



Advertising Package Pricing

Advertising Packages & Fees	STANDARD	ADVANCED	PREMIUM
FEES			
Retailer Advertising Variable Fee (lesser of percentage of Spend or Maximum Fee, but no less than the Minimum Fee)	22%	22%	For first \$7500 in spend, 22% fee; Spend above \$7500 will be billed at 8% in fees up to the Maximum Fee
Retailer Maximum Fee (Fee Maximum)			\$2499
Retailer Minimum Fee (Fee Floor)	\$299	\$650	\$1650
Retailer Platform Fee	\$229	\$229	\$229
Dealer.com Setup – On Platform (One-Time Fee)	\$0	\$0	\$0
Dealer.com Setup – Off Platform (One-Time Fee)	\$250	\$250	\$250
STRATEGY & SUPPORT			
Performance Manager	•	•	•
Advertising Performance Manager Support (Optional)		\$250	•
Advertising Fraud Protection	•	•	•
Dealer.com Promotion Eligibility	•	•	•
Channel Intelligence	•	•	•
ADVERTISING CHANNELS			
Search (PMax/VLAs)	•	•	•
Display Advertising	•	•	•
Social Advertising	•	•	•
Video Advertising (Social Media Video & OTT/CTV)		•	•
Emerging Markets (Pinterest and other new channels)			•
EXCLUSIVE AUDIENCES & INTEGRATIONS			
Cox Automotive Audiences: Autotrader and Kelley Blue Book Display Audience Targeting (Exclusive to Dealer.com and Cox Automotive)		•	•
Cox Automotive Integrations (vAuto, Cox Automotive Enterprise Data—Exclusive to Dealer.com and Cox Automotive)		•	•





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Add-On Services (No Setup Fees)	STANDARD	ADVANCED	PREMIUM
VIDEO & CREATIVE SERVICES (ON- & OFF-PLATFORM)			
Turnkey Video Creative with Flighting (Turnkey Incentive-based Creative w/Flighting – Social Media, CTV & OTT)		\$999	\$999
Advanced Custom Video with Flighting (2 campaigns; 6 videos per month – Social Media, CTV & OTT)		\$1399	\$1399
Premium Custom Video with Flighting (3 campaigns; 9 videos per month – Social Media, CTV & OTT)		\$1799	\$1799
Custom Display Creative Service		\$299	\$299
Custom Footage Video Capture (One-Time Fee)	\$4000 One-Time Fee	\$4000 One-Time Fee	\$4000 One-Time Fee
Connected Video – Standalone product without an advertising package	\$299 (Plus 22% Variable Fee)	\$299 (Plus 22% Variable Fee)	\$299 (Plus 22% Variable Fee)

