

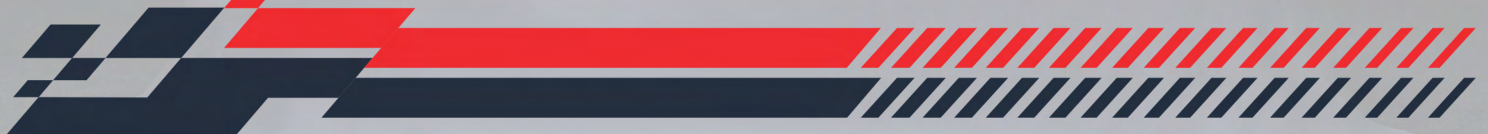


CINCINNATI
Auto  **Exp** 

LOCAL 12
WKRC  CINCINNATI



- 2025 Cincinnati Auto Expo on WKRC-TV, local12.com and social media from March 1st - March 9th (9 days)
- Local 12 Consumer Reporter Cassy Arsenault will provide in-depth coverage on the latest innovations and trends in the automotive industry for 2025 leading up to the show and throughout the show period
- Stories will be posted on local12.com and Local 12 social media
- Local12.com homepage will transform into a Ride & Drive lead-generating page March 1st - 9th
- 100x Teaser Promos – February 22nd to 28th leading up to the event
- Ride & Drive lead-gen framework for cincinnatiautoexpo.com
- 300x Ride and Drive Commercials directing viewers to cincinnatiautoexpo.com (:10s, :15s and :30s)
- UDF gas-pump-TV-screens will play 6,842,880 Ride & Drive (ten second) ads over the 9 day period
- Digital and Television Production provided by WKRC
- Children's Hospital News stories focusing on CCIC
- CCIC Car Seat PSA commercials produced by WKRC-TV and airing on WKRC,WSTR and EKRC
- GCADA check presentation to Children's Hospital in Local12 news and on local12.com and social
- GCADA to receive a portion of the station's revenue through a commission agreement
- **Estimated average price (not retail value) of these *value-added* assets/resources is \$393,260**





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Dealers will be able to choose from three co-op-able digital advertising solutions. The campaign messaging will be about dealership, not the Auto Expo. Sinclair's DRIVE AUTO team executed digital ad campaigns for over 700 dealers nationwide in 2024. Let us know when we can give your dealership a quick demo of these:

- 1. DRIVE AUTO Streaming/Connected TV** – Drive Auto uses 300+ data sources to identify consumers that are ABOUT TO BE or are in the market for a vehicle. I.E. we look for someone who follows a brand buying trend, nearing the end of a lease, had the car in the shop more than normal and/or has a 15-year-old with a birthday coming up. Let us give you a quick demo!
- 2. DRIVE AUTO Social** – Using the same targeting strategy, we target those same homes using the target consumer's IP on Facebook and IG.
- 3. DRIVE AUTO Email Marketing with Social Retargeting** - Targeting auto intenders and other demographic data, we deliver emails to consumers who have double-opted in for offers. Consumers that open the email then get retargeted on Facebook and IG.

Individual Dealer Commitment Notes



- A minimum \$5,000 net advertising spend is required.
- 100 percent of the \$5,000 spend goes toward buying advertising for the dealership. None of this is a fee for the Expo and the advertising does not need to mention the Expo.
- A three-month minimum campaign for dealers choosing to invest DRIVE AUTO Social. Campaigns will be priced at \$2,500 per month for a total of \$7,500.
- Dealerships will have a local marketing contact that will customize and execute the campaign A-Z.
- All production is handled by WKRC / DRIVE AUTO.
- All campaigns will be co-op compliant.
- Participation in this program will include the dealer listed as a participating Ride & Drive dealership.
- The goal of the ad campaigns is to sell cars and we are open to customizing the campaigns to do just that!

For More Information, Please Contact...

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Facebook.com/DriveAuto.compulse

DriveAuto.com

