



2020 Twin Cities 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™** co-op radio campaign airing this spring through fall.

Sign up now to promote your shop and the independent auto repair industry in a series of professionally written radio spots. The copy will highlight the trust, quality and convenience of having your car repaired at your independent, professional auto service center. The end of each ad will highlight the name and address of two participating shops in rotation. Sample radio spots can be heard here:

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



Most of the ads will air in morning and afternoon drive time, when prospective customers are a captive audience. **Only the radio stations reaching the highest listenership of adults 25 and older will be included in this co-op campaign.** The mix will most likely include: KFAN AM/FM (sports/talk), KOOL 108 (rock), KQRS FM (rock), KSTP FM (today's variety) and/or WCCO AM (talk). In 2019, participating shops received specific name and location exposure on an average of 60 spots, reaching more than 750,000 people across the campaign. **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:

"The *Get to Know Your Neighborhood Auto Repair Pro™* campaign is a great way to gain top of mind awareness for your customers. It's pretty rewarding when a long-time customer comes in with a big smile and tells you they heard your commercial on the radio. We've done the program for many years. It's a great way to unite neighborhood shops across the metro."

– Wayne Watson, Auto Works Automotive Service Center, Woodbury

"I have had multiple people come up to me that had just heard the ad on the radio in the last month alone. I like the exposure, I like the conversations that come from a radio ad, and I love the promotion of locally owned and operated business."

– Tony Newman, Dale Feste Automotive, Hopkins

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 Program *may include* - KQRS-FM, KSTP-FM, WCCO-AM, KFAN-FM, KOOL 108..... \$1,000

Optional Additional Schedule – Please increase my shop’s promotion in \$1,000 increments on the station(s) selected and billed below:

KSTP-FM/94.5 FM, we would like to invest an additional.....\$1,000

WCCO 830AMwe would like to invest an additional\$1,000

KFAN-FM/The Fan we would like to invest an additional\$1,000

KQRS-FM/KQ92, we would like to invest an additional.....\$1,000

KQQL-FM/KOOL 108, we would like to invest an additional\$1,000

Total Commitment:

Primary Program.....\$ _____

Optional Added Schedule(s)/Station(s) \$ _____

Total 2020 commitment..... \$ _____

* **Payment schedule:** First half of total invoice amount due on April 30th, 2020. Second half of total invoice amount due on August 31, 2020.

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

Final program details announced when shop sign-up is complete.

Questions? Contact: aasp@aaspmn.org

