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1301 5th Ave, Ste 1600  
Seattle, WA 98101

**Connect.**  
WhitePages.com  
206.973.5100



# The Fast Lane for Online Auto Advertising

People visit WhitePages in the midst of major life events like getting married, having a baby or starting a business, all of which can potentially lead to large purchases like buying a car, which is why auto advertisers, including regional dealer groups, insurance and parts retailers, are some of our top performing partners.

## Auto intenders

Adults who definitely will purchase a vehicle (next 6 months) AND shopped online for new vehicles (last 6 months) AND:

Own an import vehicle  
15% Reach | Index 211

Own a domestic vehicle  
11.6% Reach | Index 164

## Recent shoppers

Adults who shopped online (last month) for:

New autos  
11.5% Reach | Index 162

Auto loans  
15.8% Reach | Index 223

Auto insurance  
11.9% Reach | Index 169

Auto parts  
9.1% Reach | Index 128

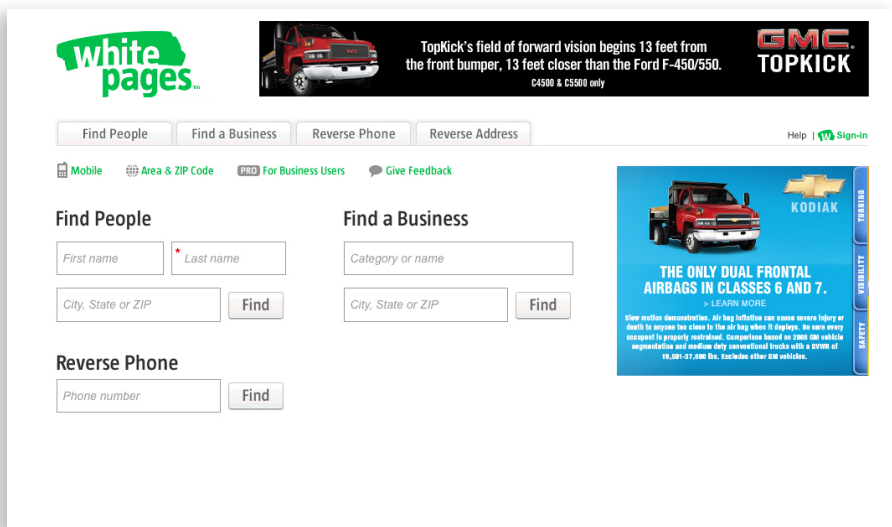
Car rentals  
13% Reach | Index 184

## B2B

Business decision-makers for:

Cars/vans/trucks  
9.6% Reach | Index 136

Source: Nielsen Netratings @Plan Release 4, 2010



## Tools to target in-market auto shoppers

- **Business search contextual:** Real-time category targeting to people searching for automotive businesses
- **Business search behavioral:** Retarget people who have searched for auto dealers, financing, parts, services and more
- **Syndicated behavioral:** Retarget people on WhitePages by their previous web-surfing for cars or services on a popular automotive site
- **Custom solutions:** We'll help you develop impactful rich-media ads specific to your needs
- **Dealer locator:** Dynamically display your nearest locations on our maps/directions page
- **Demographic:** Gender, Age, HH Income, HH w/Kids, College Educated