

Projected Subtotal: \$ -

| CAMPAIGN TYPE | TOTAL GROSS |
|---|-------------|
| Web Management / SEO | |
| Website Platform | |
| SEO Package | |
| | |
| SEM | |
| Paid Search Budget | |
| YouTube TrueView | |
| Paid Search Management Fee | |
| | |
| Social Media | |
| Facebook / Instagram / Twitter Posts | |
| | |
| Custom Digital Campaigns | |
| Conquest eMail Blast | |
| Ad Ticker | |
| Custom Digital Campaign #3 | |
| | |
| Lead Providers / 3rd Party Sites | |
| CarGurus | |
| AutoTrader | |
| Cars.com | |
| | |
| Direct Mail | |
| Direct Mail Company 1 | |
| Direct Mail Company 2 | |
| | |
| Print | |
| Newspaper #1 | |
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| | |
| Service | |
| Direct Mail Piece | |
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| | |
| Merchandise / Signage | |
| Used Car Merchandising | |

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|-------------------------------------|------|
| Service Signage | |
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| Production / Infrastructure | |
| TV Production | |
| Billboard Production | |
| | |
| Sponsorships | |
| Local Sports Team Sponsorship | |
| Local High School Event Sponsorship | |
| | |
| Outdoor | |
| Highway Billboard | |
| | |
| Radio | |
| Radio Station #1 | |
| Radio Station #2 | |
| Radio Station #3 | |
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| TV - BROADCAST | |
| Broadcast Channel #1 | |
| Broadcast Channel #2 | |
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| TV - CABLE | \$ - |
| Cable System #1 | |
| Cable System #2 | |
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YOUR STORE LOGO HERE

| TOTAL NET | | | COMMENTS |
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