

Boost Your Success with Data-Driven Advertising

Connect with auto shoppers across any screen through data-driven strategies and a full spectrum of advertising capabilities. Confidently maximize your budget and grow your dealership with Spectrum Reach Automotive.

WE OFFER:

- Unrivaled first-party data
- Multiscreen advertising solutions
- Targeting from DMA down to the zip code level
- Auto advertising experts and a dedicated local team
- Creative development from an award-winning in-house creative team
- Placements in secure, brand safe, and fraud free ad environments
- Use of your dealership's first-party data to target your customers at a 1:1 level

Why partner with Spectrum Reach?

Turnkey Provider with No Program Fees

- #1 provider of premium CTV content*
- Free 30-second TV commercial production
- Local in-market experts—personally vested in your dealership's growth
- 100% turnkey with auto-billing (via MarketCenter) & co-op reimbursement submission

We are a MarketCenter partner and DAP eligible.

Source: Nielsen NLTV, Footprint Metered Markets, Live + SD, Q2 2024 (03/28/2024 - 06/26/2024); Nielsen NLTV, Footprint Metered Markets as noted below, Live + SD, Q2 2024 (03/28/2024 - 06/26/2024), P2+.*Footprint defined as Metered Markets within Spectrum Reach Footprint including Austin, Birmingham, Buffalo, Charlotte, Cincinnati, Cleveland, Columbus OH, DFW, Dayton, Greensboro, GSAA, Kansas City, LA, Louisville, Milwaukee, NY, Norfolk, Orlando, Raleigh, San Antonio, St. Louis and Tampa. **Linear analysis excludes Norfolk due to lack of subscription

**WE'RE THE #1
MULTISCREEN VIDEO PARTNER
IN OUR MARKETS**

ACCORDING TO NIELSEN*



To learn more about us,
call us at 1-844-TO-REACH
or visit SpectrumReach.com/stellantis