

## Products & Features

### BASE PACKAGE - \$949

Dynamic Inventory Based JLR Search Marketing  
Dynamic Inventory Based CPO Search Marketing  
Market Protection Search Marketing  
Geo/Local Campaigns  
Dynamic Inventory Based VDP Remarketing  
Performance Max  
Dynamic Call Tracking  
Advanced Executive Digital Marketing Dashboard  
Dedicated Certified Account Strategist

### SPORT PACKAGE - \$1399

#### BASE PACKAGE

+Dealer Brand Promotional Remarketing  
+Behavioral/Programmatic Display Advertising  
+Banner Set Creation (1 per month)  
+YouTube\*  
+Used Car Custom & Dynamic Search Marketing  
+Dynamic Inventory Facebook VDP Remarketing

### TURBO PACKAGE - \$1899

#### BASE & SPORT PACKAGES

+Service & Parts Custom Search Marketing  
+Finance Custom Search Marketing  
+DMS Attribution  
+Performance Max w/ Vehicle Feeds

## Social

#### PRICE

**\$269** VDP Remarketing  
**\$674** Starter Package - Choice of 2: Sales, Fixed Ops, Finance or Video\*  
**\$1,079** Advanced Package - Choice of 4: Sales, Fixed Ops, Finance or Video\*  
**\$1,349** Social Media Package - Choice of any: Sales, Fixed Ops, Finance or Video\*

## A La Carte

#### PRICE

**\$499** Parts & Service Package  
**\$499** Google Posts (4 per month)  
**\$499** DMS Attribution  
**\$350** Additional Banner Creation

## Video Advertising Package Options

### POWERED BY AMAZON

	MONTHLY IMPRESSION TOTAL	MANAGEMENT FEE	MONTHLY BUDGET
Prime Package**	90,216 - 128,879	23%	\$3,500 - \$5K
Echo Package**	128,880 - 317,402	18%	\$5,001 - \$9K
Fire Package**	317,403 +	13%	\$9,001 +

## Add-Ons

#### PRICE

**\$850** Creation of complete 30-second commercial  
**\$950** Creation of complete 30-second commercial (Spanish)  
**\$550** Creation of complete 15-second commercial  
**\$650** Creation of complete 15-second commercial (Spanish)  
**\$325** Creation of complete 6-second commercial  
**\$425** Creation of complete 6-second commercial (Spanish)  
**\$165** Cost per half-hour after third edit  
**\$240** Visual and/or graphic edit of existing commercial  
**\$90** Change of disclaimer edit of existing commercial  
**\$160** Change of voice over edit of existing commercial

Example budget. Impressions may vary.