



2020 Greater Minnesota Advertising Campaign

Get to Know Your Neighborhood Auto Repair Pro™

You are invited to take part in an exceptional and turn-key marketing opportunity – The 2020 AASP-MN **Get to Know Your Neighborhood Auto Repair Pro™** Pandora media campaign.

If you choose to sign up for this campaign, our media experts will support your Pandora placement by providing creative ad copy that will highlight the trust, quality and convenience of having your car repaired at your independent, professional auto service center.



We will help you create a regional media buy on Pandora reaching the highest listenership of adults 25 and older. **Don't miss this chance to grow your brand awareness and build your customer base!**

Here's what previously participating AASP-MN members have to say about the program:

"We wanted to reach a younger customer, say 30-40 years old, that drives a high-end import. We used Pandora for a six-week period beginning in May and had many people right away comment that they heard our commercial. And that continued through June. The program was very professionally done and made us sound and look good. As a single location shop, we don't have the time or budget to create a campaign like this, so it was great to have AASP-MN provide a turn-key way for us to promote our shop right in our market."

- Jeff Quam, Owner, JAQ's Garage, Moorhead, MN



Sample radio spots can be heard here:

<https://aaspmn.org/neighborhood-repair-pro>.

If you'd like to discuss a specific plan for your shop, please contact us at: aasp@aaspmn.org.

The deadline to join the campaign is Monday, March 6, 2020.

If you have questions, please contact us at aasp@aaspmn.org.



Sign up and check boxes that apply!

Primary Pandora Program *targeting people age 25+*.....\$1,000

Additional Pandora Dollars.....\$1,000

Total 2020 commitment..... \$ _____

* Payment schedule: First half of total commitment is due at time of placement and balance dues 30 days later.

Print Name _____ Signature _____ Date ____ / ____ / ____

Shop Name _____

Shop Address _____

Please return this form by Friday, March 6, 2020.

Email or Fax this form to the AASP- MN office: **Email:** aasp@aaspmn.org **Fax:** 612-623-1122

Questions? Contact: aasp@aaspmn.org