

Invoice For

Maita Honda (5586)

Invoice Number: OP#-00214638

Salesperson: Bobby Roberts Date Created: 9/20/2012

Products

Product	Description	Quantity	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
Digital Marketing SEM Package	<ul style="list-style-type: none"> • Monthly Strategy Session with Ad Budget Recommendations • PPC Keyword & Market Research Analysis • Search, Display, Mobile, and Remarketing Campaign Creation • Campaign Management • Bid Management • Keyword & Ad Copy Optimization • Landing Site Technology • Monthly Reporting 	1.0	\$899.00
Data Integration - Enhanced	Data integration with dealer's DMS. When applicable, publishes Vehicle Inventory, F&I Deal History (preload up to 5 years of history), Repair Orders (preload up to 2 years of history), Insert/Update/Search Customer, Insert/Update/Search Service Vehicle, and pushes F&I Deals in real time.	1.0	\$249.00
Inventory Light	Limited inventory gallery, view inventory with ILM	1.0	\$0.00

Our social media experts will work with you to completely control your online social media presence. This includes:

- Gmail Set up account for dealership
- Facebook: Set Up of Fan Page
- Development of Info page Linking with dealership Place page (if set up) Custom profile pic Custom Timeline Image
- Facebook App Set up Set up: Fan Page status updates – minimum 14/week
- Monitoring and reaction to Fan Page Ad set up and management of ads - Ad spend not included Create vanity url Networking with local supporting businesses Posting of positive sentiment reviews from review sites
- Twitter: Set Up of Account Custom background Custom avatar Connecting with your community Connect & link to/from other social media accounts
- Minimum of 14 Tweets /week
- Management of @mentions Keyword conversation management and response within 24 hours
- Competition Monitoring (up to 3) Unsolicited Support through dealer name and keywords
- Additional Twitter accounts can be set up for an additional fee, ie: Service, Community, Body Shop, Sales.
- Pinterest: Set up Customization Create Boards Create Images and Adds linking back to dealer website
- Google+: Set up Google Account Set up Google+ Profile Custom profile pic
- Manage circles Monitoring and reaction to page Connection to YouTube account
- Links posted on profile page to other dealer's social sites
- YouTube: Channel setup Custom background Custom avatar 3 interactions/week with users
- Connection to Google+, Twitter and Facebook Full networking with local community channels
- Target customers using keywords and demographics
- About.me Set up & customization Custom Graphics
- Connection to all SM sites
- Foursquare: Set up Claim your listing Create deals Track Analysis of and respond to reviews
- Blog: Blog creation RSS Feed from OEM
- Posting to social media accounts Online Reputation Management Track mentions of dealership on social channels
- Track analysis of reviews Respond to reviews & Notify Dealership of Reviews Correct inaccurate statement(s) about dealership

Digital Marketing VinSocial
Maximum

1.0

\$799.00

	<p>Klout: Set Up Manage K+ adds Additional Social Media Site Set up: Secondary and Up & Coming Social Sites Seo/SEM Optimized Context Descriptors included in Social Site Set up & Content Posted Link relevancy connecting SM account increasing SEO Weekly Reach Out Phone calls/ Email from VinSocial Specialist Full Reports Available Weekly/Monthly/Custom</p>		
Email Hosting	Hosting of dealers' email.	1.0	\$0.00
AIS Rebates - Website Integration	Third party vender - website integration.	1.0	\$0.00
VIN Chat	<p>VIN Click to Chat. Robust integration. Reports include Chat History, Agent Performance, Chat Analysis and Chat Placement Performance reports.</p> <ul style="list-style-type: none"> • Keyword market research analysis • • Market Control Dealer SEO Titles • • Primary Optimization for three city specific locations • • Search Engine Friendly Automotive SEO URLs • • Long 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
SEO - Advanced		1.0	\$0.00
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Website - VIN Ala Carte onetime fee	Onetime fee to create VIN Website.	1.0	\$1,299.00
Digital Marketing SEM Package Onetime Fee	Onetime fee for establishing dealer's Search Engine Marketing.	1.0	\$899.00
Digital Marketing VinSocial	Onetime fee to establish VinSocial		

Maximum Onetime Fee	Maximum which includes over 50 different social media sites.	1.0	\$799.00
Data Integration - Enhanced onetime fee	Onetime fee for data integration with dealer's DMS. When applicable, publishes Vehicle Inventory, F&I Deal History (preload up to 5 years of history), Repair Orders (preload up to 2 years of history), Insert/Update/Search Customer, Insert/Update/Search Service Vehicle, and pushes F&I Deals in real time.	1.0	\$499.00
Email Hosting onetime fee	Email hosting for dealer	1.0	\$0.00
SEO - Advanced Onetime fee	Onetime to fee to build Advanced SEO (VinSolutions Website only).	1.0	\$0.00
VIN Chat onetime fee	Onetime fee for VIN Click to Chat.	1.0	\$0.00
Inventory Light onetime fee	Onetime fee for limited inventory gallery, view inventory with ILM	1.0	\$0.00
AIS Rebates - Website integration onetime fee	Onetime fee for AIS Rebates - website integration.	1.0	\$0.00
Credit - AutoTrader Family Discount	Onetime fee AutoTrader Family discount.	1.0	(\$1,496.00)

Products/One Time: \$2,000.00
Monthly Recurring: \$3,246.00
One Time Shipping: \$0.00

Total Due Now: \$5,246.00

☐ Check By Fax

☐ One Time ACH

☐ One Time Credit Card Authorization

Signature

Date

Copyright VinSolutions.

CONTRACTS

HASSLES

SERVICES

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

VinSolutions
6405 Metcalf Ave Suite 400
Overland Park, KS 66202
(P) 913-825-6300
(F) 617-904-1618

Payment Authorization

The undersigned customer hereby authorizes VinSolutions, LLC to charge said account on our behalf. If selecting the Check by Fax option, we authorize VinSolutions to submit all pertinent information from this check to our bank for payment as check, and we understand that we are not required to submit the check to VinSolutions.

ONE TIME AUTHORIZATION

ACCOUNT HOLDER INFORMATION			
Account Owners Name:		VinSolutions Account Number: 5586	
Address Line 1:		Phone Number:	
Address Line 2:		Fax Number:	
City:	State:	Zip:	Email:
Opportunity ID: OP#-00214638		Dollar Amount: \$5,246.00	

Credit Card Payment

CREDIT CARD INFORMATION	
Cardholder Name:	Visa Mastercard AmEx - Please circle one
Card Number:	Expiration Date:

Check by Fax

CHECK BY FAX INFORMATION (ACTUAL CHECK MUST ACCOMPANY THIS FORM) DO NOT MAIL	
Bank Name:	Bank Phone:
Name on Bank Acct:	Check Number:
Bank Routing Number:	Checking Account Number:

ACH (Electronic Debit)

ACH (ELECTRONIC DEBIT) (VOIDED CHECK MUST ACCOMPANY THIS FORM)	
Bank Name:	Bank Phone:
Name on Bank Acct:	
Bank Routing Number:	
Checking Account Number:	

ACKNOWLEDGEMENT

Authorized Name:	Title:
Authorized Signature:	Date: