

Milea Subaru Marketing Proposal
Dealer Code: 34206
3/10/2017

February

Dealer Web Services Invoice

Paid Search Advertising	\$4,801.43
Display Advertising	\$329.09
URL	\$3.00
Marketing Package MGD Disp	\$399.00
Core Package	\$1,600.00
Management Fee	\$699.00
Creative	\$2,249.00
Website Total	\$10,080.52

Lead Management \$4,365.84

Subaru Loves \$2,000.00

Print Ads \$5,000.00

Monthly Total \$21,446.36

6 Month Total \$128,678.16

6 Month Expected Reimbursement \$83,640.80

6 Month Actual Reimbursement \$52,998.00

Proposed

Dealer Web Services Invoice

Paid Search Advertising	\$10,000.00
Display Advertising	\$500.00
URL	\$3.00
Marketing Package MGD Disp	\$399.00
Core Package	\$1,600.00
Management Fee	\$699.00
Creative	\$2,249.00
Website Total	\$15,450.00

Lead Management \$4,365.84

Subaru Loves \$2,000.00

Print Ads \$5,000.00

Service Digital Ad \$500.00

Monthly Total \$27,315.84

6 Month Total \$163,895.04

6 Month Requested Subaru Reimbursement \$106,531.78