



JLR Canada

DIGITAL ADS PACKAGES

by TRFFK

Boost your dealership's reach with AI-powered digital marketing from TRFFK. Using data from AutoTrader.ca and the Dealer Breacher platform, TRFFK runs tailored campaigns across search, social media, display, and video. With precise targeting and cost-per-click optimization, your ads connect with qualified buyers at the right moment.

Description	Subscribing Dealer Price per month as of Effective Date
<p>Advertising Solutions across all major Search Engine Platforms:</p> <ul style="list-style-type: none">• Google, Bing and Yahoo.• Display: Fully Managed - VIN Specific or Brand Specific - Display Advertising Solutions, leveraging both Canadian Premium Audience Exchanges as well as the Google Display Network• Video: Fully Managed - Customized Video Advertising Solutions for YouTube through: Pre-roll Advertising, True View Ads and Bumper Ads• Social: Fully Managed - VIN Specific or Variable Brand Specific; Facebook Advertising. Highly personalized Carousel Ads, Lead Ads, Sponsored Mentions or Dynamic Inventory Ads.	<p>Management fee: 17%</p> <p>\$1500 minimum advertising spend</p>

Package	Description	Subscribing Dealer Price per month as of Effective Date
Video Creative Ads	YouTube, Facebook, Dealer Website Creative Video Spots. 6 second Bumper Ads, 15 second and 30 second In-stream Ads.	\$500
Display Creative Package	<p>TRFFK Static Creative package includes:</p> <ul style="list-style-type: none"> Unique graphic design of specific Dealership offer as approved by Client Original design/strategy plus one (1) feedback session Creative QA Integration to all active channels Client is responsible for the creative integration to their website platform <p>The below standard display ads (where applicable) with DocuSign Envelope ID: 74CF6483-0B5B-4058-9EC6-58BEC9974706 Will be created and will be provided to the client</p> <ul style="list-style-type: none"> Large mobile banner (320 x 100) Half page (300 x 600) Large rectangle (336 x 280) Leaderboard (728 x 90) Facebook Image (1200 x 628) Instagram Image (800x800) <p>Client will be provided with the below website assets as required:</p> <ul style="list-style-type: none"> Desktop Website banner Mobile Home Page Banner Desktop Home Page Pop-up Desktop SRP (Search Results Page) Banner Desktop VDP (Vehicle Detail Page) Banner <p>For the above assets, the Client will provide banner dimension sizes for all required formats</p>	\$500
Creative Services - Value	Monthly TRADER-generated slide reflecting dealer selected OEM Offer (Auto-Deployed - Available in both English and French, if applicable) - 1 Slide, 1920x475, 480x660	\$100
Creative Services - Bronze	<ul style="list-style-type: none"> Monthly TRADER-generated slide reflecting dealers selected OEM Offers (Auto-Deployed - Available in both English and French, if applicable) - Set of 3 (1920x475, 480x660, 800x800) Landing Page - Simple Layout (2 images) 	\$200
Creative Services - Silver	<ul style="list-style-type: none"> Monthly TRADER-generated slide reflecting dealers selected OEM Offers (Auto-Deployed - Available in both English and French, if applicable) - Set of 3 (1920x475, 480x660, 800x800) Custom Content Banners (On Request) - Set of 3 (1920x475, 480x660, 800x800) 2 Landing Pages - Simple Layout (2 images) Annual Media Refresh (refresh images on hero, about widget, department title images, i.e. for seasonal changes) 	\$450
Creative Services - Gold	<ul style="list-style-type: none"> Monthly TRADER-generated slide reflecting dealer selected OEM Offer (Auto-Deployed - Available in both English and French, if applicable) - Set of 3 (1920x475, 480x660, 800x800) 2 Custom Content Banners (On Request) - Set of 3 (1920x475, 480x660, 800x800) 2 Landing Pages - Simple Layout (2 images) 1 Custom Landing Page Annual Media Refresh (refresh images on hero, about widget, department title images, i.e. for seasonal changes) 	\$1000