



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.