

# How to Stay in Front of Clients in this Fall's Crowded TV Ad Space

## THE CHALLENGE

Car dealers are typically the largest consumers of local TV ad time. In some battleground markets, a presidential race can soak up a third of local TV advertising time, which can hurt sales.

This year, between July 1 and November 30, car dealers face a triple whammy: the Presidential Election, Back-to-School and the

2016 Summer Olympics. TV space will be even more difficult to come by, which will inhibit dealers' ability to get their message out effectively and maintain their momentum through the critical third- and fourth quarters of the year.

## PRIMETIME COVERAGE 2016



153 Total Days  
July 1–November 3



5 Hours/Day  
6:00 PM – 11:00 PM

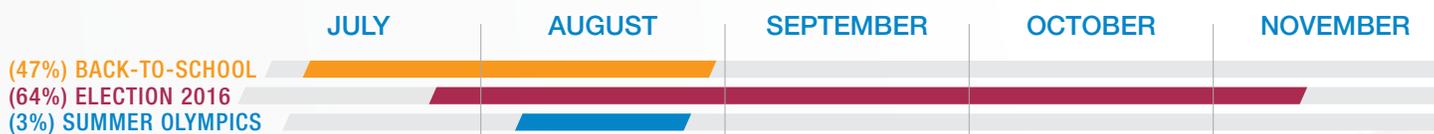


4 Major Networks  
ABC, CBS, NBC, FOX



3,060 Total Hours  
Primetime Programming

## LIMITED PRIMETIME COVERAGE DURING MAJOR EVENTS



*The flood of political commercials on broadcast TV in 2012, which bumped car ads off the air in local markets across the U.S., may have slowed the rise of new auto sales on average by 1 percent in September 2012 and 1.5 percent in October 2012 and could have been three times as much in the most intensely targeted political markets.*

– Bloomberg  
Jan. 8, 2016





# What You Can Do to Maintain Visibility in Your Local Market



## Look at your local TV station contracts

- // You're less likely to get bumped if you have long-term or annual contracts (long-term or annual contracts typically also have lower rates)
- // Avoid news programs as they are prime targeted slots for presidential and Olympic campaigns
- // Weekends are not in high demand with campaigns. Consider slotting in your ads on weekends until the election is over.



## Look at cable channels away from the four major networks

- // Candidates typically purchase network TV spots
- // These cable channels' audiences are typically much more segmented and thus easier to target



Work with your OEM and regional ad agency to know what Tier 1 and Tier 2 advertising will be in place



## Move TV dollars into digital advertising to increase your online visibility and drive more traffic to your website and walk-in traffic to your store

- // With the high number of campaign advertisements, consumers tend to lose focus on commercials during this period.
- // Increasing your online presence drives engagement and helps influence consumers to consider your dealership for the vehicle needs



## Move TV dollars into sporting event sponsorships

Contact your Autotrader Advertising Consultant for more information.

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