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The Fast Lane for Online Auto Advertising

With high reach and advanced targeting expertise, WhitePages helps you reach auto shoppers. People visit WhitePages in the midst of major life events like getting married, having a baby or starting a business that lead to major purchases like buying a car. That's why auto advertisers, including regional dealerships, insurance and parts retailers, are among our top performing partners.

Auto intenders

Adults who definitely will purchase an auto in the next 6 months and:

Shopped for new vehicles and insurance online, last month
17.8% Reach | Index 161

Purchased auto loans online, last month
17.1% Reach | Index 154

Own a domestic vehicle and shopped for new vehicles online, last month
13.3% Reach | Index 120

Own an import vehicle and shopped for new vehicles online, last month
13.9% Reach | Index 126

Recent shoppers

Adults who shopped online last month for:

New automobiles and auto insurance and loans
19.1% Reach | Index 172

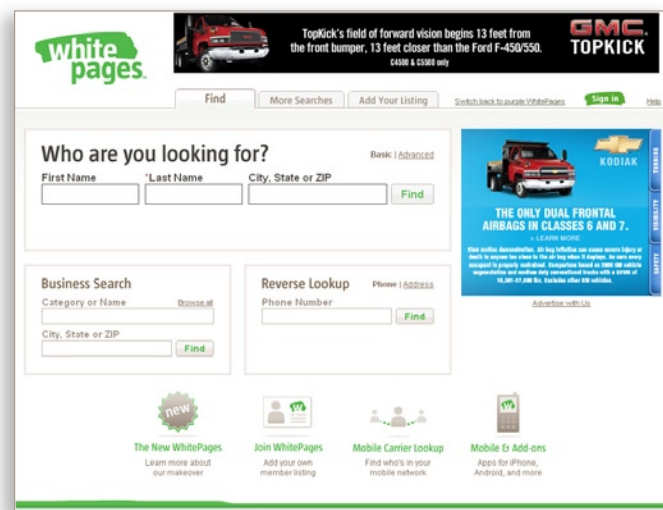
Used automobiles
14.5% Reach | Index 131

Auto loans
16.5% Reach | Index 149

Auto insurance
16.3% Reach | Index 147

Automobile parts
14.3% Reach | Index 129

Source
Nielsen Netratings @plan, Spring 2009



Tools to target in-market auto shoppers

- **Behavioral**
To visitors searching for auto dealers, financing, parts, services and more
- **Custom solutions**
Rich-media creative that attracts auto shoppers

- **Dealer locator**
Your nearest dealer locations dynamically populate on WhitePages' maps and directions page

- **Geo**
High reach in your select markets for regional sales events
- **Demographic**
By gender, age, HHI, house value, personal or professional use for specific promotions

Adults who searched online for a new vehicle in the last 6 months and plan to buy a new vehicle in the next 6 months

Source: comScore Plan Metrix, Apr 2009

