

Kelley Blue Book Enables Dealers to Advertise to Local Car-Buyers

New Program Allows Dealers to Reach In-Market Shoppers More Effectively

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Kelley Blue Book, the No. 1 automotive resource for new and used vehicle information, officially launches its online Dealer Advertising program this Saturday at the 2003 NADA Convention. For the first time dealers can participate in a targeted advertising program that reaches only in-market car-buyers in their metro area.

The new Dealer Advertising program is unique as it allows franchise dealers to purchase advertising by exclusive territories, featuring only one vehicle make per county. Kelley Blue Book captures the zip code of each kbb.com visitor and serves them regional prices along with targeted ads for their local area.

Pricing for the program is based on vehicle make and market at a fraction of the cost of a local newspaper ad. Ad space can be purchased in three, six or 12 month blocks and typically be up and running on the site in a week or less. Current advertisers have first-right of refusal in renewing their terms to continue to be the exclusive featured make and dealer in their territory.

"Kbb.com has been the No. 1 destination for new and used car-buyers for more than five years," said Stephen Henson, vice president of marketing and business development. "This program is the most cost-effective way for dealers to increase brand recognition and make special offers to targeted shoppers in their area."

The Dealer Advertising program also includes real-time ad reporting, allowing a dealer to check the important details of their ad at anytime online. According to Joe Vraneza, director of dealer advertising, many of the 100 dealers participating in the initial test of the program are seeing five-to-seven times the click-through rate of an average ad banner. Vraneza goes on to say, "With the Internet becoming more prevalent in the consumer's car-buying process, it makes sense to allow dealers to use this new medium to tap into these online shoppers."

Ads for these dealers are found mostly within new and used vehicle pricing areas of the Web site as well as trade-in value reports and on vehicle reviews.

For additional information visit: www.kbb.com/dealerads or the NADA Kelley Blue Book booth # 4143.

About Kelley Blue Book

Kelley Blue Book, rated No. 1 site by Nielsen//NetRatings is the most trusted vehicle information resource, providing comprehensive automotive research tools and up-to-date pricing on thousands of new and used vehicles. Since 1926, car buyers and sellers have relied upon Kelley Blue Book for timely and accurate information to make well-informed automotive decisions. The company also offers objective vehicle pricing via products and services for both the auto industry and consumers, including the famous Blue Book Official Guide, software and

the Internet. Kelley Blue Book's kbb.com has been named first visited and No. 1 automotive site according to J.D. Power and Associates five years running. No other medium reaches more in-market car-buyers than kbb.com ; one in every four people who purchase vehicles visit and utilize kbb.com .

SOURCE: Kelley Blue Book

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Web site: <http://www.kbb.com/dealerads>

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