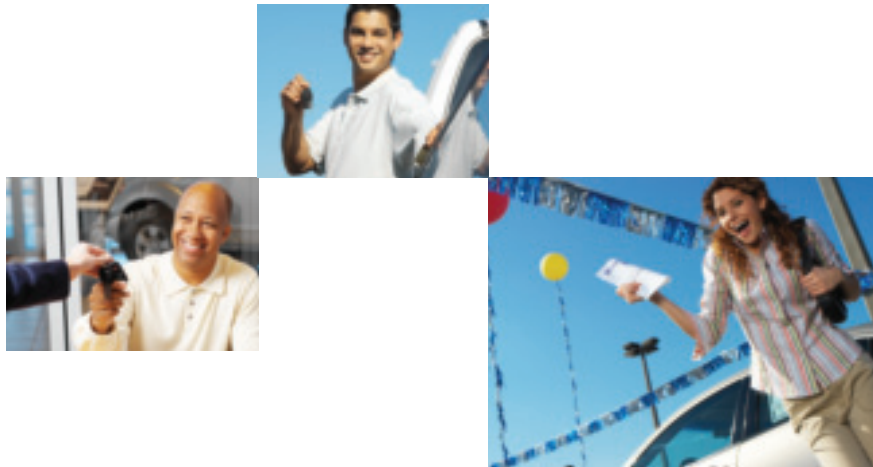
- Cars.com provides over 300 in-market and web-based training workshops a year, as well as weekly training calls. So you can be sure you're always current on the latest online best practices.
- Additional workshops offered include:
 - Instruction to Automotive Internet Selling (designed for salespeople new to the Internet)
 - Advanced Automotive Internet Selling (designed for Internet-experienced salespeople)
 - Options for Selling and Staffing (designed for general managers and owners)
- **MyDealerCenter** offers you tip sheets and selling advice designed to help your dealership sell more vehicles on cars.com.
- Free monthly e-newsletter with tips and techniques to maximize your investment.

Responsive Support Staff

Even with a program as turnkey as ours, there may be occasions that necessitate the personal touch. You can be assured that we're with you every step of the way.

- More than 500 cars.com sales professionals coast-to-coast are ready to answer any questions you may have. And help is always available from our knowledgeable national support staff.





Ready to connect with more quality buyers?



A partnership with cars.com is the simple, direct path to serious, ready-to-buy, gotta-have-it-today customers. As a comprehensive advertising resource, cars.com gives you a complete package—exclusive partnerships, national advertising support, training, and most of all, measurable results. With more than 10,000 dealer customers, cars.com is a leader in online automotive advertising. Start maximizing your online advertising investment today.

Contact your local cars.com representative at **1.800.298.1460**, email **sales@cars.com** or visit **dealers.cars.com/info**

Launched in June, 1998, cars.com is a division of Classified Ventures, LLC (which is owned by six leading media companies: Belo Corp., Gannett Co. Inc., Knight Ridder Inc., The McClatchy Co., Tribune Co. and The Washington Post Co.).

8 61% of cars.com shoppers who contact a seller purchase a vehicle... and 79% buy within 90 days.

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1. Internal Reporting, March 2006
 2. Experian Automotive, Auto Leads Analysis, September 2004-August 2005
 3. Total estimated value of advertising and promotion by cars.com and its affiliates in 2006
 4. @Plan, October 2005
 5. Media Metrix Monthly Average (June-November 2005)
 6. Media Audit, 2004
 7. Millward Brown Brand Tracking Study, 2005
 8. 2004 Magid Dealer Reporting Study
 9. Internal Reporting, 2005

Call today for more quality buyers. 1.800.298.1460

