

# Automotive Marketing & Management

TOTAL CARE PACKAGE

# One call does it all

*Let us show you how effectively we can drive traffic to your store and monitor your advertising dollars, allowing your managers the time to sell vehicles and train personnel.*

Perhaps one of the most difficult tasks auto sales managers face is in the area of marketing and advertising. In addition to being responsible for sales, staff management and customer service, these professionals are also asked to become advertising and marketing managers. They become responsible for content development, placement and follow through for billing and/or co-op purposes.

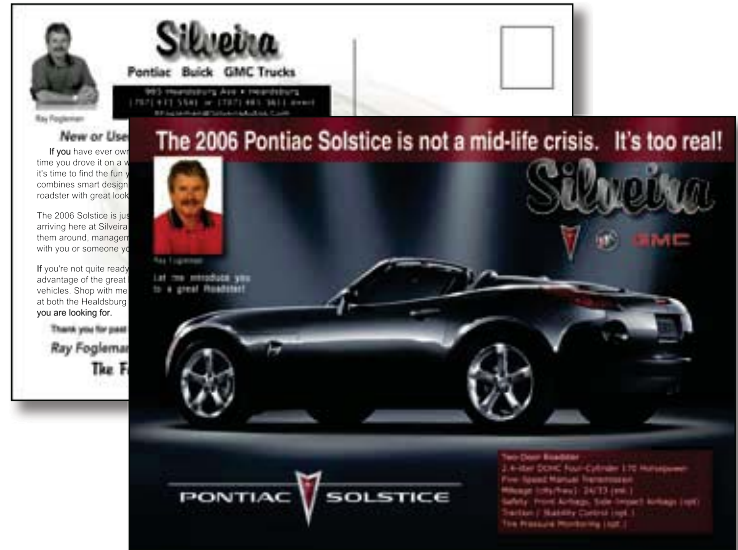
With the changing face of advertising and marketing options, a manager can become entrenched with keeping up. Our agency provides a service that equals having a full time marketing department, while minimizing expenditures. Our philosophy is to approach every client as if we have a financial stake in their company and to that means, we are frugal with your dollars.

- Print
- Radio
- TV
- Direct Mail
- Web / Internet
- Point of Sale
- Events
- Promotional Materials
- Budget Management



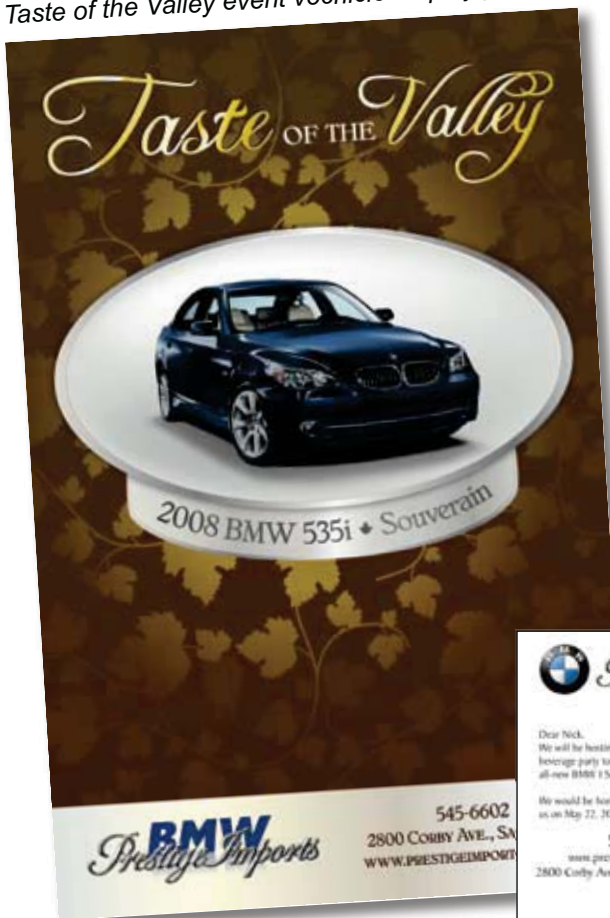
# We have the solution

As a tested and seasoned automotive marketing / advertising company, we have first-hand knowledge for the job dealership personnel are faced with. We offer a marketing management program that allows for as little or as much involvement from the dealership, with an eye on the bottom line to keep costs in check while providing solutions to today's marketing challenges.



Let us introduce you to the variety of services we offer, from creative idea development and production, to co-op management from pre-approval to reimbursement. The Boylan Point Agency can be your full time marketing agency at a **fraction of the cost of a full time employee**, while improving your bottom-line and quite possibly lowering your overall costs.

*Taste of the Valley event vehicle-display poster*



*Custom Designed Newspaper Ads*



*Coordinated Event Mailer*



# Total care package

The Boylan Point Agency can provide you with a Marketing game plan that includes creative development and a financial footprint showing where your dollars are being invested. Our work with manufacturers and media reps leaves **your sales managers with more time to work with their sales team.**

Our team can handle everything from media placement and creative development, to long-term marketing strategy and co-op management. Whether planning for an off-site display opportunity, or an ongoing internet campaign, we can facilitate.

## Monthly & Annual Budget

Let us manage your advertising budget; starting with media placement negotiations, *annual forecasts, monthly reports and complete transparency.* We have experience consulting on multi-million dollar contracts as well as limited media spot buys. If a media discrepancy or run-error occurs, we will get the matter resolved in your favor.

The image displays multiple overlapping spreadsheets titled '2009 Media Planner'. Each spreadsheet contains columns for 'Advertiser', 'Product', 'Actual Costs', 'Contract', 'Run Dates', and 'Spots'. The data is organized by month (January, February, March) and includes sub-sections for different advertising types like 'Press Demos', 'TV Spots', and 'Print Production'. The spreadsheets show a mix of planned and actual costs, with some rows highlighting discrepancies or credits.

- Complete accounting of finances

- Gross and net-due fees

- All media buys

- All promotions

- Printing fees

- Agency fees



# Co-op management and manufacturer compliance

We will access your brands' online ad-materials to assure brand compliance and accuracy. Save time and increase your marketing budget by taking full advantage of all co-op dollars.

We won't let your competition spend your earned co-op dollars. We can show you how to keep your costs down by using co-op funds to their maximum potential.

Our custom designed ads, radio spots, video production, etc. will reflect the brand you sell, fully-researched and developed in-house.

All ad materials are submitted for pre-approval and co-op compliance, placed and tracked for accuracy. We will handle all the paperwork involved with re-submitting for co-op reimbursements.

Co-op accounts are monitored at the manufacturer level to allow budgeting media buys accordingly.

**SUBARU** An All Wheel Deal Ski for Free  
 TAKE A TEST DRIVE TODAY and get TWO FREELIFT TICKETS to Ahwahood Ski Resort!!

**2008 SUBARU IMPREZA WRX**  
 With symmetrical All-Wheel Drive  
 Lease for 42 months  
**\$226/month\*** (tax incl.)  
 \*2008 Subaru's 4th Best Value Award. Lease financing through 2008. All models meet the 2008 EPA mileage estimates. MSRP. Excludes tax, license, title, and other available or regionally required equipment. Dealer sets actual price. Offer good through 12/31/07. ©2007 Subaru of America, Inc.

**2008 SUBARU FORESTER**  
 MSRP...\$21,000  
 Mar. Sub. Disc...\$1,000  
 Dealer Fee...\$1,000  
 Net Cost...\$19,000  
**2.9% APR**  
 Short Term Financing  
 \*Includes credit review and dealer fee.

**2008 SUBARU IMPREZA AUTOMATIC**  
 MSRP...\$19,200  
 Mar. Sub. Disc...\$1,000  
 Net Cost...\$17,995  
 One at this price. Visit JPH014203401026. (Model #10)

**2008 SUBARU IMPREZA**  
 Lease for 36 months  
**\$299/month\*** (tax incl.)  
 \*On approval of credit. Lease financing through 2008. All models meet the 2008 EPA mileage estimates. MSRP. Excludes tax, license, title, and other available or regionally required equipment. Dealer sets actual price. Offer good through 12/31/07. ©2007 Subaru of America, Inc.

**2008 SUBARU FORESTER**  
 MSRP...\$22,800  
 Mar. Sub. Disc...\$1,000  
 Dealer Fee...\$1,000  
 Net Cost...\$20,800  
**2.9% APR**  
 Short Term Financing  
 \*Includes credit review and dealer fee.

**APPROVED**

**MARIN SUBARU**  
 Marin Subaru (415) 454-9240  
 595 Francisco Blvd. East, San Rafael • www.marinsubaru.net  
 Serving you since 1923

**MAZDA** Super Mazda Kickoff  
 Score on 2008 Models - And New 2007's!

The new 2008 CX9 - Sport Utility of the Year!  
 Save now on '07 Mazda's! 0% APR for 36 months  
 \$1500 cash back on approval of credit. \*See dealer for details. Offer good through 12/31/07. ©2007 Mazda North America Operations, Inc.

**2008 Tribute**  
 2008 Tribute...\$17,995  
 Mar. Sub. Disc...\$1,000  
 Dealer Fee...\$1,000  
 Net Cost...\$15,995  
**1.9% APR for 36 months**  
 \*On approval of credit. Offer good through 12/31/07. ©2007 Mazda North America Operations, Inc.

**2007 Mazda 5 - Save Now**  
 With the power equipment package!  
**\$2250 Customer Cash Back**  
**1.9% APR for 36 months**  
 \*On approval of credit. Offer good through 12/31/07. ©2007 Mazda North America Operations, Inc.

**2008 Miata's In Stock!**  
**0% APR for 36 months**  
 \$1500 cash back on approval of credit. \*See dealer for details. Offer good through 12/31/07. ©2007 Mazda North America Operations, Inc.

**2008 CX-7 Special!**  
**0% OFF! MSRP!**  
 \*On approval of credit. Offer good through 12/31/07. ©2007 Mazda North America Operations, Inc.

**APPROVED**

**MARIN MAZDA**  
 Marin Mazda (415) 454-9240 Test Drive a Mazda Today!  
 595 Francisco Blvd. East, San Rafael • www.marinmazda.net  
 Serving you since 1923

TV Commercial with running footage

**APPROVED** Prestige **Subaru**  
**\$1500 and 3.9% APR** Long Term Financing\*  
 Cash Back

**2008 Subaru**  
 MSRP...\$21,000  
 Mar. Sub. Disc...\$1,000  
 Dealer Fee...\$1,000  
 Net Cost...\$19,000  
**3.9% APR**  
 Short Term Financing  
 \*Includes credit review and dealer fee.

**APPROVED**

**MARIN SUBARU**  
 Marin Subaru (415) 454-9240  
 595 Francisco Blvd. East, San Rafael • www.marinsubaru.net  
 Serving you since 1923

\*2008 Subaru's 4th Best Value Award. Lease financing through 2008. All models meet the 2008 EPA mileage estimates. MSRP. Excludes tax, license, title, and other available or regionally required equipment. Dealer sets actual price. Offer good through 12/31/07. ©2007 Subaru of America, Inc.

Newspaper Ad: One location, two brands, one full page ad, individually co-op approved.

# Online, all the time



As a Google Certified Company with an in-house web development team, we stay ahead of the changes in the world of web.



Our experience working with databases from Dealer Fusion, Cars.com and multiple manufacturer links is unheard of on a local level.

Custom design and programming with loads of features including blog and newsletter, used inventory and buyers questionnaires with backend for easy-quick updates.

Our knowledge of web based marketing opportunities includes keyword ad programs, facebook, craigslist advertising and web optimization. We provide a critical link to the future and we do it today, with web banner ads and electronic billboard graphics.



Over 3000 words on this home page, toggled out-of-view. Random dealer feed pulls under \$10,000 and under \$20,000 priced vehicles. Links to all brand-mandated sites.



# Auto advertising & marketing

With more than 20 years of newspaper editing, layout and buying experience, we know how to maximize exposure while minimizing costs. (Tom Boylan spent 7-years as the automotive editor/writer for the New York Times owned Press Democrat)

We provide creative ideas to place your message in front of buyers using eye catching and informative graphics. Our in-house graphic production team is experienced in all types of print and web based styles, including, newspaper ads, banner ads, billboards and direct mail.



Special Event Poster and Flyer



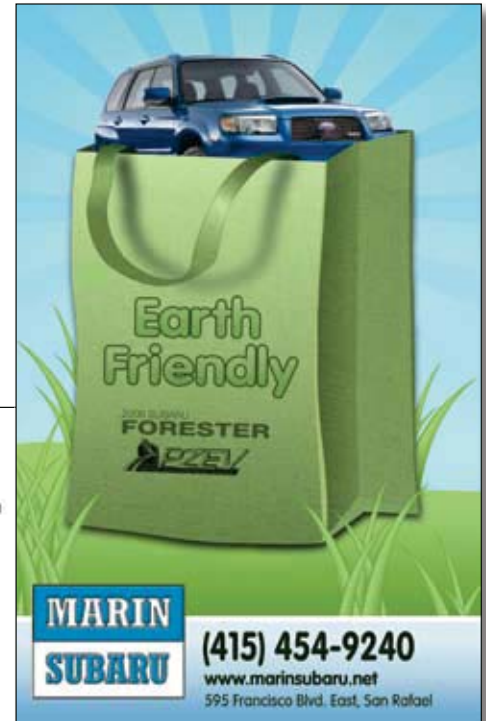
West-county event hand-out



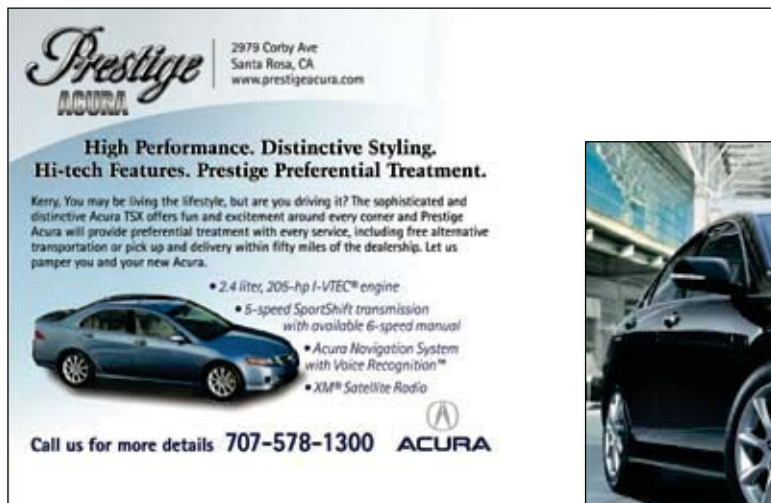
# Talk to your audience... directly

Unlike companies found in Florida, we are aware of what California's DMV requires from a California dealer when it comes to all forms of advertising and especially direct mail.

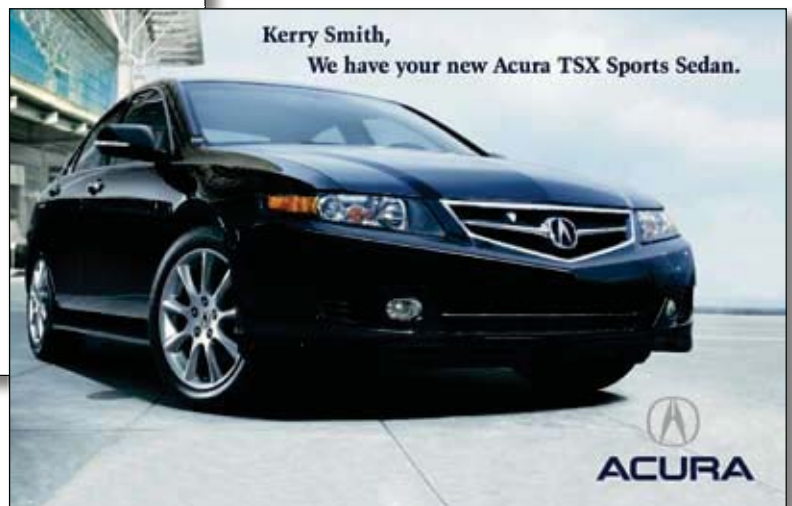
Our ability to work with either the dealer or manufacturer's database is matched by our ability to provide independent databases based on demographic profiling.



*Direct Mail post card to targeted demographic*



*Direct Mail post card with Variable Data*





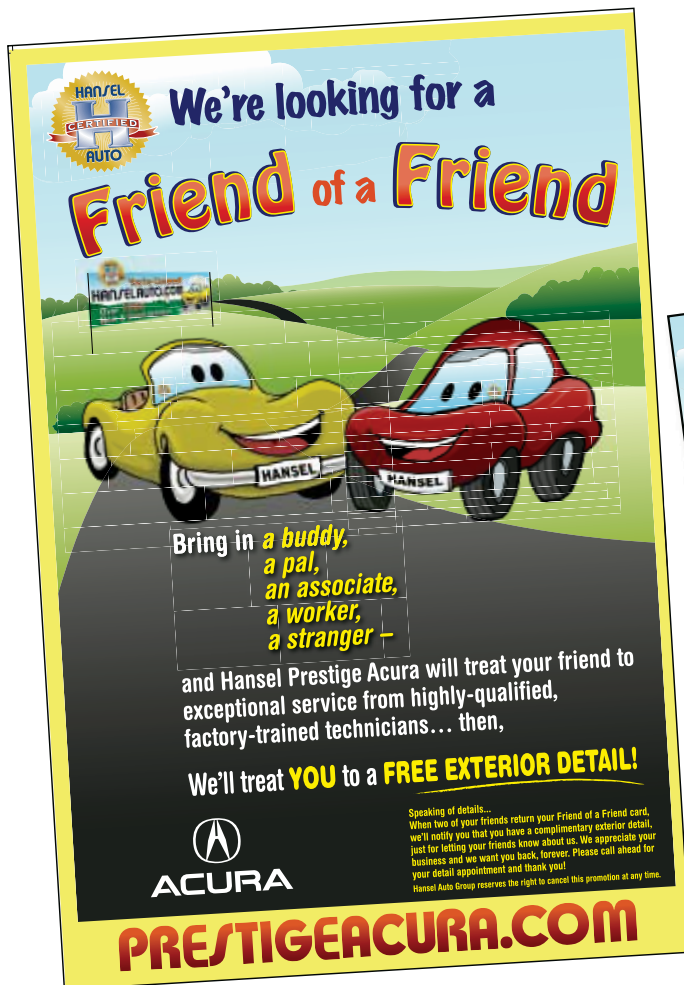
# Love at first sight

Showroom, lot and service area promotions from banners to seasonal promotional art are a turnkey task. As print brokers, we pass along the savings to our clients and we back up our clients should there be a mistake on the part of the printer. From business forms to novelty items, we deliver to your door a finished product.

- Print
- Radio
- TV
- Direct Mail
- Web / Internet
- Point of Sale
- Events
- Promotional materials



In-store poster Display



Unique Service Referral Program