



2017 Neighborhood Auto Repair Pro™ Campaign

Consumer surveys consistently show people believe independent shops do a better job performing virtually any repair or service and create trusted customer relationships better than any dealer.

Working together, we promote you... the independent shop that performs virtually any repair or service the dealer can, and creates enduring customer relationships. Here's the projected April through November plan:

Primary Program:

- Commercials air on *KQRS 92.5 FM, Cities 97, 97.1 FM, and WCCO 830 AM*, all highly-rated Twin Cities area radio stations.
- 60 and 30-second commercials highlight two participating shops in non-competitive locations.

Optional Shop Program:

- Shops committing to the primary program can also invest in similar, additional schedules on *KQRS 92.5 FM or Cities 97, 97.1-FM or WCCO Radio 830-AM, or Pandora Internet Radio*:
- *Pandora Internet Radio*, a top internet music radio platform, delivers commercials only to registered listeners, both free and subscriber. Your Pandora listeners will be targeted by the county you choose. At least 10 member shops sign-ups are needed for this option and members must note the county to reach unique, monthly Pandora listeners.



How You Benefit:

- Most members don't have the time, resources and expertise to create a professional campaign that reaches hundreds of thousands of people consistently. This is the power of your association at work.
- For less than \$150 a month, we promote your shop's name and primary benefits hundreds of times during the year. In past campaigns, shops have received over 150 total name and location mentions, along with the positive promotion of the industry.

If you're interested in participating in our 2017 campaign, please complete the attached sign up form and **return to the AASP-MN office by Friday, March 17th**.

Twin Cities Registration



Yes, sign us up for the **Primary Program** in the 2017 Neighborhood Auto Repair Pro™ campaign for \$1,000 (\$500 invoiced on April 1, due April 30th and \$500 on August 1, due August 30th).

Yes, increase my shop's promotion with an **Optional Shop Program** (\$1,000 increments on the station(s) selected and billed as above.)

- On **KQRS 92.5 FM**, we would like to invest an additional \$1,000.
- On **Cities 97, 97.1-FM**, we would like to invest an additional \$1,000.
- On **WCCO Radio 830-AM**, we would like to invest an additional \$1,000.
- On **Pandora Internet Radio**, we would like to invest an additional \$1,000.

Totals:

Primary Program: \$1,000
Optional Shop Program: \$_____

Total 2017 Commitment \$_____

_____/_____/_____
(Print Name) (Signature) (Date)

Return (email: aasp@aaspmn.org or fax: 612-623-1122) this form to the AASP-MN office by Friday, March 17th, 2017. Final program details announced when shop sign-up is complete.

If Selecting the Pandora Option:

- We would like to target Pandora listeners in this county:
Print County Name Here: _____
- Check the two consecutive months you would like your schedule to air:
 May June July August September October
- Please have someone contact us directly to answer additional questions.



Sample 30-second Pandora Script

Want a place close to home to really trust for car repairs and service? **Get to Know Your Neighborhood Auto Repair Pro.** Like **Owner Name, Shop Name, Shop City**. They'll tell what needs to be done, and what can wait. That's trusted and affordable. Just ask your neighbors. They'll tell you **Owner Name, Shop Name, Shop City** are members of A-A-S-P of Minnesota, the best of the best locally owned shops. That's **Owner Name, Shop Name, Shop City**.



2017 Greater Minnesota Program

Consumer surveys consistently show people believe independent shops do a better job performing virtually any repair or service and create trusted customer relationships better than any dealer.

Working together, we help you, promote you... the independent shop. Since 2010, AASP-MN has helped members collectively and individually execute an outstanding radio program, *Get to Know Your Neighborhood Auto Repair Pro*. For greater Minnesota shops, we offer the rapidly growing web and mobile streaming platform, **Pandora Internet Radio**. Here's the opportunity for the projected 2017 April through November plan:

- *Pandora Internet Radio*, a top internet radio music platform, delivers commercials only to registered listeners, both free and subscriber. Your Pandora listeners will be targeted by the county you choose. At least 10 member shops sign-ups are needed for this option and members must note the county to reach unique, monthly Pandora listeners.



How You Benefit:

This is the power of your association at work. Most members don't have the time, resources and expertise to create a professional campaign that reaches thousands of people consistently. AASP-MN has pulled together the creative and marketing services needed to make this happen. All you have to do is make a commitment.

For less than \$125 a week, your shop's name and primary benefits are promoted over and over and over to current and potential customers right in the county where you're located.

Talk to other greater Minnesota shops who've used the AASP-MN Pandora program successfully in past years. Call us (612-623-1110) and we'll put you in touch with these members.



- Yes, sign us up for the **Pandora Program** in the 2017 Neighborhood Auto Repair Pro™ campaign for \$1,000 (\$500 invoiced on April 1, due April 30th and \$500 on August 1, due August 30th).
- Yes, increase my shop's promotion with an **Additional Program** (\$1,000 increment and billed as above.)

Totals:

Primary Program: \$1,000
Additional Program: \$ _____
Total 2017 Commitment \$ _____

_____, _____, ____/____/____
 (Print Name) (Signature) (Date)

Return (email: aasp@aaspmn.org or fax: 612-623-1122) this form to the AASP-MN office by Friday, March 17th, 2017. Final program details announced when shop sign-up is complete.

Please Complete:

We would like to target Pandora listeners in this county:
Print County Name Here: _____



Check the two consecutive months you would like your schedule to air:
 May June July August September October

Please have someone contact us directly to answer additional questions.

Sample 30-second Pandora Script

Want a place close to home to really trust for car repairs and service? *Get to Know Your Neighborhood Auto Repair Pro.* Like *Owner Name, Shop Name, Shop City* They'll tell what needs to be done, and what can wait. That's trusted and affordable. Just ask your neighbors. They'll tell you *Owner Name, Shop Name, Shop City* are members of A-A-S-P of Minnesota, the best of the best locally owned shops. That's *Owner Name, Shop Name, Shop City.*