

# Online Advertising **MADE EASY**



Digital Throttle makes it easy to place your marketing message in front of real, relevant customers on hundreds of sites.

## Three Easy Steps to Get Started:

### 1 **TARGET**

Determine what products and what vehicles you'd like to target. We'll build a site list matched to your markets.

### 2 **AMOUNT**

Your budget will purchase guaranteed views of your ads.



### 3 **DESIGN**

We'll design the online ads from your supplied images & logos for FREE.



# EASY ONLINE ADVERTISING

Your potential customers can be found across hundreds of targeted websites. We make it easy to place your online ads across the best of these sites.

- 1 We'll provide a suggested site list when you tell us what products you'd like to promote

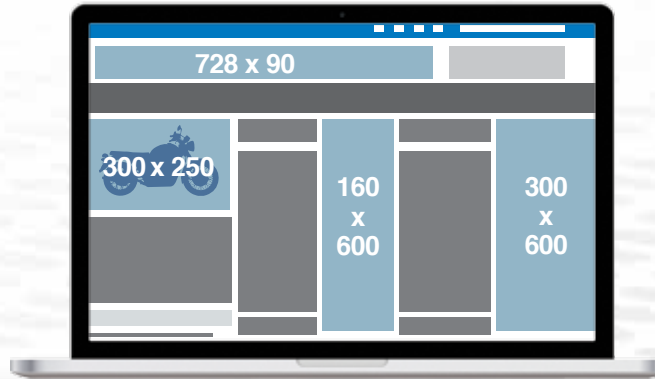


Your ads can be targeted to desired countries, states & even cities.



Your ads will also appear on any device, from desktop to mobile

- 2 We'll build a set of ads for your product in four different sizes



- 4 You can access ad & site performance through our online reporting site



## Sample of featured sites



## 3 Advertising Packages

Min Order: \$1,000 per month X 2 Mos

	2 Mos	3 Mos	4 Mos
Total Budget	\$2,000	\$3,000	\$4,000
Total Ad Views	250,000	385,000	520,000

5 Mos	6 Mos	7 Mos	8 Mos
\$5,000	\$6,000	\$7,000	\$8,000
665,000	820,000	975,000	1,150,000

9 Mos	10 Mos	11 Mos	12 Mos
\$9,000	\$10,000	\$11,000	\$12,000
1,320,000	1,500,000	1,700,000	1,900,000

## Why Companies Advertise ONLINE

- 84% of US Adults use the Internet with those with higher income and college education nearly at 100%.
- US Adults spent 48% of their major media time with digital devices in 2016, up 149% vs 2011.
- Average time spent daily with media in 2016:

**Digital 5:45 hours**

**TV 4:03 hours**

**Radio 1:25 hrs**

**Newspapers 0:16 mins**

**Magazines 0:12 mins**

- Advertisers only pay for guaranteed ad views (impressions) and are able to precisely measure results.

- Online ads are extremely targeted. Ads appear alongside relevant content to vehicle enthusiasts in your geographic markets.