



# Vehix Local Ad Network



On Air



Online



On Demand

## Fast Facts

- 70% of new-car buyers are using the Internet in the vehicle shopping process, a 5% increase from the previous year.
- Shoppers spend more than 6.5 hours online researching automotive information.
- The Vehix Local Ad Network consists of leading automotive sites like Vehix, AOL Autos, About.com/Autos, and Autobytel—all specifically devoted to automotive research.
- According to comScore:
  - 65% of the VLAN audience are Persons aged 18-49
  - 41% have a household income of \$75,000+
  - 60% have children in the household

Source: JD Power and Associates, 2008 New Autos shopper.com Study, comScore Demographic Profiling Report, August 2009, Total Audience

Online



Online

## Overview

Vehix Local Ad Network is a collection of the automotive industry's top web sites, providing simple solutions for advertisers to coordinate marketing campaigns across targeted sites in the most efficient manner. The Vehix Local Ad Network is comprised of 13 leading automotive websites and offers advertisers an effective and efficient solution to gain maximum exposure to "in-market" car buyers.

This collection of targeted automotive sites is represented by a single sales force, allowing advertisers to reach large audiences with a single buy targeted at the local, "in-market" buyer.



## Benefits

- **Maximum efficiency** – Put your marketing dollars to use and sell more cars reaching "in-market" car shoppers.
- **Geo-targeted** – Reach car shoppers where they live.
- **Trusted relationship** – Leverage your relationship with your local Comcast Spotlight Account Executive now offering multiple marketing solutions for reaching the "in market" car buyer.
- **Scalability** – Integrate display advertising across a unique, powerful network of automotive sites designed to deliver results.
- **Performance** – Your banner campaign will effectively run across a network of auto sites.

## Features

**The Vehix Local Auto Ad Network represents many web sites allowing maximum flexibility through multiple ad offerings, including:**

- **Market Specific** – Targeted to your market or DMA.
- **Run of Network (RON)** – Your banner ad will run on any page of any site that is part of the ad network.
- **Run of Site (ROS)** – Your banner ad will randomly run across an entire site at the lowest unit cost.



For more information visit [www.comcastspotlight.com](http://www.comcastspotlight.com)