

3. Dealer Marketing Expenditures by Annual Sales Volume

Dealer Annual Sales Volume	Less than \$500k	\$500k - \$1m	\$1m - \$2m	More than \$2m
Radio	20.3%	27.5%	28.9%	19.2%
TV	4.1%	5.0%	5.3%	15.4%
Cable	4.1%	17.5%	13.2%	25.0%
Newspapers	29.7%	45.0%	50.0%	32.7%
Magazines	18.9%	45.0%	34.2%	19.2%
<i>Yellow Pages</i>	33.8%	67.5%	65.8%	51.9%
Internet Advertising	35.1%	40.0%	39.5%	40.4%
Outdoor (billboards, bus signs)	2.7%	2.5%	5.3%	9.6%
Direct Mail	24.3%	15.0%	23.7%	34.6%
Home Shows	27.0%	37.5%	47.4%	44.2%
Fairs	1.4%	7.5%	0.0%	0.0%
Door Hangers	4.1%	7.5%	2.6%	1.9%
Yard Signs	21.6%	27.5%	23.7%	19.2%
Collateral Materials	28.4%	57.5%	42.1%	51.9%
Web Site Design/Updates	48.6%	57.5%	71.1%	59.6%
Public Relations	32.4%	15.0%	18.4%	25.0%
Sponsorships	23.0%	55.0%	44.7%	42.3%