

October-16

FORD ADVERTISING ACCRUAL			
50/50 SPLIT			
COMCAST		\$	12,500.00
CUMULUS		\$	6,000.00
callbright		\$	776.10
E METRO		\$	1,895.00
	{2103}	\$	21,171.10
	7110	50% \$	10,585.55
	7310	50% \$	10,585.55
MITSUBISHI ADVERTISING ACCRUAL			
50/50 SPLIT			
COMCAST		\$	2,296.00
MAILER-MAIN EVENT		\$	26,800.00
BK MAILER		\$	7,830.00
MAILER - 212		\$	24,200.00
	{2103}	\$	61,126.00
	M7110	\$	30,563.00
	M7310	\$	30,563.00
	MIT RDA-	2103 \$	50,250.00
		{M7120} \$	50,250.00
WHOLE STORE ADV			
CITIZEN		\$	1,890.00
	{2103}	\$	1,890.00
	7110	\$	472.50
	7310	\$	472.50
	7730	\$	321.30
	7630	\$	321.30
	7830	\$	302.40
NEW ONLY			
	{2103}	\$	-
	7111	\$	-
SCREEN VISION-QL			
	{2103}	\$	-
	7930	\$	-
INTERNET SPLIT			
7111/7311			
CLASSIFIED VENTURES LLC		\$	7,025.00
EDMUNDS		\$	1,515.88
CARFAX-TO ROME		\$	1,611.00
TRUE CAR		\$	3,291.00
YP		\$	805.00
AUTOTRADER		\$	9,477.42
TARGET MEDIA		\$	2,500.00
KBB		\$	427.42
	{2103}	\$	26,652.72
	7111	50% \$	13,326.36
	7311	50% \$	13,326.36
TOTAL ACCRUAL		\$	60,589.82

August-17
ford pd-coop

FORD ADVERTISING ACCRUAL		
50/50 SPLIT		
Comcast TV		\$ 11,000.00
CITIZEN		\$ 1,089.00
Cumulus radio		\$ 11,500.00
E METRO		\$ 1,928.00
billboard		\$ 416.67
fmc consumer connect mail	100% coop	\$ -
fmc consumer connect	100% coop	\$ 399.00
fmc co-op eligible dealer media	58% coop	\$ -
e metro production		\$ 898.00
mailer		\$ 1,250.00
Bill Pickett Rodeo July/Aug		\$ 2,500
	(2103)	\$ 30,980.67
	7110	50%
	7310	50%
MITSUBISHI ADVERTISING ACCRUAL		
50/50 SPLIT		
	(2103)	\$ -
		\$ -
		\$ -
WHOLE STORE ADV		
	(2103)	\$ -
	7110	\$ -
	7310	\$ -
	7730	\$ -
	7630	\$ -
	7830	\$ -
NEW ONLY		
	(2103)	\$ -
	7111	\$ -
SCREEN VISION-QL		
	(2103)	\$ -
	7930	\$ -
INTERNET SPLIT		
7111/7311		
edmunds		\$ 1,479.00
fmc co-op eligible sem dealer media	100% coop	\$ -
CARFAX-TO ROME		\$ 1,771.00
fmc digital leads		\$ 2,142.00
3d media group consulting		\$ 3,500.00
TRUE CAR	set up on deals	\$ -
Shift agent production		\$ 1,000.00
dominion		\$ 3,222.00
3d media group seo consulting		\$ 2,500.00
Cars.com		\$ 3,725.00
conversica	last mth	\$ -
3d media group net google ad words		\$ 6,859.00
		co op
		2999.2 credits from feb, march, april, may
Total		\$ 25,828.24

total spend \$ 56,808.91

vin velocity+++		
vin velocity 1000		0 cancelled
digital A		799
My Payment		1099
Prime Facebook Retarget		499
Prime Predictive Inventory Ads		699
Integrsated Surcharge Fee		126

conversica 749.80 credit feb/march/april/may

quicklane/ powerstroke coop for June