FILL YOUR DEALERSHIP’S NEED WITH A CUSTOMER STAMPEDE

THE OKLAHOMAN MEDIA COMPANY AUTOMOTIVE MEDIA KIT

THE OKLAHOMAN MEDIA COMPANY

The Oklahoman | NewsOK.com | The Oklahoman Direct | BigWing Interactive

As the state’s largest, most visionary media company, we do print. We do digital. We do streaming video, social media, SEO/SEM, direct and e-mail marketing, market analysis and more. Bottom line? If it’s good for your dealership, The Oklahoman Media Company does it.

We create, package and deliver the highest-quality news, information, sports and entertainment content to Oklahoma’s most affluent mass audience 24 hours a day, seven days a week. And with our four primary brands, we can help deliver your message to the most engaged audience you could hope to reach.

Our award-winning brands include The Oklahoman, the state’s largest and most trusted news brand; NewsOK.com, the state’s highest traffic website; BigWing Interactive, Oklahoma’s undisputed leader in digital marketing services; and Oklahoman Direct, the most advanced direct marketing agency in the state. Through these channels we deliver a mass consumer audience with unmatched disposable income, and the most effective digital and direct marketing services for automotive retailers like you.

Our success springs from our ability to help you figure out how to best market your business and reach your consumer target — and then execute on every level, whether it’s ensuring you’re at the top of Google search results, tweeting out weekend specials or a Sunday-edition full-page ad. We believe in creating exceptional results for each and every client.
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THE OKLAHOMAN
If you think you know The Oklahoman, think again.
ONLY THE OKLAHOMAN OFFERS OKC’S MOST AFFLUENT MASS AUDIENCE.

THEY MAKE MORE MONEY

$70K+
average household income

42% HIGHER
than the market average

THEY OWN MORE ASSETS

$209K
average home value

27% HIGHER
than the market average

THEY’RE MORE CREDIT-WORTHY

15+ YEARS
average time in current residence

71% LONGER
than the market average

THEY’RE BETTER EDUCATED

26%
have a college degree

12% HIGHER
than the market average

THE OKLAHOMAN DELIVERS MORE CONSUMERS WITH “PURCHASE ABILITY” THAN ANYONE ELSE!

Source: Fall 2015 SimmonsLOCAL (Oklahoma City), 2014 Experian
OKLAHOMAN READERS HAVE MORE MONEY TO SPEND AND ARE MORE EDUCATED THAN ANY LOCAL TV AUDIENCE.

**Earn $150k annual household income**

<table>
<thead>
<tr>
<th>Source: Fall 2015 SimmonsLOCAL (Oklahoma City), KFOR/local NBC, KOCO/local ABC, KWTV/local CBS, The Oklahoman/local newspaper</th>
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<tr>
<td><strong>The Oklahoman</strong></td>
</tr>
<tr>
<td>LESS LIKELY</td>
</tr>
<tr>
<td>85</td>
</tr>
<tr>
<td>Index (100 = average)</td>
</tr>
</tbody>
</table>

**Have a college degree**

| **The Oklahoman** | **KFOR** | **KOCO** | **KWTV** |
|---|
| LESS LIKELY | MORE LIKELY |
| 95 | 100 | 105 | 110 | 115 |
| Index (100 = average) |

REACH A BETTER AUDIENCE THAN ANY LOCAL TV STATION, ONLY WITH THE OKLAHOMAN.
NO ONE BUYS MORE VEHICLES THAN OUR READERS. IN FACT, THEY BOUGHT 33% OF ALL VEHICLES SOLD IN OKC LAST YEAR.

OKLAHOMAN READERS BOUGHT

26,654 VEHICLES VALUED AT

$500mm

Source: IHS Automotive New Retail Vehicle Registrations Oklahoma City DMA
THE OKLAHOMAN REACHES MORE NEW CAR BUYERS THAN ANY LOCAL TV AUDIENCE.

Our readers are up to 34% more likely to have purchased a new vehicle last year than any local TV audience.

Purchased a new vehicle in past 12-months

<table>
<thead>
<tr>
<th>Channel</th>
<th>Index (100 = average)</th>
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<tbody>
<tr>
<td>The Oklahoman</td>
<td>105</td>
</tr>
<tr>
<td>KOCO</td>
<td>100</td>
</tr>
<tr>
<td>KWTV</td>
<td>95</td>
</tr>
<tr>
<td>KFOR</td>
<td>85</td>
</tr>
</tbody>
</table>

NO ONE BUYS MORE NEW CARS THAN THE OKLAHOMAN READERS.
CHOOSE THE OKLAHOMAN OVER LOCAL TV.

Source: Fall 2015 SimmonsLOCAL (Oklahoma City), KFOR/local NBC, KOCO/local ABC, KWTV/local CBS, The Oklahoman/local newspaper
THE OKLAHOMAN DOMINATES LOCAL TV ON USED CAR BUYERS.

Our audience is 23% more likely to have purchased a used vehicle last year than the average local TV audience.

WANT TO REACH MORE USED VEHICLE BUYERS?
CHOOSE THE OKLAHOMAN OVER LOCAL TV.

Source: Fall 2015 SimmonsLOCAL (Oklahoma City), KFOR/local NBC, KOCO/local ABC, KWTV/local CBS, The Oklahoman/local newspaper
TO REACH CONSUMERS WHO OWN MORE VEHICLES, CONSIDER THE OKLAHOMAN.

Source: Fall 2015 SimmonsLOCAL (Oklahoma City), KFOR/local NBC, KOCO/local ABC, KWTV/local CBS, The Oklahoman/local newspaper
OKLAHOMAN READERS ARE READY TO BUY NOW!

Oklahoma readers are more likely to purchase a vehicle in the next 6 months than any local TV audience.

Plan to buy in next 6 months

<table>
<thead>
<tr>
<th>% of purchases</th>
<th>Watch KFOR</th>
<th>Watch KWTV</th>
<th>Watch KOCO</th>
<th>Read The Oklahoman</th>
</tr>
</thead>
<tbody>
<tr>
<td>30%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>35%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>40%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>45%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>50%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Fall 2015 SimmonsLOCAL (Oklahoma City), KFOR/local NBC, KOCO/local ABC, KWTV/local CBS, The Oklahoman/local newspaper
NEWSOK
OKC’S largest, most affluent internet audience.
Compared to the internet average, NewsOK users:

**ARE MORE EDUCATED**
NewsOK users are 12% more likely to have a college degree and 53% more likely to have a graduate degree than the internet average.

**HAVE MORE DISPOSABLE INCOME**
NewsOK users are 58% more likely to make $150k+ than the internet average.

**OWN MORE LATE MODEL VEHICLES**
NewsOK users are twice as likely to own late model vehicles than the Internet average.

---

**Owns a late model vehicle**

<table>
<thead>
<tr>
<th>Internet Users</th>
<th>Index (100 = average)</th>
</tr>
</thead>
<tbody>
<tr>
<td>NewsOK.com</td>
<td>MORE LIKELY</td>
</tr>
<tr>
<td>US Average</td>
<td>LESS LIKELY</td>
</tr>
</tbody>
</table>

Source: Quantcast.com – May 2016, Relevate Auto
NEWSOK DELIVERS
MORE TRAFFIC
AND REACH
THAN ANY LOCAL TV WEBSITE.

NewsOK delivers more traffic than any local TV websites

Each person represents 1,000,000 visits.

NewsOK delivers a higher average daily reach than any local TV websites

TO REACH MORE CONSUMERS MORE OFTEN, CHOOSE NEWSOK OVER LOCAL TV WEBSITES.
BESTRIDE.COM
America’s fastest growing automotive sales website.
ONLINE SHOPPING: BESTRIDE.COM vs CARS.COM AND AUTOTRADER.COM

HERE ARE A FEW DEALERS ALREADY ON BOARD. WHY NOT YOU?

BESTRIDE.COM

Why do dealers like BestRide.com?

HIGHEST TRAFFIC WEBSITE
BestRide.com attracts 23 million site visits each month.

BACKED BY $1 MILLION+ IN LOCAL MARKETING SUPPORT
BestRide.com is backed by over $1 million+ annually in local OKC metro marketing and media promotion, so there’s deep local marketing pockets promoting your dealership.

BESTRIDE.COM NEVER SELLS LEADS
Unlike Cars.com or AutoTrader.com, BestRide.com is a dealer-friendly site with no reselling of leads or competitive advertising on your listing page.

Source: Compete.com, BestRide.com
Why do consumers like BestRide.com?

MORE INVENTORY THAN CARS.COM AND AUTOTRADER.COM
With over 31,000 local vehicles available, BestRide.com has over 6,000 more than Cars.com and over 13,000 more than AutoTrader.com.

MORE WAYS TO SEARCH
BestRide.com has 117 different search options. That’s more than Cars.com and AutoTrader.com offer.

MOBILE-FRIENDLY PRICE ALERTS
Consumers have the option of creating customized searches and alerts, which send new local listings and price drop alerts directly to their desktop or mobile devices.
BIGWING INTERACTIVE
Oklahoma’s undisputed leader in digital marketing.
YOUR CUSTOMERS DON’T GO ONLINE – THEY LIVE ONLINE.

As an auto dealer you have unique marketing needs in a highly competitive market. Campaigns need to be data driven to ensure you are getting in front of the right audiences. Through IP enabled cross platform and cross device targeting, we can reach your customers whenever and wherever they are online. From mobile phones to tablets and desktops, your messages will be on target. Using advanced analytics, we will track conversions through all touchpoints, ensuring the best possible return on investment.

OUR COMPLETE AUTO SOLUTIONS INCLUDE:

SEO - Local SEO - Reputation Management - Audience Display and Retargeting – PPC - Social Media Management – Targeted Social Media Advertising - Content Marketing - Web Design and Development

(405) 475-3015
WHAT ARE THE KEYS TO A SUCCESSFUL DIGITAL AUTOMOTIVE MARKETING CAMPAIGN?

• Access to the most advanced data segmenting and audience targeting such as Polk, Datalogix, Datium, Edmonds, Experian, TransUnion, etc
• Cross device and platform conversion attribution
• Advanced data analytics
• Co-op reporting support
• Landing page optimization and built-in SEO
• Comprehensive marketing strategies across all digital media outlets
• Social media and reputation management
• Customer service built on a strong partnership

CLIENT CASE STUDIES

Safford Auto Group

FIAT
• 23.7% improvement Year over Year (YOY) in Google Video Views
• 22% improvement in YOY Bing Video Views
• 38.46% increase YOY in call conversions
• Estimated savings $1.6 million per year

CJDR
• 30.3% increase in YOY Google video views
• 20% YOY improvement in traffic on all channels
• 71% Increase in YOY conversions

David Stanley CJD Midwest City

• 126% increase in Likes on Social Media YOY
• Over 3,500 referral clicks for Social Media
• Advertising reach of over 153,000 with over 580K impressions served via Social Media

CALL FOR SPECIAL AUTOMOTIVE PRICING TODAY!
OKLAHOMAN DIRECT

The most advanced direct marketing agency in the state.
NO ONE CAN HELP TARGET OKC CAR BUYERS BETTER THAN OKLAHOMAN DIRECT.

LAST YEAR WE DELIVERED OVER 25mm MAILINGS TO 47 STATES. IMAGINE WHAT WE CAN DO FOR YOUR DEALERSHIP!

SERVICES

At Oklahoman DIRECT, our professionals have years of auto direct mail experience and understand the specific demands that many auto dealerships have. Not only do we help you promote your brand and engage your customers, but we can also help you coordinate a campaign for an upcoming event or promotion. Here are several ways we can improve your direct mail marketing strategy:

• Oklahoman DIRECT has a full-service in house creative design firm.

• We offer marketing analysis to discover what drives your customers.

• From inserts to postcards, our full-service commercial printing has got you covered.

• Targeted mailing lists based on customer lists, demographics, household income, credit scores, etc.

• Direct mail printing & mailing services for all of your dealership's needs.

• Hand inserting & packaging fulfillment makes sure your direct mail pieces arrive on time and look great.
AD SPECS

Every size, every space, every channel to fulfill any business objective.
THE OKLAHOMAN

The Oklahoman delivers the state’s most affluent audience straight to your dealership.

AUTOMOTIVE ADVERTISING PRINT RATES

<table>
<thead>
<tr>
<th>SIZE</th>
<th>FRIDAY, SATURDAY AND SUNDAY PACKAGES</th>
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<tbody>
<tr>
<td>Full Page (4-Color)</td>
<td>$5,450</td>
</tr>
<tr>
<td>1/2 Page (4-Color)</td>
<td>$3,450</td>
</tr>
<tr>
<td>1/4 Page (4-Color)</td>
<td>$2,150</td>
</tr>
</tbody>
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All packages include 100,000 impressions on NewsOK.com.

<table>
<thead>
<tr>
<th>SIZE</th>
<th>SUNDAY</th>
<th>DAILY</th>
</tr>
</thead>
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<tr>
<td>Front Page Strip Ad</td>
<td>$2,500</td>
<td>$2,500</td>
</tr>
<tr>
<td>Section Front Strip Ad</td>
<td>$1,275</td>
<td>$1,275</td>
</tr>
<tr>
<td>Impact Note</td>
<td>$8,500</td>
<td>$7,000</td>
</tr>
</tbody>
</table>

Community zones include Edmond, West Oklahoma City, Yukon, Mustang, El Reno, Central Oklahoma City, South Oklahoma City, Moore, East Oklahoma City, Midwest City, Del City, and Norman.

DEADLINES:

2 days prior to publication, 3:00 pm (excluding weekends), with the exception of impact notes which are due 21 days prior to publication.

SIZES:

- Full Page: 10.125"x20.75"
- 1/2 Page Horizontal: 10.125"x10.25"
- 1/2 Page Vertical: 4.979"x20.75"
- 1/4 Page: 4.979"x10.25"
- Front Page Strip Ad: 10.125"x2"
- Section Front Strip Ad: 10.125"x3"
- Impact Note: 3"x3"
No website in the state reaches a larger audience of car buyers than NewsOK.

**AUTOMOTIVE ADVERTISING DIGITAL RATES**

**NEWSOK.COM**
3.24 mm sessions/month
INVESTMENT: $10/CPM

**NEWSOK.COM MOBILE SITE**
3.17 mm sessions/month
INVESTMENT: $10/CPM

**DIGITAL POST-ITS & HOME PAGE TAKEOVER ON NEWSOK.COM**
Digital Post-Its and Page Takeovers are run on a specific page for a 24-hour period and exclusive to the page and day.
INVESTMENT: POST-IT $1,000/DAY
HOME PAGE TAKEOVER $6,250/DAY

**E-BLAST**
Goes to 100,000 email addresses in and around Oklahoma who have requested information. Average open rate of 14-18%.
INVESTMENT: $3,500
AUTOMOTIVE PRINT & DIGITAL BUNDLES

Max reach combo packages that will drive traffic to your dealership.
AUTOMOTIVE PRINT & DIGITAL BUNDLES

THE SPORTS CLASS
- Full-Page Ad, Sunday, 4-Color
- 100,000 ROS impressions on NewsOK.com
- 100,000 ROS impressions on NewsOK Mobile
- Front Page Strip Ad, 2x, in The Oklahoman
TOTAL INVESTMENT: $15,900

THE FAMILY CLASS
- Strip Ad, 2x in Sports or Business, 4-Color
- 50,000 ROS impressions on NewsOK.com
- 50,000 ROS impressions on NewsOK Mobile
- 1/2 Page Ad in Buyer’s Edge
TOTAL INVESTMENT: $6,145
(Three consecutive days only)

THE LUXURY CLASS
- 1/2 Page Ad, 2x Daily, 4-Color
- Digital Post on NewsOK.com Homepage, 2 Days
- 75,000 ROS impressions on NewsOK.com
- 75,000 ROS impressions on NewsOK Mobile
TOTAL INVESTMENT: $10,368

THE ECONOMY CLASS
- 1/4 Page Ad, Daily, Color
- 25,000 ROS impressions on NewsOK.com
- 25,000 ROS impressions on NewsOK Mobile
TOTAL INVESTMENT: $2,375
(Three consecutive days only)
CUSTOMER TESTIMONIALS

Hint: They love us.
CUSTOMER TESTIMONIALS

JUSTEN CHILCOAT  
Bob Moore Cadillac  
Sales Manager

“We advertise with The Oklahoman because it allows us to reach customers who have the means to purchase, and while we use several advertising sources, The Oklahoman generates 50% of our phone calls.”

BOB FUNK  
Express Employment Professionals CEO and Advertiser

“If you aren’t reaching the quality of audience you desire, consider working with The Oklahoman.”

RANDY PEARN  
Best Feet Forward  
Owner and Advertiser

“We can always tell when one of our ads hits in The Oklahoman, because we see a big boost in store traffic.”

BECKY WEINTZ  
Oklahoma City Museum of Art  
Marketing Manager and Advertiser

“We’ve done print, digital, content marketing, and video — pretty much everything with The Oklahoman Media Company.”

PUT YOUR DEALERSHIP IN THE LEAD WITH THE OKLAHOMAN MEDIA COMPANY.
CONTACT US
Let’s get reacquainted today.
READY TO DRIVE MORE SHOWROOM TRAFFIC?

Contact us today and let’s get started.

ART DE LA TORRE
Digital Classified Manager
405-475-4086
adelatorre@oklahoman.com

DEREK JONES
Automotive Account Executive
405-475-3507
djones@oklahoman.com

CHANCE WYNN
Automotive Account Executive
405-475-3287
cwynn@oklahoman.com

405.475.3338

LET US HELP YOU DRIVE TRAFFIC, INCREASE SALES AND OUTPERFORM THE COMPETITION.
THE OKLAHOMAN MEDIA COMPANY

100 W. Main, Suite 100
Oklahoma City, OK 73102-9025