



## 2017 WEBSITE RATE CARD

<b>General Interest Websites</b>	Websites that support an existing business not affiliated with automotive commerce, doing business regionally such as a single zip code or single state. Examples are websites for radio stations, television stations, newspapers, credit unions and single stores that do not trade nationally and have no automotive component to its business.
<b>1onOne Plus Test Drives*</b>	<b>1onOne Plus starts with 100% coverage of 2015 model years. Top200 Test Drives covers 2005-2013 model year videos. Model Year Inventory: (Top200) 2010 = 180 videos, 2011 = 230 videos, 2012 = 180 videos, 2013 = 109 videos, (1onOne Plus) 2014 = 328 videos, 2015 = 336, 2016 = 330, 2017 = ongoing production.</b>
\$2,500 per month	
<b>New2U Used Car Reports</b>	<b>100% coverage of 2008-2013 light-vehicle market model year videos. Model Year Inventory: 2008 = 290 videos, 2009 = 282 videos, 2010 = 277 videos, 2011 = 299 videos, 2012 = 297 videos, 2013 = 307 videos.</b>
\$2,500 per month	
<b>POV Reviews</b>	<b>150 videos covering over 750 popular pre-owned vehicles.</b>
\$3,000 per month	
<b>Bundle Price</b>	<b>Includes 1onOne Plus, 1:00 on One, POV, and New2U products.</b>
\$6,000 per month	
<b>Automotive Websites &amp; Portals</b>	Websites that serve automotive consumers through, but not limited to, automotive research, lead generation, automotive sales, parts sales, offering that service to site visitors in multiple states or nationwide.
<b>1onOne Plus Test Drives*</b>	<b>1onOne Plus starts with 100% coverage of 2015 model years. Top200 Test Drives covers 2005-2013 model year videos. Model Year Inventory: (Top200) 2010 = 180 videos, 2011 = 230 videos, 2012 = 180 videos, 2013 = 109 videos, (1onOne Plus) 2014 = 328 videos, 2015 = 336, 2016 = 330, 2017 = ongoing production.</b>
\$8,000 per month	
<b>New2U Used Car Reports</b>	<b>100% coverage of 2008-2013 light-vehicle market model year videos. Model Year Inventory: 2008 = 290 videos, 2009 = 282 videos, 2010 = 277 videos, 2011 = 299 videos, 2012 = 297 videos, 2013 = 307 videos.</b>
\$8,000 per month	
<b>POV Reviews</b>	<b>150 videos covering over 750 popular pre-owned vehicles.</b>
\$10,000 per month	
<b>Bundle Price</b>	<b>Includes 1onOne Plus, 1:00 on One, POV, and New2U products.</b>
\$20,000 per month	
<b>Web Portals</b>	Established portals with automotive sections that utilize advertising and/or lead gen business models.
<b>1onOne Plus Test Drives*</b>	<b>1onOne Plus starts with 100% coverage of 2015 model years. Top200 Test Drives covers 2005-2013 model year videos. Model Year Inventory: (Top200) 2010 = 180 videos, 2011 = 230 videos, 2012 = 180 videos, 2013 = 109 videos, (1onOne Plus) 2014 = 328 videos, 2015 = 336, 2016 = 330, 2017 = ongoing production.</b>
\$10,000 per month	
<b>New2U Used Car Reports</b>	<b>100% coverage of 2008-2013 light-vehicle market model year videos. Model Year Inventory: 2008 = 290 videos, 2009 = 282 videos, 2010 = 277 videos, 2011 = 299 videos, 2012 = 297 videos, 2013 = 307 videos.</b>
\$10,000 per month	
<b>POV Reviews</b>	<b>150 videos covering over 750 popular pre-owned vehicles.</b>
\$12,000 per month	
<b>Bundle Price</b>	<b>Includes 1onOne Plus, 1:00 on One, POV, and New2U products.</b>
\$26,000 per month	
<b>Mobile Applications</b>	Available for each video product. Add 10% to each product's rate.

\*1onOne Plus starts with 100% coverage of 2015 model years.

All rates are based upon an annual agreement. All licenses are based on a \$2,000 per month minimum.

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