

AUTO GUIDE

**HAMPTON ROADS' #1
MARKETPLACE FOR
PRE-OWNED VEHICLES!**

**Every Week Over 55,500
prospects read a copy of
Hampton Roads AutoGuide
(Hampton Roads Opinion Survey 2007)**

AutoGuide is available for **FREE PICK UP at over 1100 locations including 7-11, Food Lion, Farm Fresh, Wal-Mart, Wa-Wa, and 43 on Base Locations from Virginia Beach to Williamsburg.**

(See other select locations below)

You get total market coverage with just one ad.

Expand Your Reach

- » Free Publication
- » 55,500 copies read each week
- » Over 1100 pick up locations
- » 600 freestanding boxes and inside racks
- » 43 on base locations
- » 7-11's & Wa-Wa's
- » Farm Fresh & FoodLions
- » Freestanding boxes and racks
- » Sentry, Jr. Market & Zooms
- » Inside Lynnhaven and MacArthur Malls
- » Zero's, Blimpie's & Subway's

Cost-Efficient Ad Space!

- » Value: Low cost full page ads/more room to communicate message and display inventory
- » "Curb Appeal!" Better design means more pick-up and readership
- » Color is FREE!
- » Front and back cover, insert card and premium sponsorship positions available
- » Gloss or newsprint
- » Free ad design

Targeted Readership!

- » Focused on pre-owned buyers only
- » Marketplace for buyers seeking make, model, year and financing information
- » Overall "snapshot" of what is available in the market each week

Results

- » Third party tracking confirms!
- » Largest marketplace of its kind in Hampton Roads
- » More dealers choose AutoGuide
- » Readership numbers confirmed by HROS '07

Find an AutoGuide at these locations

WAL*MART



Wawa

FRESH PRIDE



FarmFresh
OUR NAME SAYS IT ALL

Walgreens

Blockbuster

Winn-Dixie
the real deal

Kroger

BLIMPIES

ECKERD
Get Members

Harris Teeter
the Neighborhood Food Market

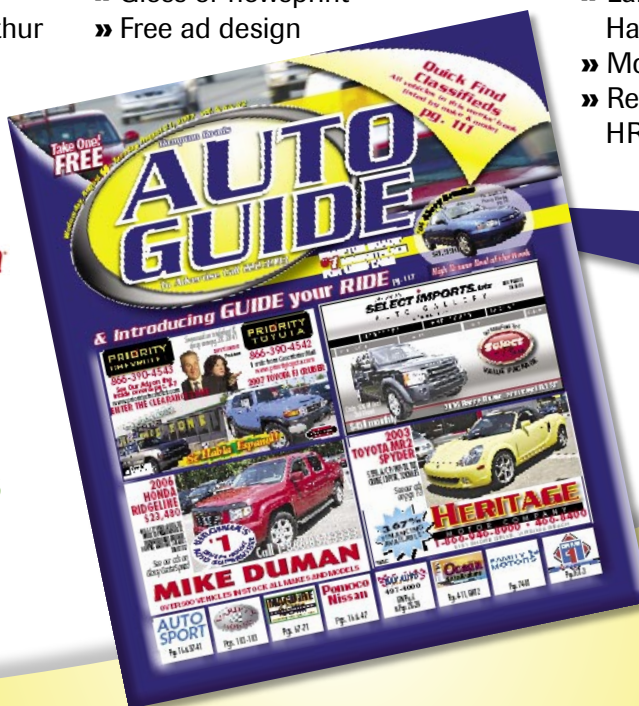
Zooms

SUBWAY

McDonald's

Sentry
FOOD MART

JR. MARKETS



**Contact:
Ski Miller
General Sales Manager
757.567.5910**