

BRAND YOUR DEALERSHIP. SELL YOUR PRODUCTS. OWN YOUR MARKETPLACE.

Cars.com is Chicagoland's leading online marketplace for buying and selling new and used cars. Cars.com provides many options to reach your target audience and drive local buyers directly to you.

The following award-winning products help you promote your dealership, close more sales, and build lasting customer relationships:

OnlineAdPackage is a powerful advertising solution that promotes your dealership and connects you with more local buyers and ultimately more sales. Your banner ads can be delivered when specific-make and ZIP code searches are performed on chicagotribune.com and cars.com.

SalesCenter is our industry-leading online customer management tool.

Power Positions Targeted dealer ads appear in the used/new car search results, used/new more details page, new car configurator and dealer directory. Ads appear on the local and national sites (targeted by ZIP).

CPO Packages cars.com now offers two different Certified Pre-Owned Programs - the OEM Sponsored program for Honda, Toyota, Lexus, Acura & Saab; and the *Online Ad Package* program for Chrysler & Audi.

Multi Photos Multi Photo packages now allow up to 12 vehicle photos with cars.com listings.



DEMOGRAPHIC PROFILE

CARS.COM READERS

		CARS.COM READERS
GENDER	Men	60%
	Women	40
AGE	18-34	37
	35-54	48
	55+	15
EDUCATION	College Grad+	56
	Some College	31
HOUSEHOLD INCOME	\$100,000+	24
	\$50 - \$100,000	43
	<\$50,000	33

Sources: MediaMetrics March 2004



What's in it for you?

For more information, contact Tina Vasbinder at tvvasbinder@tribune.com or call 630-574-3235.