

Invoice For

McMahon Pre Owned Supercenter (5172)

Invoice Number: OP#-00183934

Salesperson: Brian Fox Date Created: 4/17/2012

Products

| Product | Description | Quantity | List Price | Total Price |
|-----------------------------------|--|----------|------------|-------------|
| Website - VIN Ala Carte | Monthly fee for VIN Website, includes mobile platform for Blackberry, iphone, ipad and Droid. Choose from one of eight best practice themes with customizable colors, and customizable/movable calls to action. Includes up to 40 pages of content, 5 custom content pages, a 17-20 page service department section and the ability for dealer to customize the look and feel by moving modules around within the site. SEO includes recent customers, In addition to Inventory and Titles. These enhancements add functionality, calls to action and improve SEO. | 1.0 | \$1,299.00 | \$900.00 |
| Data Integration | Data integration with dealer's DMS. Publishes Vehicle Inventory, F&I Deal History and Repair Orders when applicable. | 1.0 | \$99.00 | \$99.00 |
| Inventory Light | Limited inventory gallery, view inventory with ILM | 1.0 | \$0.00 | \$0.00 |
| Email Hosting | Hosting of dealers' email. | 1.0 | \$0.00 | \$0.00 |
| AIS Rebates - Website Integration | Third party vender - website integration. | 1.0 | \$0.00 | \$0.00 |
| VIN Chat | VIN Click to Chat. Robust integration. Reports include Chat History, Agent Performance, Chat Analysis and Chat Placement Performance reports. • Keyword market research analysis • Market Control Dealer SEO Titles • Primary Optimization for three city specific locations • Search Engine Friendly Automotive SEO URLs • Long | 1.0 | \$0.00 | \$0.00 |

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|----------------|--|-----|--------|--------|
| SEO - Advanced | tail SEO • Location Specific Page heading and content optimization • Lead Generating Vehicle Detail Pages • Integrated Content Management • Inventory Specials & Featured Vehicles • Search Engine Optimized Automotive Content • Ability to Add Custom Pages • Dynamic OneClick Inventory Search • Boomerang Coupon Technology • Integrated Vehicle Video's • High Resolutions Pictures (Unique to VinSolutions) • RSS Feeds (Inventory & Specials) • Enhanced XML Sitemaps (Google, Bing & Yahoo!) • Robot.txt file • Google Analytics & VinSolutions Integrated Analytics • Local Listing URL Submission plan • Social Media Plugins • HTML Optimization • Recent Customer community specific pages • Sold Vehicle SEO Pages • Dealer Market SEO wrap • 5 SEO service driven Sub Pages • Page Header Enhancement • Platinum Home Page SEO Enhancements • Dominant City SEO scroll bar | 1.0 | \$0.00 | \$0.00 |
|----------------|--|-----|--------|--------|

| | | | | |
|---|--|-----|------------|------------|
| Website - VIN Ala Carte onetime fee | Onetime fee to create VIN Website. | 1.0 | \$1,299.00 | \$1,299.00 |
| Data Integration - onetime fee | Onetime fee for data integration with dealer's DMS. Publishes Vehicle Inventory, F&I Deal History and Repair Orders when applicable. | 1.0 | \$199.00 | \$199.00 |
| Email Hosting onetime fee | Email hosting for dealer | 1.0 | \$0.00 | \$0.00 |
| Inventory Light onetime fee | Onetime fee for limited inventory gallery, view inventory with ILM | 1.0 | \$0.00 | \$0.00 |
| AIS Rebates - Website integration onetime fee | Onetime fee for AIS Rebates - website integration. | 1.0 | \$0.00 | \$0.00 |
| SEO - Advanced Onetime fee | Onetime to fee to build Advanced SEO (VinSolutions Website only). | 1.0 | \$0.00 | \$0.00 |
| VIN Chat onetime fee | Onetime fee for VIN Click to Chat. | 1.0 | \$0.00 | \$0.00 |
| Credit - AutoTrader Family Discount | Onetime fee AutoTrader Family discount. | 1.0 | \$0.00 | (\$499.00) |

Total: \$1,998.00

Shipping: \$0.00

Invoice Total

Total Due NOW: \$1,998.00

☐ Check By Fax

☐ One Time ACH

☐ One Time Credit Card Authorization

Signature

Date

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CONTRACTS

HASSLES

SERVERS

6405 Metcalf Ave. Suite 400 • Overland Park, KS 66202 • T: 1.800.980.7488 • F: 913.825.6396 • www.vinsolutions.com