



# DEALER INFORMATION PACKET



## WHAT IS PEGACAR

We are a local online search engine with a focus on new and used vehicles in the Treasure Valley.



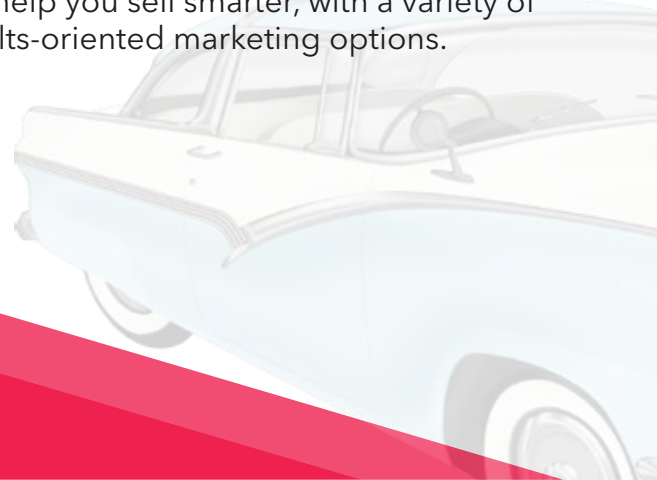
## HOW IS PEGACAR DIFFERENT?

We are the only **all local** online vehicle marketplace.

We offer the largest inventory - about 30% more cars and trucks than any other site.

We're free! If you're a local dealer with a website, you can display your inventory free of charge.

We help you sell smarter, with a variety of results-oriented marketing options.



# VISIT PEGACAR.COM

## HOW PEGACAR BENEFITS CAR BUYERS

90% of consumers prefer to shop locally. Pegacar.com is the only service where consumers can view close to 90% of all vehicles available in their local market.

### **Pegacar Buyers Guide**

More choice. Consumers browse the largest selection of cars in the Treasure Valley.

More convenient. Consumers can print a route to their favorite cars, showing each car's location relative to their home.

More timely. Auto Inventory is updated daily.

## HOW PEGACAR BENEFITS DEALERS

Pegacar.com is a search engine for car buyers looking to buy locally. We display your vehicles for sale on our site, then drive traffic directly to your website.

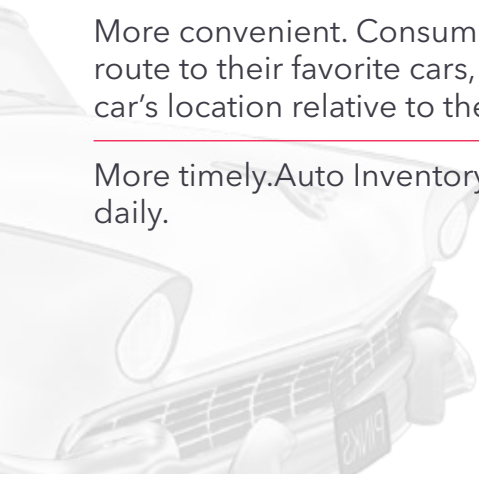
No maintenance is required by the dealer - we handle everything for you.

Build your brand with affordable, results-oriented marketing options.

Print edition of **Pegacar Buyers Guide** mailed to 233,000+ local residents in the Treasure Valley.

Online pay per referral - drive targeted traffic directly to your website.

Add online banner and video advertising for even more visibility.





200 N. Maple Grove  
Boise, ID 83704  
Phone: 208.789.4416  
Fax: 888.411.6228  
service@pegacar.com  
www.pegacar.com

## BUYERS GUIDE MARKETING BENEFITS

Dealers can strengthen their brand image by advertising in a publication buyers view as adding value to their purchase decision.

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Showcase your inventory to the entire Treasure Valley Community. Our Buyers Guide will be sent to 233,000+ households reaching 750,000 potential buyers.

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Broad reach and low cost make Pegacar the best value in the Treasure Valley.

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Up to 71% less expensive than the *Idaho Statesman*.

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Up to 69% less expensive than the *Idaho Press Tribune*.

## ONLINE MARKETING BENEFITS

Pay Per Referral Program - You pay only for referrals that click through to your website.

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Premium placement of listings on search pages.

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Pay Per Referral advertisers get premium placement on Pegacar.com search pages.

- Online Advertising
- Banners on Search Page
- Video on Home page



# PRICE COMPARISON

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### Pegacar.com

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Contact Pegacar today and start selling more cars tomorrow!

### Pegacar Buyers Guide

Ad Size	Per Household	Monthly	Year Total
3/4 Front Page	\$0.077	\$2,995	\$35,940
Full Back Page	\$0.077	\$2,995	\$35,940
2 Page Spread	\$0.096	\$3,738	\$44,856
Full Page	\$0.054	\$2,100	\$25,200
1/2 Page	\$0.036	\$1,400	\$16,800
1/4 Page	\$0.023	\$875	\$10,500
1/8 Page	\$0.013	\$500	\$6,000

Total Ads: 24

Circulation: 38,867

### Idaho Statesman

Ad Size	Per Household	Monthly	Year Total
Full Page	\$0.19	\$9,100	\$109,200
1/2 Page	\$0.09	\$4,590	\$55,080
1/4 Page	\$0.05	\$2,447	\$29,370
1/8 Page	\$0.03	\$1,295	\$15,540

Total Ads: 81

Total Inserts: 30 Pages

Circulation: 49,023

### Idaho Press Tribune

Ad Size	Per Household	Monthly	Year Total
Full Page	\$0.172	\$3,216	\$38,589
1/2 Page	\$0.090	\$1,686	\$20,233
1/4 Page	\$0.051	\$948	\$11,377
1/8 Pagee	\$0.028	\$516	\$6,189

Circulation: 18,691