



Colorado Automobile Dealers Association



# What's Working in Dealership Advertising and What's Not!

**Webinar/Teleconference: 11:00am, Thursday – August 12, 2010**

## Where to Allocate Your Ad Dollars for Maximum Impact!

For most dealers, advertising is the second largest expense after payroll. How's that working for you? You have a limited budget, albeit a large budget, but also a limited expertise to properly evaluate how well those monies are being spent. Our speaker for this session does have the expertise in this area as well as a long list of dealership clients from which to draw substantiated conclusions about where best to invest your ad dollars.

So just where is the ROI on the various choices for dealership advertising? Plan on rethinking much of what you thought you knew about dealership advertising. We will show you what really is working and possibly more important - what is a total waste of money!

**PRESENTED BY: PAUL FIELD, CHIEF STRATEGY OFFICE FOR RENEGADE**

Date / Time	Location
<p><b>Thurs., Aug. 12</b> 11:00am (MDT)</p>	<p><b>WEBINAR: NO NEED TO LEAVE YOUR OFFICE!!</b></p> <ul style="list-style-type: none"> <li>• Listen to the presenter / conference call over a phone line <u>or</u> cell</li> <li>• View presentation slides on your computer via the Internet</li> <li>• Participants are able to submit questions directly to the presenter</li> </ul> <p><b>Cost:</b> CADA Members \$169 / Non-Members \$298.00  <b>To register:</b> <a href="http://www.dealersedge.com/TCDH2-Register">www.dealersedge.com/TCDH2-Register</a> , Enter discount code TCDH2CADA (not case sensitive)            ** DealersEdge does accept "bill me" registrations. If you prefer to be invoiced, rather than to pay online with a credit card, please call 800-321-5312 for personal and prompt service.</p>

## Registration Info:



This Webinar will last about 90 to 120 well-invested minutes. In addition to the live connection, after the Webinar all attendees will receive (via email) a link to download and play this program again for others on your team. Keep the recording and handouts in your training library for future reference and training. Info on how to connect will also be sent via email and CADA Member Services is always available to provide any needed assistance.

**Hosted in conjunction with:** DealersEdge

If you have any difficulty obtaining your discount, please call DealersEdge at 800.321.5312 for assistance.

### Questions:

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