

# Motivate Local Shoppers Early – Market Awareness & Mobile Awareness

Increase relevance with local messaging & drive action at key trigger point

## Business Rules

<b>Platform:</b>	Desktop, Tablet, Mobile, Cross-devices
<b>Advertiser:</b>	Regional
<b>Pages:</b>	<ul style="list-style-type: none"> <li>• home page</li> <li>• used car segment pages</li> <li>• available awareness pages</li> </ul>
<b>Targeting:</b>	n/a
<b>Duration:</b>	1 month
<b>Ad Type:</b>	Standard <ul style="list-style-type: none"> <li>• non-exclusive: less than 100% of available impressions; ad serving tracks against booked impression goal</li> </ul>
<b>Geography:</b>	IP Targeting
<b>Ad Serving:</b>	Third Party
<b>Size:</b>	300x250, 300x50
<b>Lead Time:</b>	5 business days
<b>Notes:</b>	Desktop/Tablet Placements: <ul style="list-style-type: none"> <li>• Home Page (2<sup>nd</sup> 300x250 position)</li> <li>• Used Car Segment pages (2<sup>nd</sup> 300x250 position)</li> <li>• Awareness pages (2<sup>nd</sup> 300x250 position)</li> </ul>

