

THE WARD'S REACH GUARANTEE

**Contact us today to test our promise,
a pledge no one else can make.**

For several years, we have guaranteed that *Ward's Dealer Business* delivers the best reach to dealers of any publication in this market.

No other publication has challenged our promise. That's because they can't. *Ward's Dealer Business* reaches every franchised new car dealership in the U.S., and further, we reach the executive in charge of each location by name and title.

We reach every dealership by continually checking our subscriber records against other comprehensive lists of dealerships. If we find a new or relocated dealership not currently receiving *Ward's Dealer Business*, our circulation staff adds the business to our subscriber list and contacts the dealership to obtain a direct request.

We extend the same challenge to your company:

How our guarantee works:

1) Determine the U.S. regions most vital to your marketing efforts (or entire U.S. if you prefer) and request circulation information from *Ward's Dealer Business* and other publications you wish to compare.

2) If *Ward's Dealer Business* has the best reach to franchised new car dealerships in your selected region(s) by personal direct request, run an ad schedule with us.

3) If we cannot demonstrate the best reach to franchised new car dealerships in your selected region(s) by personal direct request, we'll run your ad FREE.

THE INDUSTRY'S BEST REACH... GUARANTEED



THE GUARANTEE AGREEMENT:

I agree to obtain circulation data from all automotive dealer publications I wish to compare. I may select any region(s) in the United States where I focus my marketing efforts. *Ward's Dealer Business* will attempt to prove it reaches the most franchised new car dealers in the selected U.S. region(s). If Ward's proves this, I will run an advertising schedule with *Ward's* within the next 12 months. If not, Ward's will run my ad* free.

(* up to full page, to run once within 6 months of study, no guaranteed position)

Your Signature

Ward's Representative Signature

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