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Auto intenders

Adults who definitely will purchase an auto (next 6 months) AND shopped online for new autos (last 6 months) AND:

Own an import vehicle
26.2% Reach | Index 311

Own a domestic vehicle
15.3% Reach | Index 181

Recent shoppers

Adults who shopped online (last month) for:

New autos
13.4% Reach | Index 160

Auto loans
14.2% Reach | Index 168

Auto insurance
13.8% Reach | Index 164

Auto parts
11.7% Reach | Index 139

Car rentals
13.7% Reach | Index 163

B2B

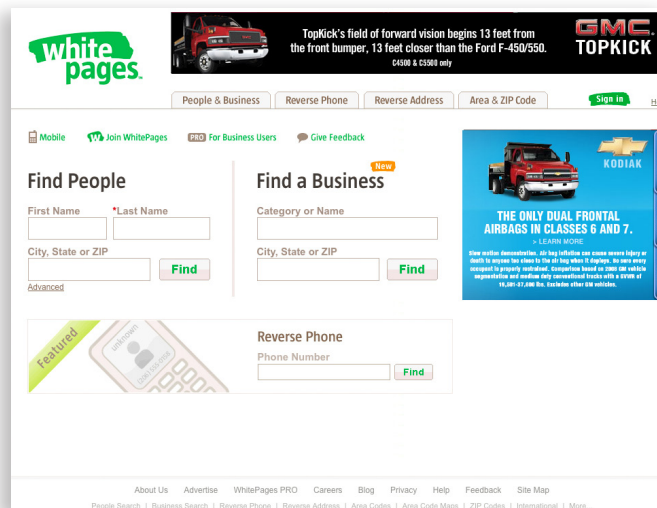
Business decision-makers for:

Cars/vans/trucks
11.4% Reach | Index 135

Source: Nielsen Netratings @Plan Release 1, 2010

The Fast Lane for Online Auto Advertising

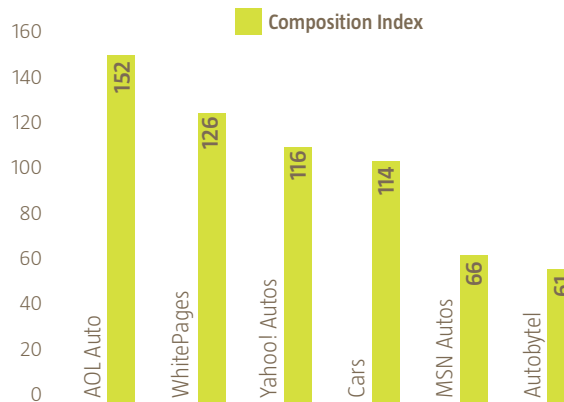
People visit WhitePages in the midst of major life events like getting married, having a baby or starting a business, all of which lead to potential big purchases like buying a car, which is why auto advertisers, including regional dealer groups, insurance and parts retailers, are some of our top performing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



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

Adults very likely to buy an auto (next 6 months)



Source: comScore Plan Matrix, Jan 2010