



Dealership Name _____	Dealer Code _____
Contact Name _____	Phone _____
Street Address _____	City, State, ZIP _____
Email _____	

PACKAGES AND PRICING

VW BASIC \$1000/MO	VW PREMIUM \$1,500/MO	VW ENTERPRISE \$2,000/MO
SEARCH	SEARCH	SEARCH
DISPLAY	DISPLAY	DISPLAY
-----	Choose One: SOCIAL VIDEO	SOCIAL
-----	CRM Matching for +\$1,000 Min. Ad Spend Video for +\$1,000 Min. Ad Spend	VIDEO
Minimum Ad Spend \$3,500 Search (Google & Bing) \$1,000 Display ----- \$4,500 Total Min. Ad Spend	Minimum Ad Spend \$3,500 Search (Google & Bing) \$1,000 Display \$1,000 Social ----- \$5,500 Total Min. Ad Spend	Minimum Ad Spend \$3,500 Search (Google & Bing) \$1,000 Display \$1,000 Social \$1,000 Video ----- \$6,500 Total Min. Ad Spend

All fees are monthly unless otherwise listed.

FIXED OPS ADD-ONS | Add to any package for additional fees and ad spend

BASIC \$250/MO	PREMIUM \$500/MO	ENTERPRISE \$500/MO
SEARCH <small>(Add Facebook with an additional \$500 in ad spend)</small>	SEARCH FACEBOOK DISPLAY	SEARCH FACEBOOK DISPLAY VIDEO
Minimum Ad Spend \$1,000 (\$1,500 with Facebook)	Minimum Ad Spend \$2,500	Minimum Ad Spend \$3,500

Add Waze*, where available, to any Fixed Ops Package for an extra \$500 in ad spend

ADD-ONS | Add to any package for additional fees and ad spend

SOCIAL \$500/MO	VIDEO \$500/MO	ZIPDRIVEN \$250/MO
FACEBOOK	PROGRAMMATIC VIDEO	MARKET SHARE ANALYTICS SOLUTION
CRM Matching for +\$1,000 Min. Ad Spend Video for +\$1,000 Min. Ad Spend Minimum Ad Spend \$1,500 with Facebook	Minimum Ad Spend \$1,000	<i>ZipDriven can be purchased as a stand-alone product.</i>



MONTHLY DIGITAL BUDGET

Search \$	_____	Display \$	_____	Fixed Ops \$	_____
Social \$	_____	Video \$	_____	TOTAL	\$ _____

NON-CPO/USED | MONTHLY DIGITAL BUDGET

Search \$	_____	Display \$	_____	Fixed Ops \$	_____
Social \$	_____	Video \$	_____	TOTAL	\$ _____

TOTAL | BUDGET

TOTAL | MANAGEMENT FEES

GRAND TOTAL

AUTHORIZATION

By signing below, you are subscribing for and agreeing to pay for and use the selected products and services per the terms and conditions of the Universal Terms and Conditions and End User License Agreement for the Volkswagen Dealer Digital Program, and other product/service specific additional terms and conditions located online at www.vwdealerdigital.com and incorporated herein by reference. You will receive confirmation of your enrollment from the Program Support Team to the email address you provided above. All items above are subject to acceptance of the End User License Agreements through the Volkswagen Dealer Digital Program, which can be found through www.vwdealerdigital.com. The Volkswagen Dealer Digital Program will respond with appropriate launch date for this product.

Company Name	_____	Signature	_____
Date	_____	Title	_____