

| DIGITAL ADVERTISING  | MANAGEMENT FEE   |
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| <p><b>Choose up to three platforms:</b></p> <p>Google Paid Search      YouTube<br/>           In-Market Display      Microsoft Ad Center<br/>           Programmatic      Twitter Paid Social<br/>           Facebook      Local WAZE Advertising</p> <p><i>*Additional Platforms \$250 Each. Custom Creative add \$200 per piece.</i></p> | <p>Spend Under \$5,000<br/> <b>22% Management Fee</b></p> <p>Spend Over \$5,000<br/> <b>\$1,000 Flat Fee</b></p> |

| SEO PACKAGES                                | STANDARD<br>\$999 | ADVANCED<br>\$1,499 | DOMINATE<br>\$2,299 |
|---|-------------------|---------------------|---------------------|
| Competitor Analysis                         | ✓                 | ✓                   | ✓                   |
| Keyword Optimization                        | ✓                 | ✓                   | ✓                   |
| Ongoing Website Optimization                | ✓                 | ✓                   | ✓                   |
| Advanced Google Analytics                   | ✓                 | ✓                   | ✓                   |
| Reporting                                   | ✓                 | ✓                   | ✓                   |
| Unique Content Creation - Up to 5 pieces    | ✓                 |                     |                     |
| Unique Content Creation - Up to 10 pieces   |                   | ✓                   |                     |
| Unique Content Creation - Up to 15 pieces   |                   |                     | ✓                   |
| Custom Strategy and Competitive Analysis    |                   | ✓                   | ✓                   |
| Social Integration                          |                   | ✓                   | ✓                   |
| Local Business Directory Optimization       |                   | ✓                   | ✓                   |
| Link Building                               |                   | ✓                   | ✓                   |
| Performance Management                      |                   | ✓                   | ✓                   |
| Quarterly Dealer Event Support and Outreach |                   |                     | ✓                   |
| Creative Support                            |                   |                     | ✓                   |