



MEDIA VENUE DIGITAL RECOMMENDATION

CLIENT: Honda Marine Dealers
DATE: 4/26/2024
PROJECT: OEM Dealer Opportunity

DIGITAL PROGRAM OPTIONS

GEO-FENCING

Location/Competitor Geo-Fence displays advertisements, through apps or websites, to mobile IP addresses that are captured when entering a geographic location. Geo-Fence advertising is capable of monitoring IP addresses within this location as well as a radius of up to 3 miles around the selected location. Each Geo-Fence campaign can include up to 25 monitored areas. Media Venue’s Geo-Fencing platform also includes “conversion” monitoring. In short, Geo-Fence reporting will include the number of captured IP addresses that visit a “conversion” location such as your “brick and mortar” storefront of business.

Addressable Audience Curation allows us to build a geo-fence campaign around households with a desired target audience. This can consist of age, Household Income, occupation, interests, and behaviors, etc. Mobile IP addresses are matched back to the physical home address list and ads will be served to those connected devices (desktop, mobile and tablet). Up to 10,000 addresses can be targeted for this specific type of Geo-fence campaign.

Targeting: A35+, boating, fishing, HHI \$75k+

SOCIAL PROMOTED POST MANAGEMENT

Social Promoted Post Management is the use of advertisements that are designed to reach existing followers, as well as new consumers that may not be familiar with your business. Ads are targeted to a specific audience, such as location, interests, etc., along with a customized budget and duration. The advertisement will resemble the Facebook page that it is based on. The advertisement will appear with a “Sponsored” label in the top-left corner. Advertisements can include a Call-to-Action. Ads are shown on the Facebook Desktop News Feed, Facebook Mobile News Feed, the Facebook’s right rail, as well as Instagram. Facebook advertising focuses on impressions and clicks. Ideal for promotions, launches, events, building pages likes, and driving web traffic.

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Digital Elements (Choose 1)	Estimated Monthly Impressions	Gross Monthly Budget	# of Monthly Cycles	Total Campaign Budget	Digital Elements Approved
Geo-fence – Location/Competitor	50,000	\$415	3	\$1,245	<input type="checkbox"/>
Geo-fence – Audience Curation	50,000	\$415	3	\$1,245	<input type="checkbox"/>
Social Promoted Post	30,000	\$415	3	\$1,245	<input type="checkbox"/>

OEM Brand Supported:

- Manufacturer A
- Manufacturer B
- Manufacturer C



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DEALER CAMPAIGN DELIVERABLES AND ADDITIONAL SERVICES

Media Venue must receive the following campaign deliverables from the participating dealer before the campaign can be executed.

Campaign Dealer Deliverables:

1. Dealer signed the agreement
2. Dealer logo
3. Facebook Administrative rights to dealer Facebook page *(only for social promoted post tactic)**
4. *Directions will be emailed to the dealer

Dealer Initial

This proposal is good for approximately 30 days. Media Venue reserves the right to review hours performed for services rendered in the description above. Additional assigned performance of service hours more than agreed hours may constitute an additional fee.

Client Signature (Authorized Signature)

Media Venue, Inc.

Date

Date

Termination of this contract by either party must be made in writing at least (45) working days prior to target end date. No exceptions. Media Venue does not guarantee a measured rate of success for any digital advertising campaign this is comprised, approved, and executed on the Client's behalf. Digital campaign budgets vary in size based on several considerations. These may include but are not limited to keyword cost and competition, market size, demographics, inventory, etc. Digital campaigns may take up to 10 days for insertion from customers final approval to the "go live" date but does require a 90-day commitment to fully develop campaign performance. Seasonal campaigns may require a shorter campaign timeframe and will be discussed on a case-by-case basis.

Media Venue provides a free 24-7 portal that details active and archived campaign activity with related progress reporting for SEM, Retargeting and Geofencing. Certain and detailed analytical data may not be available via third party technological abilities and privacy laws. We can however, provide a 90-day written report with analysis of campaign analytics upon request. This also includes a 20-minute consultation session and is \$ 150.00 per campaign and report. If available, report data may be prepared and owned by third-party providers without input or information from Media Venue showing campaign insertion and completion. The information contained in said reports may differ from each platform and Media Venue is not responsible for any error or indifference relative to any third-party report.



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DEALER INFORMATION FORM

Dealer Name:

Honda Dealer #:

Dealer Address:

Dealer Phone #:

Contact Name:

Contact Phone #:

Contact Email:

Advertising Area:

(zips, cities, or radius)

Landing Page

Destination:

For co-op reimbursement, dealer must have a designated Honda Power Dealer Page or Honda product specific landing page.

Honda DSM Name:

CREATIVE APPROVAL:

Dealer will receive final proof of Ansira approved Honda Marine creative tagged with their individual dealership information prior to campaign launch.

Dealer Initial
