



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.