

# POSTMEDIA: OPPORTUNITY OVERVIEW

MARKETING SOLUTIONS TO  
GROW YOUR DEALERSHIP

**AUTOMOTIVE**  
MARKETING SOLUTIONS



# POSTMEDIA

TRUSTED BRANDS & JOURNALISM

With over 120 print and digital brands, Postmedia is one of Canada's largest news media companies, reaching 20+ million readers each month. Our network provides exclusive access to an owned and operated advertising channel, and a wealth of first-party data that enables better campaign performance – not only on the Postmedia Network but other audience platforms, including Google, Facebook and Instagram.

## OUR FULL SUITE OF DIGITAL MARKETING SOLUTIONS INCLUDES:

DIGITAL DISPLAY

LANDING PAGES

DIGITAL AUDIO

SOCIAL ADVERTISING

SEARCH ENGINE OPTIMIZATION (SEO)

SEARCH ENGINE MARKETING (SEM)

VIDEO ADVERTISING

PRINT

LOCAL SEARCH OPTIMIZATION (LSO)

Postmedia is also a Premier Google Partner and Facebook Marketing Partner



### WE ARE A TRUSTED MEMBER OF THE COMMUNITY

We are an established member of the community, and a trusted channel for local dealerships.



### WE HELP LOCAL DEALERSHIPS SUCCEED

We have the solutions and the people to take your dealership to the next level.



### WE PROVIDE A BETTER CLIENT EXPERIENCE

We offer dedicated account management & unparalleled performance transparency.

**AUTOMOTIVE**  
MARKETING SOLUTIONS

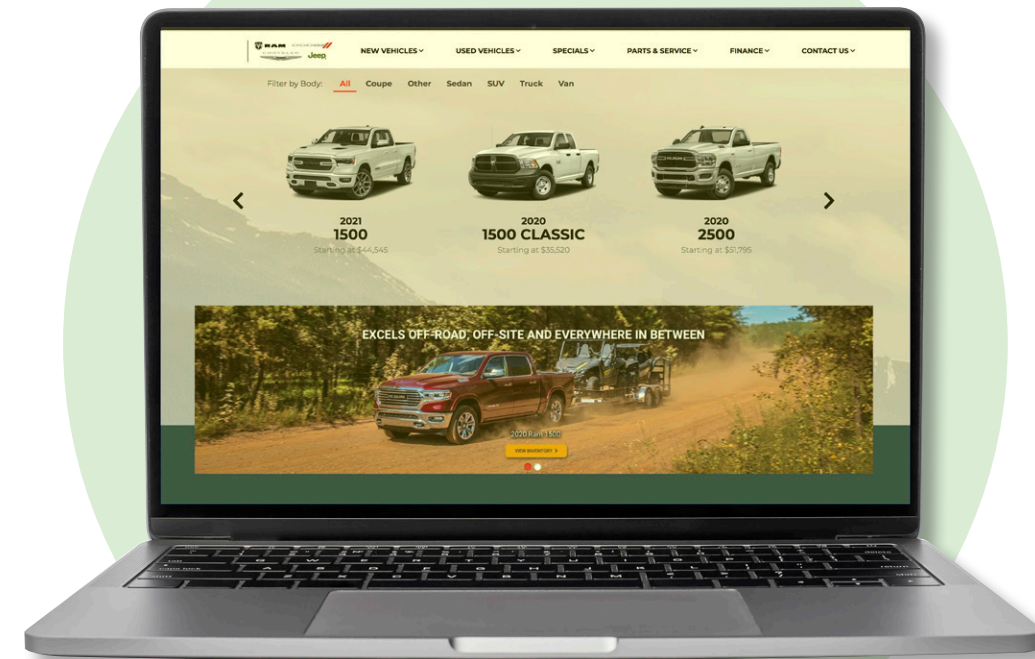
# OUR SERVICES

DRIVE MORE SALES



## DIGITAL DISPLAY

Reach your targeted audiences on trusted sites across the Postmedia Network and on 2000+ brand safe and reliable sites.



## LANDING PAGES

Responsive landing pages designed for a seamless, targeted user experience to capture leads and calls.

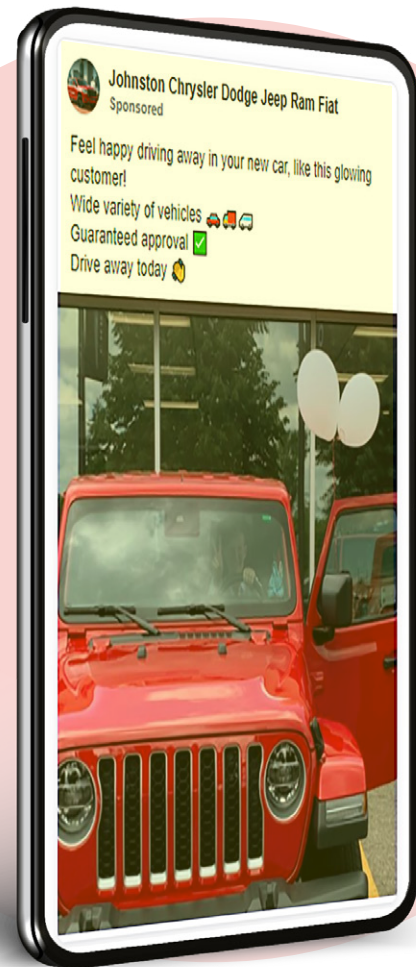


## DIGITAL AUDIO

Captivate your audience with effective audio ads used in podcast integrations and with audio providers such as Spotify.

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DRIVE MORE SALES



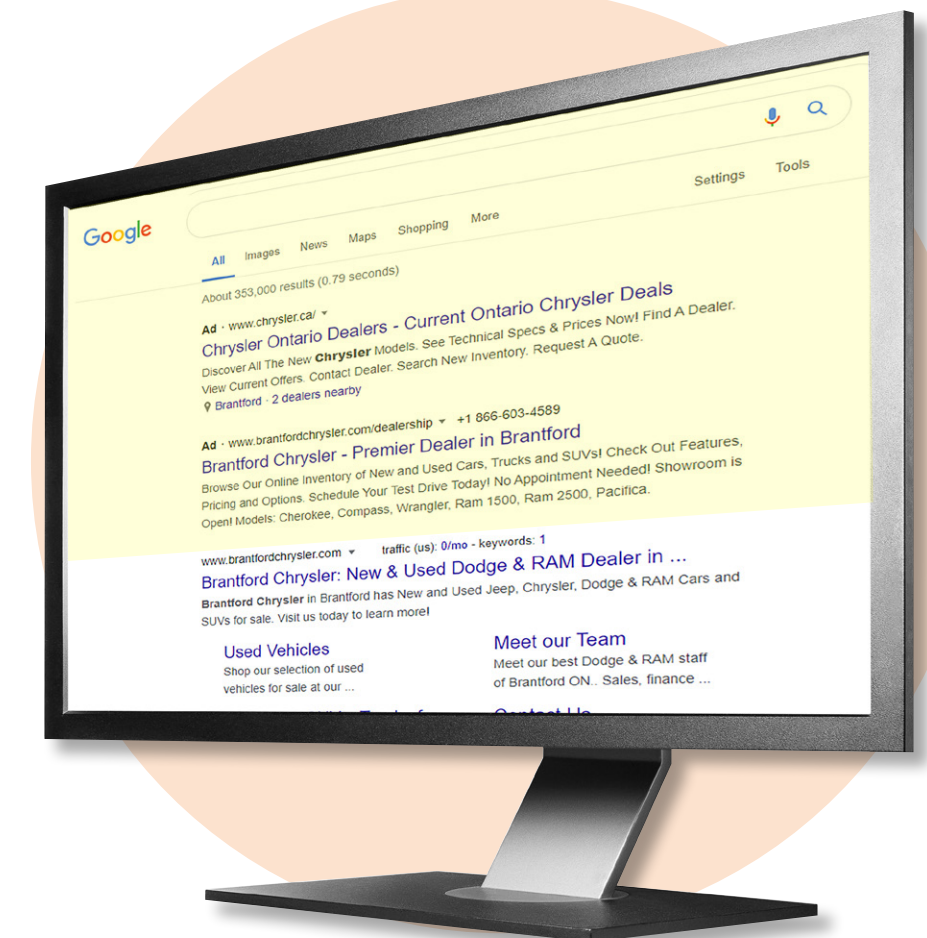
## SOCIAL ADVERTISING

As a Facebook Marketing Partner we maximize exposure and engagement to get you noticed. Whether your goal is to drive traffic or capture leads, our team of in-house social strategists will help your dealership build awareness, generate engagement and increase sales.



## SEARCH ENGINE OPTIMIZATION (SEO)

Leverage organic search to grow your business. Our SEO solutions are built with the goal of improving relevant traffic and visibility based on areas of focus selected by the dealership.



## SEARCH ENGINE MARKETING (SEM)

Get your dealership front and center on Google with targeted Ads to capture shoppers' attention and drive them to your website. As a Google Premier Partner, Postmedia Automotive Solutions is accredited to create, manage and optimize using best practices. Add on Dynamic Inventory and showcase what your shoppers are looking for in real time.

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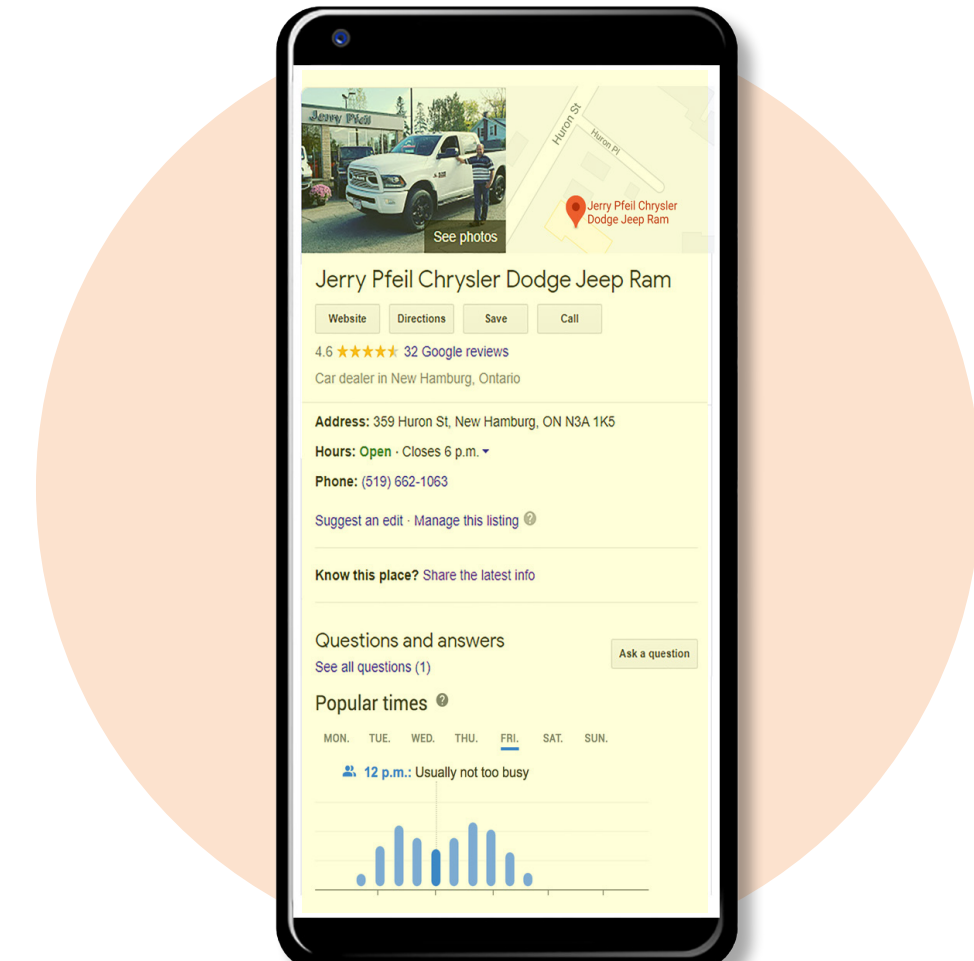
## VIDEO ADVERTISING

Focus on Reach, Clicks &/or Conversions with compelling video advertising on Postmedia Network, YouTube, Facebook and Instagram.



## PRINT

Raise the profile of your dealership, build your brand and sales with effective print advertising in any of our 120+ trusted and award-winning news brands.



## LOCAL SEARCH OPTIMIZATION (LSO)

Protect your reputation and increase visibility by monitoring and managing customer reviews and dealership listings through a single platform ensuring your listings are accurate and consistent.