

Estimated advertising expenses per dealership in 2007

By number of new units sold

By media used	Average of all dealerships	1-149	150-399	400-749	750 or more
Newspapers	\$100,839	\$25,480	\$46,547	\$88,700	\$198,779
Radio	64,094	13,947	29,133	59,224	138,439
TV	66,097	7,699	26,102	68,905	171,742
Direct mail	38,466	6,316	18,788	35,841	85,946
Internet	62,607	11,919	29,226	62,750	134,485
Other	46,242	9,375	19,041	46,460	104,669
Total	\$378,346	\$74,736	\$168,838	\$361,880	\$834,060
Total advertising as a % of total sales	1.13%	1.16%	1.10%	1.07%	1.06%
Total advertising per new vehicle sold	\$610	\$794	\$646	\$538	\$435

Source: NADA Industry Analysis Division