



DEALER ADVERTISING  
CO-OP PROGRAM

# Required Claim Documentation Guide

# Overview

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# Definitions

- **Agency Fee** – A fee that ad agencies charge for time spent managing an account, creating advertisements, booking media and buying in services, such as photography, video production or market research. They may also charge a handling fee, or markup, on the cost of services they buy in.
- **ANA Statement** – The ANA statement will note the total cost for the script and include the invoice number and/or date to confirm the costs. This must be verified by the station official's signature.
- **Consumer Experience Movement (CEM)** – Co-created with US Ford Store Owners and Ford Motor Company, the initial program focused on leadership and team development and has evolved to include a focus on customer-facing employees, which includes customer experience insights, tools and training they need to provide a consistently excellent and memorable customer experience. *\*See EFC 07057 available in Ford Co-op Program Website's Resource Center.*
- **Computer Graphic Imagery Inventory** – The use of CGI services for inventory listings.
- **Cost Per Click (CPC or PPC)** – When an advertiser pays a cost to a publisher for every click on an ad.
- **Digital Retailing Tool (DRT)** – Digital Retailing is the process of allowing customers to interact with your website during various stages of the car buying process. There are specific touchpoints (tools) that enable them to find the information they need and ultimately make a purchase.

# Definitions

- **Ford Personal Protective Equipment (PPE)** – Due to the COVID-19 outbreak, PPE in the form of face masks/shields, gloves, hand sanitizer, surface disinfectant, and scanning thermometers have been deemed an eligible expense to claim under the Ford Co-op Program.
- **Ford Toolbox** – The Ford Dealer Toolbox is an online, comprehensive resource for compliant marketing and advertising materials, available to all dealers and their ad agencies.
- **Itemized Invoice** – Invoice that lists each charge as its own line item and cost. Invoice charges must be itemized by media type, package, brand, run date when applicable.
- **Lead Generator** – A tool that facilitates the process of attracting and converting prospects into someone who has indicated interest in your dealership's product or service.
- **Live Screenshot** – A "live" screenshot is a screen capture of the placed ad as it appears to the consumer. The screen capture must show the ad placed, the web page on which it was placed, and the URL of that web page.
  - Email Blast live screenshots must show the sender, recipient, date, and full content of email.
- **Missing Document (MD)** – Status in which Ford Co-op Program HQ places Claims when they do not contain all the required documentation for that media type.

# Definitions

- **Management Fee** – A fee paid to a person or company for managing a part of the dealership's advertising on their behalf.
- **Notary Stamp** – A notarized document is a document that has been certified by a notary public. The notary public is an official who verifies the identities of everybody signing the document, witnesses the signatures, and marks the document with a stamp or seal.
- **Production** – A fee that is paid to an agency or a production manager that oversees how advertisements are placed in websites, television ads, or newspapers.
- **Wi-Fi Marketing** – Retailers provide wireless internet access to shoppers and then use that as a channel to communicate messages and promotions.

# Eligible Media Types

*\*Click the Media Type to be taken to that section*

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# *Ineligible* Media Types

- Agency/Admin/Mgmt Fees (Traditional Media)
- Alliances
- Sponsorships
- Events
- Barter & Trade Credits
- Cinema
- Circulars
- 3rd Party Dealer Websites
- Lead Generators
- Digital Production
- Ford Toolbox Materials other than POS
- Inventory Placement Fees
- Magazines
- Non-FordDirect CRM
- Outdoor and Transit
- Production Costs other than Printing
- Stand-Alone Mailing List Acquisition Fees
- Vehicle Wraps
- Window Stickers
- Yellow Pages

*\*Not a comprehensive list*

# Documentation Submission Process

## ***NEW SUBMISSION***

- From the homepage, select 'Submit a Claim'
- Select the Media Type
- Read disclaimer and agree to rules
- Ensure reply address and additional contacts to be notified regarding this claim are correct
- Complete remaining claim fields
  - Media Source (who ran the ad)
  - Start and End Dates
  - Ad Cost
- Upload Documentation
  - Ensure a file has been submitted for each dropdown option
- Select 'Submit Application'
- Review balance and select Complete Claim Submission

## ***MISSING DOCUMENT SUBMISSION***

- From the homepage, select "Submit Missing Documents"
- Choose the Ad ID for which you are submitting additional documentation and select 'Upload'
- Select the applicable documentation type under the 'Document' dropdown and upload your file
- Select the files from your computer to attach
- Select 'Submit'



# Agency Fees

## Required Documents

- Itemized Invoice
- Required claim docs for associated Media Type
  - ie. Agency Fee for Search Engine Marketing must also include keyword list in excel file with cost per keyword and final keyword URL

## Best Practices

- [Agency Fee Job Aid](#)
- **MUST** be submitted as a separate claim from its corresponding media type
  - ie. Claim for Internet Banner Agency Fees must be submitted separately from the claim for the actual Internet Banner charges

# Agency Fees – *Compliant Docs*

ClickHere DIGITAL	
9255 INTERLINE AVE BATON ROUGE LA 70809 225.383.0333 FAX: 429.740.8137	
<b>BILL TO</b> Ford [REDACTED] ATTN: ACCTS PAYABLE [REDACTED]	<b>INVOICE #</b> 30909 <b>DATE</b> 04/01/2020 <b>DUE DATE</b> 04/01/2020 <b>TERMS</b> Due on receipt
<b>REFERENCE</b> April 2020	
DESCRIPTION	AMOUNT
GOOGLE/YAHOO/BING Media Buy (NEW)	1,835.00
Management Services for GOOGLE/YAHOO/BING Campaign	367.00
FACEBOOK Media Buy	2,000.00
Management Services For FACEBOOK Campaign	400.00
Website Optimization Package	1,799.00
Client Reporting Portal (Includes Kenshoo License w/ Phone & Lead Tracking)	199.00
Please call (225) 383-0333 or email Accounting@ClickHereDigital.com with questions regarding your invoice.	<b>PAYMENT</b> 6,600.00 <b>BALANCE DUE</b> <b>\$0.00</b>

*Agency Fee (“Management Services”) is specified for respective media types*

*In order for the Management Service charges to be approved, Dealer would also need to submit all supporting docs for SEM and Facebook*

# Agency Fees – *Non-Compliant Docs*

<b>C-4 Analytics</b>		C-4 Analytics, LLC. 701 Edgewater Drive Ste 400 Wakefield, MA 01880 617-250-8888	
BILL TO: [Redacted] Ford		DATE	INVOICE #
		2/10/2020	
TERMS: Due on receipt			
SERVICE		AMOUNT	
[Redacted] Ford Management Fee for the month of January  Management Fee		\$3,000.00	
Reported ad spend does not include any third party agency commission.			
TOTAL		\$3,000.00	

*Associated costs are undefined charges ("FixedOps Spend", "Search Engine Alignment Tech")*

*Agency Fee is not tied to a specific media type*

PureCars Technologies, LLC Peachtree St NE 100 Atlanta, GA 30309 @purecars.com 404-7873 opt. 3	Date 3/31/2020 Invoice # 744877 Terms Due on receipt Due Date 3/31/2020 Currency US Dollar			
Bill To [Redacted] Ford [Redacted] Ave. United States				
<b>Mar 2020 Service Invoice</b>				
Quantity	Item	Description	Dealer Name	Amount
263.34	FixedOps Spend	SmartAdvertising Spend	[Redacted] Ford	263.34
282.45	Display Spend	SmartAdvertising Spend	[Redacted] Ford	282.45
3,238.31	Search Spend	SmartAdvertising Spend	[Redacted] Ford	3,238.31
1	Data Management Fee	Data Management Fee	[Redacted] Ford	57.00
1	PureCars SEAT	Next Gen Search Engine Alignment Tech	[Redacted] Ford	700.00
1	SmartAdvertising Bundle	Bundle Fee includes Search, Display/Retargeting, Social, Video, Fixed Ops	[Redacted] Ford	2,250.00
<b>Total</b>				<b>\$6,791.10</b>

# AutoAlert

## Required Documents

- AutoAlert Ford Co-op Statement

## Best Practices

- Dealer Statement is not an acceptable invoice

# AutoAlert – *Compliant Docs*

FORD CO-OP STATEMENT		
THIS IS NOT AN INVOICE. DO NOT PAY		
Billing Period 3/1/2020-3/31/2020	Statement Date 3/1/2020	
Ford [Redacted] United States Customer Number [Redacted]	Ford [Redacted] United States Customer Number [Redacted]	
INV194968		
	QUANTITY	AMOUNT
AlertMiner - Data Mining and Opportunity Generation		
AlertMiner In-Market Insights		
AlertOptics		
AutoAlert Academy		
Credit Pre-Approvals		
Data Access Fee		
One to One Digital Marketing		
Service Lead Management		
<b>National Program Software Package</b>	1	3849.48
On-site Performance Management	1	
AUTOALERT NATIONAL PROGRAM	1	USD \$3849.48
SALES TAX		USD \$0.00
<b>TOTAL AMOUNT INVOICED</b>		<b>USD \$3849.48</b>
<b>PAYMENT INFORMATION:</b>		<b>DO NOT PAY</b>

*AutoAlert Ford Co-op Statement  
is the only eligible invoice*

# AutoAlert – *Non-Compliant Docs*

Ford FORD MOTOR COMPANY		TYPE OF DOCUMENT	LOC.	CUSTOMER NO.	DATE	DOCUMENT NO.
		MISCELLANEOUS INVOICE/CREDIT MEMO	94	[REDACTED]	05-22-20	770471
		QUANTITY	UNIT PRICE	AMOUNT	TAXES	
17554 AUTOALERT PROGRAM/SERVICE ORIGINATED BY RETAILOPS ***** INQUIRY CONTACT: AUTOALERT 114 W 11TH STREET KANSAS CITY, MO 64105 MEG STAPLETON TELEPHONE (913) 766-0044 ***** DEPT: NONE AUTHORIZED BY: [REDACTED] -CHARGES/SERVICES/MATERIALS FOR CUSTOMER 06658- AUTOALERT PROGRAM COST AUTOALERT NATIONAL PROG MONTHLY INVOICE 04-2020				2,693.50		
TOTALS				2,693.50		.00
		TOTAL AMOUNT DUE		2,693.50		

PLEASE ADDRESS INQUIRIES TO:  
SEE INQUIRY CONTACT BOX ABOVE

PAGE NO. 1 OF 1

CUSTOMER NO. [REDACTED]

TO: [REDACTED] FORD INC

1 CUSTOMER COPY

CONT JULY 87 FP 8420 V

*Dealer Statement is not accepted as invoice as it does not show AutoAlert package(s) purchased by brand*

# Call Tracking

## Required Documents

- Itemized Invoice
- Inbound Call Tracking Metrics

## Best Practices

- Call handling and call training are ineligible expenses
- If call Tracking Metrics are not on invoice, they must show dealership name and metrics timeframe

# Call Tracking – *Compliant Docs*

**MAG - [REDACTED] Ford**  
Invoice: 2004JTI  
Billing period: Mar 2020  
Payment due: 04/16/20

**Total Call Tracking Invoice Amount: USD \$2,344.00**

**CARWARS**  
OWN THE PHONE

Call Box  
6060 North Central Expressway  
Suite 101  
Dallas, TX 75206

Phone: 1-800-256-3159  
Email: bill-pay@callbox.com

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- \$1,849 inclusive monthly package price
- 50,000 minutes included in package
- 7.18 ¢ per overage minute

■ ■ ■ ■ Total minutes: 309 (included)  
■ ■ ■ ■ Tracking lines: 33 active lines (included)

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Added Services Total: \$495.00  
MAG - [REDACTED] Turbo - Car Wars Turbo - Stand alone

*Invoice that also contains  
Inbound Call Tracking Metrics  
is acceptable*





# Call Tracking – *Non-Compliant Docs*

Twilio, Inc.  
375 Beale Street, Suite 300  
San Francisco, CA 94105  
Contact [help@twilio.com](mailto:help@twilio.com)  
Tax ID 26-2574840



## RECEIPT

 Ford



Date 01 January - 31 January, 2020  
Account SID AC9ca17dfb127ad65d37411542a272eec7

Date	Description	Payment Method	Amount
30 January, 2020	API Services	Paypal	\$12.24
<b>Total Paid</b>			<b>\$12.24</b>

*Invoice does not specify a Call Tracking service - "API Services" is too vague*

# Chat and Text Website Tools

## Required Documents

- Itemized Invoice
- Live screenshot of FordDirect website showing FordDirect Copyright

## Best Practices

- Live screenshot of FordDirect website showing FordDirect Copyright needs to show site identifiers (URL at top, website header showing dealership name, etc)

# Chat and Text Website Tools – *Compliant Docs*

The image shows a screenshot of a Ford website with a department hours table and an invoice. A red arrow points to the copyright notice.

Day	Hours
Tuesday	8:00 am - 7:00 pm
Wednesday	8:00 am - 7:00 pm
Thursday	8:00 am - 7:00 pm
<b>Friday</b>	<b>8:00 am - 6:00 pm</b>
Saturday	8:00 am - 5:00 pm
Sunday	Closed

[See All Department Hours](#)

Copyright © 2020 FordDirect

Stream Companies LLC  
400 Lapp Road  
Malvern, PA 19355

Invoice #204  
5/1/2020

Quantity	Item	Rate	Amount
1	[Redacted] Ford 4/20 Chat and Text Website Tool		\$750.00

Subtotal Tax	\$750.00
Total (0%)	\$ 0.00
<b>Total</b>	<b>\$750.00</b>

# Chat and Text Website Tools – *Non-Compliant Docs*



*Screenshot of website does not show FordDirect copyright*

# Computer Graphic Imagery (CGI) Inventory

## Required Documents


- Itemized Invoice

## Best Practices

- Invoice needs to state “Computer Graphic Imagery”, “CGI”, or a very similar variation

# Computer Graphic Imagery – *Compliant Docs*

Tru Images Inc  
951 Panorama Trail South  
Rochester, NY 14625  
(800) 936-2109  
customerservice@truimagesauto.com



**INVOICE**


**BILL TO**  
[Redacted]  
United States

INVOICE # 7398  
DATE 04/30/2020  
DUE DATE 05/15/2020  
TERMS Net 15

DATE	ACCOUNT SUMMARY	AMOUNT
03/31/2020	Balance Forward	898.00
	Other payments and credits after 03/31/2020 through 04/29/2020	0.00
04/30/2020	Other invoices from this date	0.00
	New charges (details below)	449.00
	Total Amount Due	1,347.00

DESCRIPTION	QTY	RATE	AMOUNT
Tru Images Service Monthly Subscription - Computer Graphic Imagery Inventory	1	449.00	449.00

TOTAL OF NEW CHARGES 449.00  
BALANCE DUE **USD 1,347.00**



**Smart & Adaptive Auto Online Marketing Resource.**  
Give us the 80% so you can focus on the 20%.

**INVOICE**

**TO:**  
[Redacted]

INVOICE NUMBER 05312020 - 37  
INVOICE DATE June 1, 2020


QUANTITY	DESCRIPTION	AMOUNT	AMOUNT
1	Computer Graphic Imagery  Month of May 2020	2,500.00	2,500.00

THANK YOU!!

SUBTOTAL	2,500.00
*SALES TAX 6.60%	
<b>TOTAL</b>	<b>\$2,500.00</b>

*CGI charge clearly stated and itemized*

# Computer Graphic Imagery – *Non-Compliant Docs*

 **QuickPicAuto**  
334 E Farrel Rd Ste E  
Lafayette, Louisiana 70508  
(337) 789-0377

**INVOICE**

Invoice #	022520BWF
Date	2/25/2020
Rep. Name	[REDACTED]
P.O. #	

Bill To: [REDACTED] Ford  
[REDACTED]

SUMMARY OF CHARGES				
CODE	DESCRIPTION	QTY.	AMOUNT	TOTAL
	<i>NEW CAR SERVICES</i>			
NVS13	13+ Pics Upload Export	7	\$ 9.95	\$ 69.65
	<i>PRE-OWNED CAR SERVICES</i>			
UVS-27	27+ Pics Upload WS BG Export	6	\$ 19.95	\$ 119.70
			<b>TOTAL</b>	<b>\$ 189.35</b>

Notes

Approved By:

Make all checks payable to: **QuickPicAuto**

*CGI charge not clearly stated*

# Consumer Experience Movement (CEM)

## Required Documents

- Itemized Invoice

## Best Practices

- CEM Enrollment charge is eligible



# CEM – *Compliant Docs*

BP0006CO	FORD CUSTOMER SERVICE DIVISION	RUN DATE: 01/23/2020		
	MISCELLANEOUS INVOICE/CREDIT MEMO	PAGE: 1 OF 1		
CUSTOMER: [REDACTED]	LOC NO: 17	INVOICE DATE: 01/23/2020		
		DOCUMENT NO: 788200		
16966 CONSUMER EXPERIENCE MOVEMENT PROGRAM/SERVICE ORIGINATED BY MS&S *****				
INQUIRY CONTACT: CEM PROGRAM HEADQUARTERS THE OCTAGON, MIDDLESBOROUGH COLCHESTER, ESSEX CO1 1TG, UK FORD CEM HELPDESK TELEPHONE (001) 855-8864 *****				
DEPT: NONE	AUTHORIZED BY: CEMProg 1o12			
-CHARGES/SERVICES/MATERIALS FOR JANUARY 2020-				
DESCRIPTION	QUANTITY	UNIT PRICE	EXT AMOUNT	TAXES
-----	-----	-----	-----	-----
CONSUMER EXPERIENCE MOVEMENT - ENROLLMENT				
	1	958.33	958.33	

*Invoice itemizes CEM charge*

# CEM – *Non-Compliant Docs*

Podium Corporation, Inc.  
1650 W Digital Drive  
Lehi, UT 84043  
Tax ID: 47-1369982

**Market Masters Media**  
[Redacted]

PAID

Payment Term: Due Upon Receipt  
Due Date: 04/01/2019  
Amount Due: \$ 0.00 USD

Name	Service Name	Service Period	Quantity	Unit Cost	Tax	Sub Total
Market Master - [Redacted] KOA	Podium Platform (Partners)	04/01/2019-04/30/2019	1	\$ 360.00	\$ 0.00	\$ 360.00
Market Masters [Redacted] Ford	Podium Platform (Partners)	04/01/2019-04/30/2019	1	\$ 360.00	\$ 0.00	\$ 360.00
Market Masters - [Redacted] Ford	Podium Platform (Partners)	04/01/2019-04/30/2019	1	\$ 320.00	\$ 0.00	\$ 320.00
Market Masters - [Redacted] Ford	Podium Platform (Partners) – Proration	03/11/2019-03/31/2019	1	\$ 320.00	\$ 0.00	\$ 216.77

*Invoice does not specify CEM charge  
– “Podium Platform” is too vague*

# Digital Retailing Tools (DRT)

## Required Documents

- Itemized Invoice
- Live screenshot of tool on website

## Best Practices

- Invoice must clearly state “Digital Retailing Tool”, “DRT”, or a very similar variation
- Live screenshot of tool on website needs to show site identifiers (URL at top, website header showing dealership name, etc)

# DRT – *Compliant Docs*

**DEALER.COM**

Make checks payable to:  
 Dealer Dot Com  
 PO Box 936711  
 Atlanta, GA 31193-6711 USA

Invoice date: 09/17/2019  
 Due Date: 9/30/2019  
 Account Number: [Redacted]  
 Invoice Number: INV00408704  
 Invoice Amount: \$399.00

ACH Payment Option:  
 Account Number: 4498241322 Routing Number: 121000248

Payment Portal Option:  
 Please call to enroll (877) 327-8422, x1103

For billing questions please contact us:  
 Billing@Dealer.com (877) 327-8422, x1103

*Please print account number on your check and return with the top portion of invoice*

---

Account Balance: \$798.00    Last Payment Received: 8/6/2019    Billing Contact: Cathy Taylor    E-Mail: markc@crestag.com

Delivery Location: Crest Ford Flat Rock, Inc.    Service Account: crestflatrockfordfd    City/St: Flat Rock, MI

Service start	Service end	Item description	QTY	Unit	Unit Price	Discount	Promo	Sales Tax	Net Amt
09/01/19	09/30/19	Digital Retailing	1	MO	\$399.00	\$0.00	\$0.00	\$0.00	\$399.00
<i>Sub-Total</i>									<i>\$0.00</i>
<b>Total Current Charges:</b>									<b>\$399.00</b>
<b>Payment Terms:</b>									<b>EOM</b>

*Invoices specify DRT charges and are billed to Ford stores*

**TrueCar** **INVOICE SUMMARY**

TrueCar Accounts Receivable  
 1401 Ocean Avenue  
 Suite 300  
 Santa Monica, CA 90401

Invoice Number: 26377  
 Invoice Date: 31-Mar-20  
 Amount Due: \$1,278.00  
 Make: Ford

To: [Redacted]

Invoice Period	Description	Fee
3/1/20 -3/31/20	Monthly Subscription - CORE	Digital Retaili \$ 1,278.00
<b>Total</b>		<b>\$ 1,278.00</b>

From: Roads DEPT PASAD 628-400-4132

**Bill To** [Redacted]

**Terms** Due on receipt  
**Due Date** 06/01/2020  
**Amount Due (USD)** \$ 995.00

Item / Description	Amount
<b>Express Storefront (Digital Retailing Platform)</b>	995.00
For any prorated partial month and the first three calendar months of your contract with Roadster, we are reducing the monthly subscription fee for Express Storefront to \$995. Invoice Period: 06/01/2020 through 06/30/2020.	
<b>Amount Due (USD)</b>	<b>\$ 995.00</b>

# DRT – *Compliant Docs*

**TRUECar** New Used Sell or Trade | [redacted]

**2020 Ford Explorer**  
ST 4WD

Hi [redacted], here are your top Explorer offers with TruePrice from 3 local dealers — private to you.  
[Explanation of Terms](#)

[redacted] Internet Sales Manager

See your offers on 23 Explorers in-stock at Norris Ford of Dundalk.

Explorers **23 Offers**

See Explorer Offers

**2020 Ford Explorer**  
ST 4WD  
Your TruePrice **\$59,827** MSRP: \$60,235

**2020 Ford Explorer**  
ST 4WD  
Your TruePrice **\$59,268** MSRP: \$59,640

Screenshots of tool on website show the tool and a website identifier (header, URL, etc)

HOME SPECIALS NEW INVENTORY CERTIFIED PRE-OWNED VEHICLES USED INVENTORY RENT A VEHICLE FROM US MORE SIGN IN

DEalership PHOTOS MANUFACTURER PHOTOS VIDEOS

[redacted] Ford

**CASH**  
**\$33,470**

**FINANCE**  
**\$574/MO**

**LEASE**  
**\$307/MO**

**SPECIFICATIONS**

PRICING INFORMATION

MSRP \$49,570

[redacted] Ford-Price \$41,720

F-Series Retail Customer Cash<sup>1</sup> -\$3,250  
Expire Date .01/02/2020

Retail Trade-In Assistance Bonus Cash<sup>2</sup> -\$2,000  
Expire Date .11/13/2019

Select Inventory Retail Customer Cash<sup>3</sup> -\$750  
Expire Date .01/02/2020

Bonus Customer Cash<sup>4</sup> -\$750  
Expire Date .01/02/2020

Ford Credit Retail Bonus Customer Cash<sup>5</sup> -\$750  
Expire Date .01/02/2020

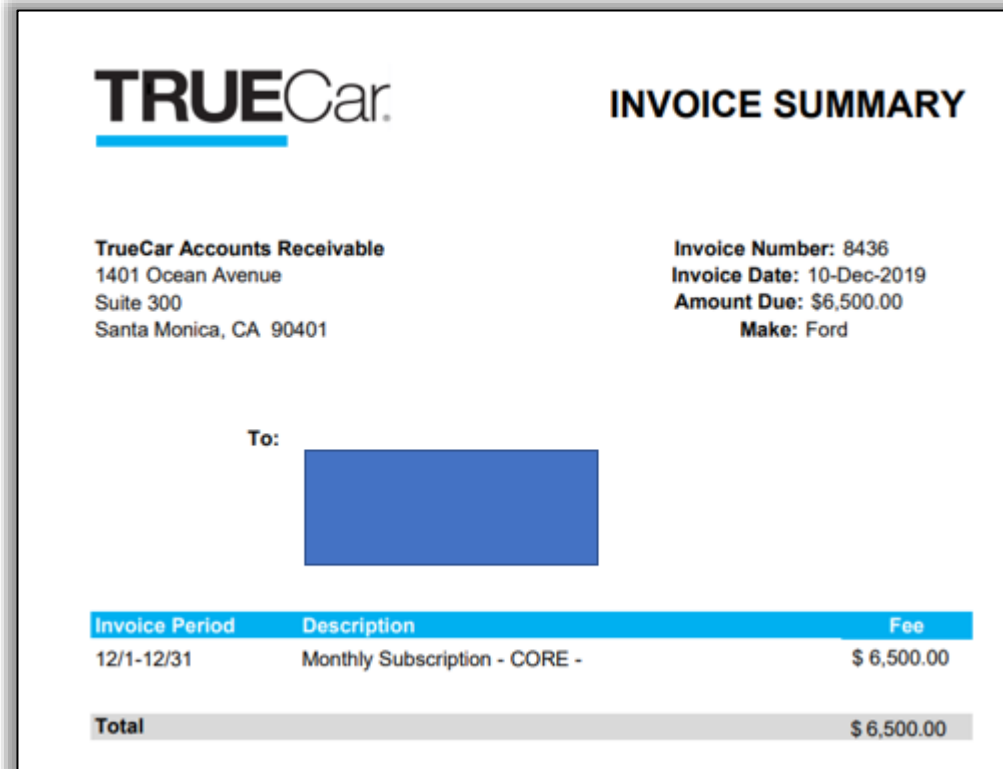
Retail Bonus Customer Cash<sup>6</sup> -\$750  
Expire Date .01/02/2020

[redacted] Value Price **\$33,470**

Savings **\$16,100**

1 of 63

# DRT – *Non-Compliant Docs*



**TRUECar.**

**INVOICE SUMMARY**

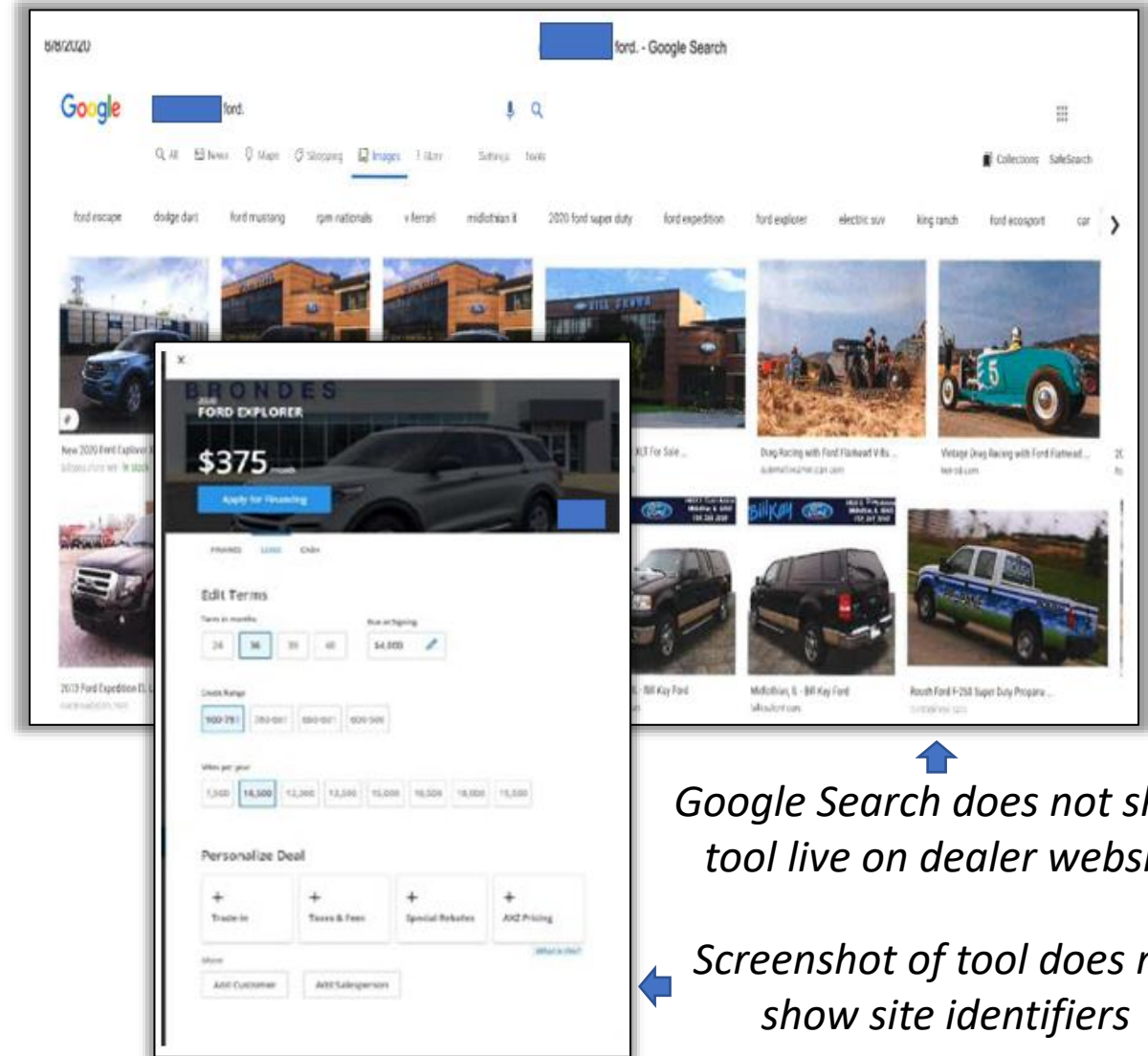
**TrueCar Accounts Receivable**  
1401 Ocean Avenue  
Suite 300  
Santa Monica, CA 90401

**Invoice Number:** 8436  
**Invoice Date:** 10-Dec-2019  
**Amount Due:** \$6,500.00  
**Make:** Ford

To: [Redacted]

Invoice Period	Description	Fee
12/1-12/31	Monthly Subscription - CORE -	\$ 6,500.00
<b>Total</b>		<b>\$ 6,500.00</b>

*Invoice does not clearly state DRT charge. "Monthly Subscription-Core" is too vague*



5/8/2020 [Redacted] ford - Google Search

Google [Redacted] ford

Images 1 filter Settings Tools

ford escape dodge dart ford mustang gm nationals ferrari midtown ii 2020 ford super duty ford expedition ford explorer electric suv king ranch ford ecosport car

BRONDES  
2019 FORD EXPLORER  
\$375  
Apply for financing

FINANCE LEASE OWN

Edit Terms

Term in months: 24 36 48 60 \$4,800

Down Payment: 100 25 50 75

Value per year: 1,500 18,000 12,000 13,000 15,000 16,000 18,000 19,000

Personalize Deal

Trade In Taxes & Fees Special Rebates MSRP Pricing

Show Add Customer Add Salesperson

↑  
*Google Search does not show tool live on dealer website*

←  
*Screenshot of tool does not show site identifiers*



# Direct Mail

## Required Documents

- Itemized Invoice
- Postage Receipt
- Scan of Mailer

## Best Practices

- Invoice must itemize postage and printing
- Mailer must show recipient (cannot be sample creative)
- Mailer must show all sides of mailer (front/back, top/bottom)
- Postage receipt dates/quantities/costs must match invoice
- Distribution lists, design, and other non-printing production charges are ineligible

# Direct Mail – *Compliant Docs*

**JMG Marketing**  
2589 N Hamline Ave Ste D  
Roseville MN 55113 US  
651-340-4686

**INVOICE**

**JMG** Marketing  
JMG and Dealer121 have teamed up to form JMG Marketing - Your intelligent direct response solutions partner!

**BILL TO**  
[Redacted]

**Invoice #** 4390  
**Invoice Date** 03/01/20  
**Amount Due** \$3,392.57

**Due Date**  
03/01/2020

Item	Description	Quantity	Amount
Direct Mail	March Postcard - Print	4,655	\$2,510.65
Direct Mail	March Postcard - Postage	4,655	\$881.92

**Total:** 3,392.57  
**Payments:** \$0.00  
**Amount Due:** 3,392.57

Forensic Data Group, LLC  
1000 Southern Blvd  
West Palm Beach, FL 33405

**Phone #** 561-804-9424  
**Fax #** 888-334-6215

**Client Work Authorization & Final Invoice**

**Invoice #** TBFO.D.0197 (2)  
**Date** 2/21/20

**Bill to :**  
[Redacted]

Drop Date	Quantity	Description	Unit Price	Amount
2/21/2020	5,011	Direct Mail - Drop 2	\$0.733	\$3,672.07
2/21/2020	5,011	Standard Postage	\$0.257	\$1,288.82

**In order for your mail to drop you MUST Sign and fax this Work Authorization with a check to 888-334-6215**




**Subtotal** \$4,960.89  
**Sales Tax (7.0%)** \$347.26  
**Total** \$5,308.15  
**Balance Due** \$5,308.15

*Invoices itemize postage costs from printing costs*



# Direct Mail – *Compliant Docs*

*Mailing Date, Mailing Quantity, and Cost must match invoice*

United States Postal Service				Processed By: SS1 on 02/21/20 02:15:31 PM	
Postage Statement—USPS Marketing Mail					
Transaction Number: 02005213153111 M1		CAPS / GPS Transaction Number:		Postage Statement Number: 370799573	
Mailing Group ID: 262570077		Mailing Job Number: 00053843		Open Date: 02-20-2020	
Preparer: HI-TECH PRINTING SYSTEM INC		Origin: Mail.dat		Close Date:	
Job Description: 53843 TED BRITT FORD D0197 D2					
Permit Holder's Name and Address and Email Address, if Any  CRID: 2488826		Name and Address of Mailing Agent (if other than permit holder)  CRID: 2488826		Name and Address of Individual or Organization for Which Mailing is Prepared (if other than permit holder)  CRID: 12003327	
Post Office of Mailing: FT LAUDERDALE, FL 33310		Processing Category: Letters	Mailing Date: 02/21/20	Federal Agency Code:	Statement Seq. No.:
Type of Postage: Precanceled Stamp		SSF Transaction ID #		Total # of Pieces in Mailing: 5,011	
Permit #: 1102		Weight of a Single Piece: 0.0313 lbs.		Total Weight: 156.8440 lbs.	
For Mail Enclosed Within Another Class: <input type="checkbox"/> Bound Printed Matter <input type="checkbox"/> Library Mail <input type="checkbox"/> Periodicals <input type="checkbox"/> Media Mail		Combined Mailing:		No. & Type of Containers: Sacks: 0 1 1/2 Letter Trays: 6 2 1/2 Letter Trays: 12 EMM Letter Trays: 0 Flat Trays: 0 Pallets: 0 Other: 0	
For Automation Rate Pieces, Enter Date of Address Matching and Coding: 02/20/20		For Carrier Route Pieces, Enter Date of Address Matching and Coding: 02/20/20		For Carrier Route Pieces, Enter Date of Center Route Sequencing: / /	
For Pieces Bearing a Simplified Address Enter Date of Delivery Statistics File or Alternative Method: / /		Move Update Method: NCOALink		This is a Political Campaign Mailing: No	
This is Official Election Mail: No		Letter-size or flat mailpiece contains DVD/CD or other disc: <input type="checkbox"/>			
Data Generated: A		Subtotal Postage (Add parts totals):		\$1,288.82	
Complete if the mailing includes pieces bearing metered/PC Postage or precanceled stamps.		5,011 pcs. x \$0.100 Postage Affixed:		\$501.00	
Rate at Which Postage Affixed: Neither		Incentive/Discount Flat Dollar Amount:		-\$15.03	
		Fee:		\$0.00	
		Net Postage Due:		\$787.72	
		For USPS Use Only: Additional Postage Payment (State reason):			
		Total USPS Adjusted Postage:		\$1,288.82	

# Direct Mail – *Compliant Docs*

**2020 FORD FUSION SE**  
LEASE FOR **\$299**/MO. FOR 36 MOS  
OR  
BUY FOR **\$21,218**

\*Payments require \$2,499 down plus T.S. Security deposit waived. Calculated on a 36-month term and 10.9¢ miles per year. Prices run on stock #41170 with MSRP \$25,245. On approved credit. Images are for display purposes only. Expires 1/31/20.



**WHY BUY FROM [REDACTED]?**



**ONE LOW PRICE, PLAIN AND SIMPLE, ALWAYS.**



**THE RIGHT VEHICLES AT THE RIGHT TIME**



**REAL CASH VALUE FOR YOUR TRADE**



**DEPENDABLE SERVICE THAT MEETS YOUR SCHEDULE**

PROFIT STD  
U.S. POSTAGE  
PAID  
TWIN CITIES, MN  
PERMIT NO. 7275

**2020 FORD F-150 STX**  
LEASE FOR **\$319**/MO. FOR 36 MOS

\*Payments require \$2,499 down plus T.S. Security deposit waived. Calculated on a 36-month term and 10.9¢ miles per year. Prices run on stock #41287 with MSRP \$44,945. On approved credit. Images are for display purposes only. Expires 1/31/20.

**2020 FORD EXPLORER XLT**  
LEASE FOR **\$359**/MO. FOR 36 MOS  
OR  
BUY FOR **\$36,491**

\*Payments require \$2,499 down plus T.S. Security deposit waived. Calculated on a 36-month term and 10.9¢ miles per year. Prices run on stock #40001 with MSRP \$47,615. On approved credit. Images are for display purposes only. Expires 1/31/20.

**2020 FORD RANGER XLT**  
LEASE FOR **\$429**/MO. FOR 36 MOS  
OR  
BUY FOR **\$34,989**

\*Payments require \$2,499 down plus T.S. Security deposit waived. Calculated on a 36-month term and 10.9¢ miles per year. Prices run on stock #41110 with MSRP \$39,235. On approved credit. Images are for display purposes only. Expires 1/31/20.




\*\*\*\*\*AUTO\*\*ALL FOR AADC 553  
ADAM JOHNSON  
3917 FORDHAM DR NE  
SAINT ANTHONY MN 55421-4334

T3 P1  
5108



Scan of mailer must show complete mailer (front/back, top/bottom) and contain recipient's info

SENDER'S name, address and Zip code and verifiable number:  [REDACTED]	Official Notification: No. 560903	<b>FORM 1089</b>
	Verification Code: 604926900	
	Service Code: 743	
RECIPIENT'S name, address and Zip code:  Andrew Lloyd 770 NE 38th St Boca Raton FL 33431-6138 		Reference Number: 1186721-613
		<b>2019</b>

This certificate serves as your notification of entry to the Finance and Payments Dept. available to a very select group of individuals such as yourself.  
First credit difficulties such as late payments, bankruptcies, and more jeopardized it's not a problem when you bring this certificate with you.  
This limited time offer is being made by the Special Finance Department of the dealer listed in this form.  
With this certificate and overall compliance with the new application rules, you are now automatically qualified for an auto loan of up to the amount in this form. Please proceed by enclosed purchase order to your dealership.

Dear Andrew,

In reviewing our records, it has come to our attention that you have worked hard the last few years to maintain your credit in good standing. At [REDACTED] we feel like you should be rewarded for your efforts. Therefore, you have been pre-qualified for a new auto loan from \$7,500 up to a maximum of \$39,000.\* (SEE THE REVERSE SIDE FOR TERMS AND CONDITIONS OF THIS OFFER). You may also qualify for an auto loan to refinance your vehicle with rates as low as 3.99% APR\*\*.

We notice you are paying an estimated interest rate of 8% on your estimated auto loan payment of \$420.00. To show you how much your hard work has paid off we would like to offer you the opportunity to lower your payment by as much as \$100.00 per month by reducing your interest rate to as low as 3.99% APR\*\*.

**YOU HAVE OPTIONS**

1. You have been pre-qualified from \$7,500 to \$39,000\* for a new auto loan. If you would like to upgrade your current vehicle to something newer, our partner [REDACTED] is looking to purchase vehicles similar to yours. So if you are ready for a change, you may be able to give money by trading in your current vehicle and getting a new or pre-owned one from [REDACTED].
2. You may be wondering how this is possible. It's simple; if you love the car you are driving, keep it. Interest rates are at an all time low! The time to act is now! Refinance your vehicle with rates as low as 3.99% APR\*\*, and get back on the road with a lower monthly payment and start saving today!

**THE PROCESS IS SIMPLE**  
Decide if you want to keep your vehicle or if you want a new one then:

# Direct Mail – *Non-Compliant Docs*

“Database” charge is ineligible and needs to be itemized from printing cost

Dealer Wizard  
Attn: Accounts Receivable  
8201 N FM 620  
Suite 100  
Austin, TX 78726  
813-712-5691

DEALER WIZARD»

Invoice Date: 3/23/2020  
Invoice No: DW-140680  
Order Number  
Terms: Due on receipt  
Account #:

Bill To:

Item	Description	Invoiced	Rate	Amount
Database Letters	Database/MSO Letters	904	0.88	795.52
Marketing Post...	Marketing Postage mail date: 03/20/2020	904	0.41	370.64
Thank you for your business!		<b>Total</b>		\$1,166.16

Ford | [Redacted]

[Redacted]

## Summer SALES EVENT

➔ <First Name> <Last Name>  
<Address>  
<City> <State> <Zip>

Dear <First Name>,

We are open! Now is the best time to get the deal you want with 0% APR for up to 84 months on select new 2019 Fords\* and 0% APR for up to 72 months on select new 2020 Fords\*.

Visit [Redacted] during our vehicle upgrade event eligible on any new Ford vehicle. Also, your VIP Buck Balance of <VIP Bucks> can be applied towards your next vehicle purchase. Call 888-689-7809 to schedule an appointment prior to the expiration of your qualification status.

Used Cars Starting as Low as \$4000!  
Shop the Largest Selection of Pre-Owned Inventory in the Mid-Atlantic.  
PLUS get up to 125% of KBB value for your trade!\*

We want to buy your car!  
ALL MAKES AND MODELS NEEDED!

Get top dollar for your trade-in. Schedule your free appointment today!

FROM STORE TO DOOR

From our store to your door, the process is safe & easy with [Redacted]

- ✓ At Home Test Drives & trade appraisals
- ✓ Virtual Finance Reviews
- ✓ We Deliver! Let us bring it to you

We are a family owned business and here to support you and our community during this time. We've taken all necessary precautions and strive to keep our customers and employees safe and informed.

Sincerely,  
[Redacted] General Manager

Sales Hours:  
Monday - Friday 9am-8pm  
Saturday 9am-7pm  
Sunday 12pm-5pm

Sample mailer with no recipient info is ineligible

# Email Blast

## Required Documents

- Itemized Invoice
- Live screenshot of Email

## Best Practices

- Email screenshot must show sender, recipient, subject, sent date, and full content of email



# Email Blast – *Compliant Docs*

Outsell Service Statement for:

Client Identifier: [Redacted]

If paying by check, please remit to our Lockbox Address referenced in the header. Thank you!

PO Number	Date	INVOICE #	TERMS
	4/1/2020	46286	Due on receipt

QUANTITY	DESCRIPTION	RATE	AMOUNT
	Standard Product Package - Email Blast		1,900.00

Outsell  
612-548-5340  
Accounts@Outsell.com


**Balance Due** \$1,900.00

See EULA (<http://www.outsell.com/outsell-user-service-agreement>) to see where we collect sales tax.

Invoice shows itemized "Email Blast" charge

From: [Redacted]  
Sent: Thursday, April 23, 2020 10:37 AM  
To: [Redacted]  
Subject: We've Got More Updates for You in Your [Redacted] Newsletter

[View Online](#) | [Unsubscribe](#)



[Redacted]

[Redacted]

[Ford Line-up](#) | [New Inventory](#) | [Used Inventory](#) | [Special Offers](#)

**April Update:** We remain steadfast in supporting you and our local community. To assist you, we've developed new ways for you to shop with us from the convenience of your home, while scheduling a maintenance appointment with us has never been easier. In fact, our service department has immediate availability, so call or visit our website today to get your appointment on the books. Stay healthy, stay safe, and use our tools and resources to take advantage of our special savings.

**BUILT TO LEND A HAND**

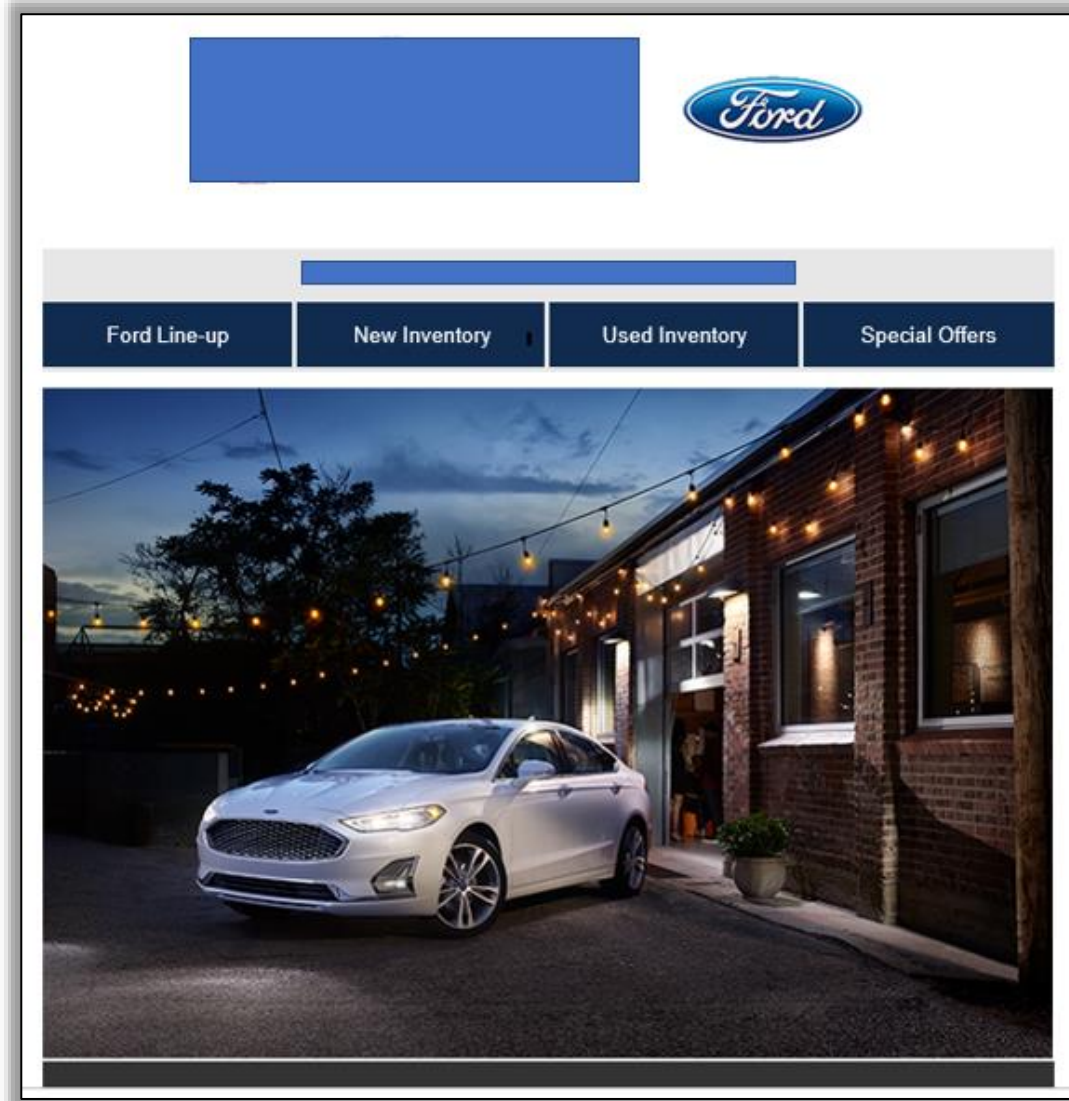
BUILT *Ford* PROUD

Through these extraordinary times, Ford has your back. Enjoy three months of deferred payments, as well as three payments on your behalf\*. That's 6 months of peace of mind. Contact us to see if you qualify.

[See Offers](#)

Email shows sender, recipient, date, subject, and full contents of email body

# Email Blast – *Non-Compliant Docs*



*Email is missing sender, recipient, subject, date info and does not show the full contents of email body*

# Ford PPE (*\*Temporarily Eligible*)

## Required Documents

- Itemized Invoice

## Best Practices

- Eligible items can be found on the Dealer E-Store. Dealers may submit invoices from outside stores, but only the items that are also found on the E-Store will be eligible.
- Eligible items include:
  - Face Masks
  - Gloves
  - Hand Sanitizer
  - Infrared Thermometer
  - Face Shields
  - Surface Disinfectant
- Ineligible items include:
  - Sneeze Guards
  - Plexiglass Dividers
  - Vehicle Coverings

# Ford PPE – *Compliant Docs*

CONTACT US | HELP | USER ACCESS | [BACK TO FMC](#)

## Dealer eStore

Welcome to the Ford Dealer eStore

ITEMS | ADVERTISEMENTS

SEARCH

Home | [Shopping Cart](#) | [Order History](#) | [Subscriptions](#) | [Billing History](#)

**Thank you**  
Your order has been placed. A confirmation will be sent to you via email.

The order number for this transaction is: [2259650](#)


Order Number: 2259650  
Order Status: In Process  
Ordered By:   
Ordered On: 04/27/2020  
P&A Code: 06477  
Shipping Method: Consolidated

Shipped to:

Current Tracking Number(s): N/A

Item Number	Title	Ordered Price	Shipped	Backordered	Cancelled	Unit Cost	Total Cost
<a href="#">20FORDPPE-MASK</a>	Ford Personal Protection Equipment	4	0	0	0	\$66.00	\$264.00
<a href="#">20FORDPPE-GLOVES-SM</a>	Ford Personal Protection Equipment	5	0	0	0	\$37.50	\$187.50
<a href="#">20FORDPPE-THERM</a>	Ford Personal Protection Equipment	1	0	0	0	\$109.00	\$109.00
<a href="#">20FORDPPE-SANITIZER</a>	Ford Personal Protection Equipment	2	0	0	0	\$165.00	\$330.00
						Item Subtotal:	\$890.50
						Actual Shipping:	\$9.92
						Order Total:	\$900.42

Shipments associated with this order  
The order may or may not ship in multiple packages via multiple carriers. The current status of each shipment can be accessed by clicking the tracking numbers above.



**Fetch Enterprises, LLC**  
151 Deer Run Drive  
Lewisville, NC 27023  
336-971-9890

## Invoice

Number: 1782  
Date: May 11, 2020

Bill To:

Ship To:

PO Number	Terms	Sales Rep	Ship Via
<input type="text"/>	Net 30	<input type="text"/>	Shipped

Description	Quantity	Price	Tax 1	Amount
MFXXMK296-L - Glv Midknt Lg Blk Nitrile - Powder Free-Case	6.00	130.00	✓	780.00
MFXXMK296-XL- Glv Midknt XL Blk Nitrile Powder Free-Case	6.00	130.00	✓	780.00
MFXXMF296-M - Glv Midknt Med Blk Nitrile Powder Free-Case	6.00	130.00	✓	780.00


*Both invoices show itemized eligible PPE items*



# Ford PPE – *Non-Compliant Docs*

<b>BILL TO</b> [Redacted]		<b>INVOICE NUMBER</b> 31930889	<b>DATE</b> 04/21/2020			
		<b>ACCOUNT NUMBER</b> 7605371	<b>TERMS</b> NET 30			
ORDERED	SHIPPED	DESCRIPTION	CUSTOMER PRICE	EXTENDED PRICE	ALLOWANCE AMOUNT	NET PRICE
		<b>SHIP TO:</b> [Redacted]				
		PO #: Chris ORDER #: 99110981274 SHIP DATE: 04/14/20				
1	0	ASDA-106 STEERING WHEEL COVER W BACK SLIT				
1	1	ASDA-110 GEAR SHIFT COVER		70.00		
		<b>SHIP TO:</b> [Redacted]				
		PO #: Chris ORDER #: 99110981274 SHIP DATE: 04/15/20				
1	1	ASDA-106 STEERING WHEEL COVER W BACK SLIT		110.00		
		<b>INVOICE TOTAL</b>				

*Sneeze Guards are ineligible  
(not available on E-Store)*

 <b>ALLEGRA</b> PRINT • SIGNS • DESIGN	<b>Allegra Print • Signs • Design</b> 45668 Terminal Drive Dulles, VA 20166 (703) 444-5555 • Fax: (703) 444-5774 www.allegradulles.com • sales@allegradulles.com	<b>Invoice</b> No. <b>157739</b> Date <b>4/21/2020</b> P.O. No.
	<b>Sold To:</b> [Redacted]	
<small>Banners &amp; Posters • Newsletters • Brochures • Labels • Postcards • Letterheads • Pocket Folders • Envelopes • Note Pads • Business Cards • Vinyl Signs</small>		
QUANTITY	DESCRIPTION	AMOUNT
8	Standard Sneeze Guard (23.5 x 32 with feet)	656.00

*Vehicle Coverings are ineligible  
(not available on E-Store)*

# Ford Service Pick-Up & Delivery (PDEL)

## Required Documents

- Repair Order (RO) w/ Labor Ops  
Code: PDEL

## Best Practices

- Repair Order (RO) must include the correct dealership name (can be a group name, if all OEM logos are included on page)
- When claiming on Ford Co-op site, enter the RO Number for Media Source – can list multiple RO #s, just separate with a comma.
- RO must include the “PDEL” code (handwritten is acceptable)
  - Code might be imbedded in another code, i.e. 90015PDEL

# Ford PDEL - *Compliant Docs*

CUSTOMER #: 10034342      44265A

\*ACCOUNTING\*

PAGE 2  
\*\* PRE-INVOICE \*\*  
SERVICE ADVISOR

COLOR	YEAR	MAKE/MODEL	VIN
	14	FORD MUSTANG	

DEL DATE	PROD. DATE	WARR. EXP.	PROMISED	PO NO.
14APR20	DE		07:18 20APR20	

R.O. OPENED      READY      OPTIONS: DLR: 04402

08:25 15APR20      18:16 15APR20

LINE	OPCODE	TECH	TYPE	A/HRS	S/HRS	COST	SALE	CO
	LYFT		PICK UP AND DELIVER					
	9444							
			INT	0.00	0.00	0	0	0
	LYFT		LYFT PICKUP AND DELIVER					
						0	0	0
	F		VEHICLE PICKUP OR DELIVERY					
	PDEL		VEHICLE PICKUP OR DELIVERY					
	9444					0	5000	
			INT	0.00	0.00	0	5000	

IS YOUR CAR UNDER WARRANTY?  
YOU MAY QUALIFY FOR EXTENDED WARRANTY COVERAGE 0% FINANCING UP TO 48 MONTH OR 50,000 MILES.

THANK YOU FOR YOUR BUSINESS!

DATE	START	FINISH	DURATION	TYPE	TECH	LI
04-15-20	09:36	09:44	0.13	W	9444	

ACCOUNT	SALE	COST	CONTROL	ACCOUNT	SA
136200	6444	950		138200	
136000	0	0		136300	
166130	0	0		111300	
110300	0	*****		160830	
160930	5000	*****			

CUSTOMER NO: 69308      TAG NO: 41

LABOR RATE: 8229      RELEASE: 135

YEAR / MAKE / MODEL: 10/FORD/FUSION/4DR SDN HYBRID

RESIDENCE PHONE: 610-415-1013      BUSINESS PHONE: 610-952-4950

LABOR & PARTS:

J# 1 20FOZ01 \*PA STATE INSPECTION UNITS: 0.60 TECH(S):56822  
PA STATE INSPECTION A1004784484

PARTS-----QTY---FP-NUMBER-----DESCRIPTION-----UNIT PRICE-  
JOB # 1 TOTAL PARTS

J# 2 20FOZ02 \*PA. EMI INSP UNITS: 0.50 TECH(S):56822  
PA EMISSIONS INSPECTION I203614871

PARTS-----QTY---FP-NUMBER-----DESCRIPTION-----UNIT PRICE-  
JOB # 2 TOTAL PARTS

J# 3 21FOZLOF99P SK SERVICE UNITS: 0.60 TECH(S):56822  
OIL AND FILTER CHANGE, TIRE ROTATION, MULTI POINT INSPECTION  
TOP OFF FLUIDS, SET TIRE PRESSURES, RESET OIL MINDER.  
SK Service 10/11

PARTS-----QTY---FP-NUMBER-----DESCRIPTION-----UNIT PRICE-  
JOB # 3 TOTAL PARTS

J# 4 44FOZ99P MULTIPOINT INSP UNITS: TECH(S):56822  
MULTIPOINT INSPECTION AND/OR REPORT CARD  
Multi-point Inspection All

PARTS-----QTY---FP-NUMBER-----DESCRIPTION-----UNIT PRICE-  
JOB # 4 TOTAL PARTS

J# 5-12FOZPDEL PICK-UP / DELIVERY UNITS: TECH(S):56822  
COURTESY PICK - UP / DELIVERY  
THANK YOU FOR ALLOWING FORD TO ASSIST WITH YOUR  
VEHICLE SERVICE NEEDS!

PARTS-----QTY---FP-NUMBER-----DESCRIPTION-----UNIT PRICE-  
JOB # 5 TOTAL PARTS

J# 6-44FOZGTIRE \*ATM GREEN TIRES UNITS: TECH(S):56822  
INSPECTED TIRES - TIRES GOOD.  
FRONT 9/32  
REAR 10/32

PAGE 1 OF 3      CUSTOMER COPY      [CONTINUED ON NEXT PAGE]      08:55

15

44070      04/21/2020

2018 FORD EXPLORER X GRAY U

35275      Expires: 07/25 or 100000 Miles

WARRANTECH

(1) CUST STATES THE KEY PAD WILL NOT UNLOCK THE D OOR 70% OF THE TIME PARTS RETURNED (W)

(2) MULTIPOINT INSPECTION (I)

44070

3 PDEL

ESTIMATE BY LAW YOU HAVE THE RIGHT TO AN ESTIMATE OF THE EXPECTED COST OF REPAIRS OR SERVICES. ORIGINAL ESTIMATE \$      CUSTOMER ACCEPTANCE

INITIAL YOUR CHOICE WRITTEN ESTIMATE \$      AUTHORIZED ADDITIONS \$      DATE      TIME      BY

DISCLAIMER OF WARRANTIES: Any warranties on the product sold hereby are those made by the manufacturer. The seller hereby expressly disclaims all warranties, either expressed or implied, including any implied warranty of merchantability or fitness for a particular purpose, and neither assumes nor authorizes any person to assume for it any liability in connection with the sale of used products.

TERMS: STRICTLY CASH UNLESS ARRANGED OTHERWISE

I hereby authorize the repair work herein set forth to be done by you along with the necessary parts and materials to be furnished by you and agree that you are not responsible for loss or damage to vehicle or articles left in vehicle in case of fire, theft, or any other cause beyond your control or for any delays caused by unavailability of parts or materials for any reason and that you neither assume nor authorize anyone to assume any liability in connection with such repair. I hereby grant you and/or your employees permission to operate the vehicle herein described on streets, highways or elsewhere for the purpose of testing and/or inspection. An express mechanic's lien is hereby not authorized completion of a repair or service, a charge will be imposed for disassembly, reassembly or partially completed work. Such charge will be directly related to the actual amount of labor or parts involved in the inspection, repair or service. Customer labor charges may be based on the complexity of the repair and the level of expertise required to effect the repair.

Page 1 of 1      44070      Job #

CUSTOMER'S SIGNATURE


Invoices show dealership name and PDEL Labor Ops Code




# Ford PDEL – Non-Compliant Docs



[Return To Index](#) ↑

CUSTOMER #: 639414 **318964**

INVOICE 

PAGE 1

SERVICE ADVISOR: 

COLOR	YEAR	MAKE/MODEL	VIN	LICENSE	MILEAGE IN/OUT		
WHITE	15	FORD EXPLORER			87319/8732		
DEL. DATE	PROD. DATE	WARR. EXP.	PROMISED	PO NO.	RATE	PAYMENT	INV. DATE
01JAN15 DD			15:00 14MAY20		160.00	AE	15M

R.O. OPENED: 07:23 14MAY20  
READY: 13:43 15MAY20

OPTIONS:

LINE OPCODE TECH TYPE HOURS LIST NET

A PA EMISSIONS (REQUIRED BY LAW TO BE COMPLETED PRIOR TO SAFETY INSPECTION)

CAUSE: .

EMI PA EMISSIONS (REQUIRED BY LAW TO BE COMPLETED PRIOR TO SAFETY INSPECTION)

10458 CF 48.42

MCI EMI TRANSACTION FEE 1.57

PARTS: 0.00 LABOR: 48.42 OTHER: 1.57 TOTAL LINE A: 48.42

87319

PERFORMED EMISSIONS INSPECTION

im03831778

\*\*\*\*\*

B PA STATE SAFETY INSPECTION

FSI PA STATE SAFETY INSPECTION

10458 CF 21.95

SIFP FORD SAFETY INSPECTION PTS -12.08

SIFS FORD SAFETY INSPECTION SVC -17.87

SIS STICKER FOR PA STATE INSPECTION 8.00

PARTS: 0.00 LABOR: 21.95 OTHER: -21.95 TOTAL LINE B: 8.00

87319 ai005085837

\*\*\*\*\*

C CUSTOMER STATES THAT WHEN THE ENGINE IS AT AROUND 2000-2500 RPMS THERE IS A RATTLE COMING FROM ENGINE AREA CHECK AND ADVISE OF REPAIRS NEEDED.

NOTE CUSTOMER STATES THAT WHEN THE ENGINE IS AT AROUND 2000-2500 RPMS THERE IS A RATTLE COMING FROM ENGINE AREA CHECK AND ADVISE OF REPAIRS NEEDED.

10458 CF 0.00

PARTS: 0.00 LABOR: 0.00 OTHER: 0.00 TOTAL LINE C: 0.00

87319 found heat shield heat clamp broke. installed hose clamp over heat shield. verified repair

\*\*\*\*\*

D 7,500 MILE SERVICE (OIL CHANGE, TIRE ROTATION)

**DISCLAIMER OF WARRANTIES**

The only warranties, if any, applying to the part(s) and/or service are those offered by the manufacturer. The selling dealer hereby expressly disclaims all warranties, either expressed or implied, including any implied warranties of merchantability or fitness for a particular purpose, and neither assumes nor authorizes any other person to assume for it any liability in connection with the sale of this part(s) and/or service. Buyer shall not be entitled to recover from the selling dealer any consequential damages, damages to property, damages for loss of use, loss of time, loss of profits or income, or any other incidental damages.


X \_\_\_\_\_  
CUSTOMER SIGNATURE

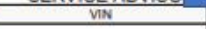

DESCRIPTION	TOTALS
LABOR AMOUNT	
PARTS AMOUNT	
LESS DISCOUNT	
SUBLET AMOUNT	
MISC/EXT WARR	
TOTAL CHARGES	
LESS INSURANCE	
SALES TAX	
PLEASE PAY THIS AMOUNT	

CUSTOMER #: F84041 **173600**

\*INVOICE\*

PAGE 1

SERVICE ADVISOR: 

COLOR	YEAR	MAKE/MODEL	VIN	LICENSE	MILEAGE IN/OUT	TAG	
green	13	FORD ESCAPE			56649/56649	7605AA	
DEL. DATE	PROD. DATE	WARR. EXP.	PROMISED	PO NO.	RATE	PAYMENT	INV. DATE
10JUN12 IS			15:00 24APR20		0.00	CASH	27APR20
17JUL13 DD							

R.O. OPENED: 09:48 24APR20  
READY: 16:04 27APR20

OPTIONS: DLR:1203 ENG:2.0 Liter

LINE OPCODE	TECH	TYPE	HOURS	LIST	NET	TOTAL
A	COURTESY	MULTI POINT INSPECTION				
	Q99PX	COURTESY MULTI POINT INSPECTION				
		817 CFO			0.00	0.00
PARTS:	0.00	LABOR:	0.00	OTHER:	0.00	TOTAL LINE A: 0.00
56649 RECOMMENDATIONS:						
*****						
B PICKUP AND DELIVERY						
CAUSE: 1						
PAD PICKUP AND DELIVERY						
		817 WFO				(N/C)
FC: PART#: COUNT:						
CLAIM TYPE:						
AUTH CODE:						
		817				
PARTS:	0.00	LABOR:	0.00	OTHER:	0.00	TOTAL LINE B: 0.00
*****						
C CUSTOMER STATES HE THE LIGHTS CAME ON SAME AS LAST REPAIR STEERING ASSIST FLASHING LIGHTS TRACTION LIGHTS WITH SQUIGGLE LINES						
CAUSE: ABS/TRACTION CONTROL/HILL ASSIST LIGHTS ON						
AC001 CUSTOMER STATES HE THE LIGHTS CAME ON SAME AS LAST REPAIR STEERING ASSIST FLASHING LIGHTS TRACTION LIGHTS WITH SQUIGGLE LINES						
		817 CFO			302.95	302.95
		1 BV62*2C190*A SENSOR ASY				52.86
PARTS:	52.86	LABOR:	302.95	OTHER:	0.00	TOTAL LINE C: 355.81
56649 ABS/TRACTION CONTROL/HILL ASSIST LIGHTS ON KORO/KOER SELF TEST PID MONITOR C0037. PPT FOUND FAULTY LEFT REAR WHEEL SPEED SENSOR. REPLACED L/R WHEEL SPEED SENSOR AND CLEANED RUST FROM CV SHAFT. CLEARED CODE RETEST-PASS						
*****						
EST: 0.00 24APR20 09:48 SA: 4358						
CUSTOMER PAY ENVIRMT/SUPPLIES FOR REPAIR ORDER						31.36

YOUR STATE INSPECTION EXPIRES	DISCLAIMER OF WARRANTIES	DESCRIPTION	TOTALS
TIRES	Any warranties on the product sold hereby are those made by the manufacturer. The seller hereby expressly disclaims all warranties, either express or implied, including any implied warranty of merchantability or fitness for a particular purpose, and the seller neither assumes nor authorizes any other person to assume for it any liability in connection with the sale of said products.	LABOR AMOUNT	
BRAKES		PARTS AMOUNT	
ANTIFREEZE PROTECTION		LESS DISCOUNT	
		SUBLET AMOUNT	
		MISC. CHARGES	
		TOTAL CHARGES	
		LESS	
YOUR VEHICLE IS PARKED IN SPOT ✓		SALES TAX	
# _____		PLEASE PAY THIS AMOUNT	
CUSTOMER SIGNATURE			

Invoices do not contain PDEL Labor Ops Code

# Ford Toolbox POS (Banners/Hangtags)

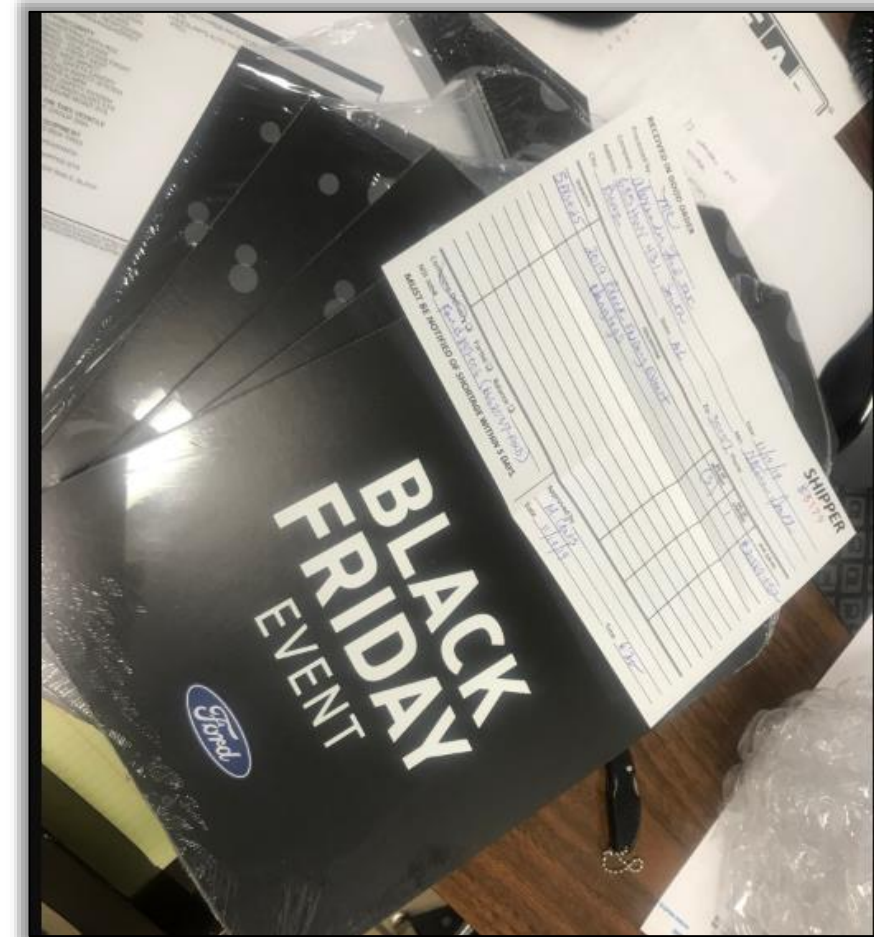
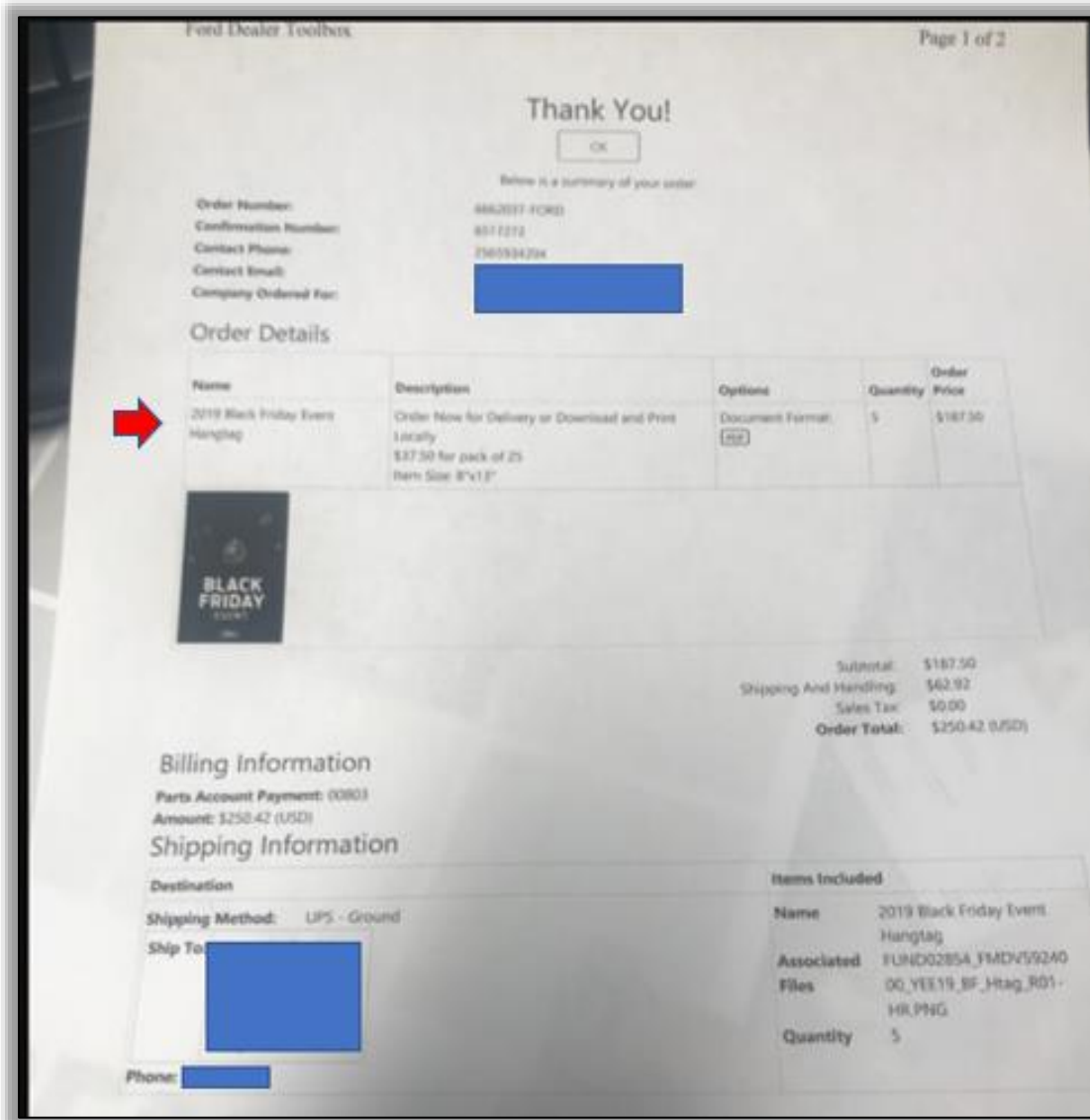
## Required Documents

- Itemized Ford Toolbox Invoice
- Screenshot/Photo of POS Material

## Best Practices

- POS material in photo must match the POS items purchased on the invoice
- Anytime you purchase something from Ford Toolbox, print off the Order Detail page

# Ford Toolbox POS – *Compliant Docs*



↑ POS Material in photo matches items on invoice

← Invoice clearly shows the Ford Toolbox POS purchased

# Internet Display/Banner Ad/Mobile

## Required Documents

- Itemized Invoice
- Live screenshot of Banner

## Best Practices

- For AutoTrader, only the charges listed on the 'Ford Co-op Summary of Charges' page will be reviewed
- Reference the "Eligible Inventory Listing Site Banner Packages" chart on next page for eligible display packages from Inventory Listing Sites.

## Eligible Inventory Listing Site Banner Packages


<i><b>AutoTrader</b></i>	<i><b>Cars.com</b></i>	<i><b>Cargurus</b></i>	<i><b>KBB</b></i>
Ford New Car Featured	Special Offers	Display	Showcase
Ford New Car Premium	Power Position		
Ford New Car Max	Power Drive		
Skyscraper Base	Cars 360		
Skyscraper Open Base	Special Offers		
	Event Position		



# Internet Display Ad – *Compliant Docs*

[Return To Index](#) ↑

Page 37 of 39




3003 Summit Blvd NE, STE 200  
Atlanta, GA 30319  
1-800-353-9350 M-F 8AM - 10PM (ET)  
FEIN - 58-2373904

**INVOICE DATE:** 03/01/2020  
**INVOICE#:** 177794565239  
**CUSTOMER#:** [REDACTED]  
**BILLING ACCOUNT#:** 1777975421

**Co-op Summary of Charges Autotrader Ford**  
DBA: [REDACTED] Ford

FROM	TO	LINE	DESCRIPTION	AMOUNT
Adjustments:				
Total Adjustments:				\$0.00
Current Charges:				
03/01/2020	03/31/2020	15	Ford New Car Max Ford Includes New Car Display Advertising	\$600.00

**INVOICE** Page 1 of 1



**WMAC-AM**  
544 Mulberry Street  
Suite 500  
Macon, GA 31201  
Main: (478) 746-6286  
Billing:

wmac-am.com  
Billing Address: [REDACTED]

Send Payment To:  
**WMAC-AM**  
Cumulus Media-Macon  
3611 Momentum Place  
Chicago, IL 60689-5336


Property	WMACD		
Invoice #	AA2394868	Order #	346341
Invoice Date	03/31/20	Alt Order #	
Invoice Month	March 2020	Deal #	
Invoice Period	03/01/20 - 03/31/20	Flight Dates	12/31/19 - 12/29/20
Advertiser	[REDACTED] Ford		
Product	2020 Sponsorship Leaderboard-Stagnant		
Estimate #			

Account Executive	Tanya Edge
Sales Office	Local-Macon GA
Sales Region	Local
Agency Code	
Advertiser Code	
Billing Calendar	Calendar
Billing Type	Cash
Special Handling	Notarize
Agency Ref	
Advertiser Ref	
Product 1	
Product 2	

Line	Start Date	End Date	Description	Rate	Rate Type	Total Amount
3	03/01/20	03/29/20	Display Ads: Page Sponsorship Station Top Banner-Fixed-Stagnant	\$401.00	Flat Fee	\$401.00

**Due and Payable upon receipt**

<u>Gross Total</u>	\$401.00
<u>Agency Commission</u>	\$60.15
<u>Net Amount Due</u>	\$340.85
Invoice Balance as of 04/01/20 12:48:46 PM ET	\$340.85



Cars.com LLC  
2631 Solution Center  
Chicago, IL 60677-2006

**Customer:**  
[REDACTED]

MONTH OF SERVICE: April 2020

**TOTAL AMOUNT DUE: \$1,725.00**


For Co-op questions, please send an email to co-op@cars.com

Product	Make	Conquest Make	Quantity	Price (\$)
BaseDrive			1	\$517.50
Special Offers			1	\$1,207.50

*Invoices contain eligible display packages*

# Internet Display Ad – *Compliant Docs*

[Return To Index](#) ↑


**Autotrader**  **ADVERT CREATIVE**  
3003 Summit Blvd. Suite 200 Atlanta, GA 30312 | Phone: 800-353-9350

**Leaderboard**  
Dealer Name: [redacted] Ford  
Make: Ford  
DMA: CHICAGO  
URL: <https://www.autotrader.com/cars-for-sale/vehicle-details.xhtml?listingid=304155859>  
Click-Thru URL: [https://www.\[redacted\].com](https://www.[redacted].com)  
Run Dates: March 1, 2020 to March 31, 2020

Keyframe 1/1 [redacted] Leaderboard - March 1, 2020 to March 31, 2020

<https://www.autotrader.com/cars-for-sale/vehicle-details.xhtml?listingid=304155859>


**New 2019 Ford EcoSport FWD SE**

**FORD** 

**\$18,468** See the KBB Fair Market Range

**Save Time and Shop Online**  
No more long hours at the car dealership. Simply start the paperwork, make an offer and get payments based on your real info. It's easier and faster.


[Start Your Offer](#)

**KBB Dealer Rating**  (1,651)  
(530) 507-9968

**Message**  
I'm interested in your New 2019 Ford EcoSport FWD SE listed for \$18,468.

5380014 [redacted] (Frame 1 of 1, captured on 04/25/2020 01:06:43)  
Special Offer Package for Ford ([https://www.cars.com/dealers/5380014/\[redacted\]/specialoffers/?make=...](https://www.cars.com/dealers/5380014/[redacted]/specialoffers/?make=...))

**cars.com** Cars for Sale Sell Your Car Service & Repair Research Videos & Reviews Contact Us Sign Up

**Ford** Go Further  [LEARN MORE](#)

Dealers [redacted] Special Offers

[weather.com/forecast/today/US0106bcc9e638659398b6c0e4e8f1892a8db41b1ffde657746893cbab987a3](https://www.weather.com/forecast/today/US0106bcc9e638659398b6c0e4e8f1892a8db41b1ffde657746893cbab987a3)

Today Hourly 10 Day Weekend Monthly Radar Covid-19 More Forecasts

**LOCAL POLLEN ALERT**

**53°** CLOUDY  
feels like 52°  
H 59° / L 47°  
UV Index 0 of 10

Forecast: Damaging Severe Storms Today

**RIGHT NOW**  
Wind E 6 mph  
Humidity 97%  
Dew Point 53°  
Pressure 29.58 in ↓  
Visibility 8.0 mi


**FORD TRUCK MONTH**  
**HUGE SAVINGS ALL MONTH LONG**  
[VIEW SPECIALS](#)

**STAY UP TO DATE**  
SAFETY & PREP  
ARE YOU READY FOR THE NEXT STORM?

TODAY	TONIGHT	FRI	FRI NIGHT	SAT
SHOWERS	LOW	HIGH	LOW	HIGH
59°	47°	72°	54°	62°
/ 50%	/ 10%	/ 80%	/ 80%	/ 80%

*All banners are "live" on a webpage*

# Internet Display Ad – *Non-Compliant Docs*



**WQXA-FM**  
2300 Vartan Way, Suite 130  
Harrisburg, PA 17110  
Main: (717) 238-1041  
Billing:

Billing Address:  
[Redacted]

Send Payment To:  
**WQXA-FM**  
Cumulus Media-Harrisburg  
3607 Momentum Place  
Chicago, IL 60689-5336

Property	WQXA-FM		
Invoice #	AA2347692	Order #	316892
Invoice Date	02/29/20	Alt Order #	
Invoice Month	February 2020	Deal #	
Invoice Period	02/01/20 - 02/29/20	Flight Dates	01/01/20 - 12/31/20
Advertiser	[Redacted]		
Product	Digital Display Facebook Ads		
Estimate #			

Account Executive	John Butler
Sales Office	Local-Harrisburg PA
Sales Region	Local
Agency Code	
Advertiser Code	
Billing Calendar	Calendar
Billing Type	Cash
Special Handling	
Agency Ref	
Advertiser Ref	
Product 1	
Product 2	

7106  
7306

**POSTED**

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/Week	Rate	Type
1	01/01/20	12/31/20	Misc NTR Revenue	Misc NTR Revenue	--1----	:00	1		NS
Digital Display 100,000 Impressions									
Weeks: Start Date 02/03/20 End Date 02/09/20 MTWTFSS --1---- Spots/Week 1 Rate									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2	WQXA	W	02/05/20		Misc NTR Revenue	Misc NTR Revenue	:00		NS
2	01/01/20	12/31/20	Misc NTR Revenue	Misc NTR Revenue	--1----	:00	1		NS
Facebook Ads 50,000 Impressions									
Weeks: Start Date 02/03/20 End Date 02/09/20 MTWTFSS --1---- Spots/Week 1 Rate									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2	WQXA	W	02/05/20		Misc NTR Revenue	Misc NTR Revenue	:00		NS
<b>Total Spots</b>							<b>2</b>		

**Due and Payable upon receipt**

<u>Gross Total</u>	\$1,950.00
<u>Agency Commission</u>	\$292.50
<u>Net Amount Due</u>	\$1,657.50
<u>Invoice Balance as of 03/02/20 11:57:57 AM ET</u>	\$1,657.50



*Screenshot is not "live" in a webpage*

*Invoice does not state a banner or display charge*

# Internet Radio and Video

## Required Documents

- Itemized Invoice

## Best Practices

- Invoice must list an internet radio or video charge
  - i.e. OTT, Pre-Roll, Streaming, Video, Radio, YouTube, etc.

# Internet Radio/Video – *Compliant Docs*

CHUMNEY & ASSOCIATES  
660 US HIGHWAY 1, FL 2  
NORTH PALM BEACH, FL 33408  
Phone: 561 - 882 - 0066

**INVOICE**

INVOICE NO: JGFO-38479- 0420

---

FOR THE MONTH OF: **Apr-20** CURRENT BILLING

**38479 - SEM BUDGET** 19,500.00

SEM/PPC GOOGLE SEARCH	\$	23,000.00	NET
GOOGLE DISPLAY	\$	1,000.00	NET
YOUTUBE VIDEO	\$	1,000.00	NET
GOOGLE CARRY	\$	(5,500.00)	
	\$	<u>19,500.00</u>	

DUE UPON RECEIPT 19,500.00

**INVOICE**

BILL TO:

DATE:   INVOICE #:  

TERMS: *Due on receipt*

SERVICE	AMOUNT
Search Engine Marketing (SEM)	\$3,754.83
Internet Advertising (Display)	\$1,438.46
Social Advertising (Facebook)	\$1,738.66
Video Advertising (YouTube) ←	\$1,002.37
Search Engine Optimization (SEO)	\$3,000.00
<b>TOTAL</b>	<b>\$10,934.32</b>

Reported ad spend does not include any third party agency commission.

*Invoiced line items state "video"*



# Internet Radio/Video – *Non-Compliant Docs*

Spectrum Reach PO Box 782922 Philadelphia, PA 19178-2922		<b>Spectrum REACH</b> VIDEO   MEDIA   ANALYTICS	
Advertiser: [REDACTED]	Acct. #: [REDACTED]	Date: 4/21/2020	
Agency: [REDACTED]		Rep: [REDACTED]	
Address: [REDACTED]		Gross: \$2,000.00	
City: [REDACTED]	State: [REDACTED]	Discount: 0%	
		Net: \$2,000.00	
Billing Period	Details	QTY. BILLED	TOTAL
2/24/2020 to 3/29/2020	Order: 11390152 Digital  o MWAG_BFORD1_MAR20HD - \$550 o MWAG_BFORD2_MAR20HD - \$550 o MWAG_OFORD1_MAR20HD - \$200 o MWAG_OFORD2_MAR20HD - \$200 o MWAG_CDJRMAR20HD - \$550		\$2,000.00

*Invoiced line item is too vague ("Digital")*

# Newspaper


## Required Documents

- Newspaper invoice reflecting dates and cost of each ad placed
- Tearsheet showing publication and run date for each ad placed

## Best Practices

- Every run date on the invoice must have an accompanying tearsheet
- Magazine ads are ineligible

# Newspaper – *Compliant Docs*

			<table border="1"> <tr> <td>ACCOUNT NUMBER</td> <td>PAGE #</td> </tr> <tr> <td>180-60008220</td> <td>1 of 1</td> </tr> <tr> <td>BILLING PERIOD</td> <td>TERMS OF PAYMENT</td> </tr> <tr> <td>03/02/2020 -- 03/29/2020</td> <td>Due Upon Receipt</td> </tr> <tr> <td>ADVERTISER NAME</td> <td>ADVERTISER NUMBER</td> </tr> <tr> <td>[REDACTED]</td> <td>180-60008220</td> </tr> </table>		ACCOUNT NUMBER	PAGE #	180-60008220	1 of 1	BILLING PERIOD	TERMS OF PAYMENT	03/02/2020 -- 03/29/2020	Due Upon Receipt	ADVERTISER NAME	ADVERTISER NUMBER	[REDACTED]	180-60008220
ACCOUNT NUMBER	PAGE #															
180-60008220	1 of 1															
BILLING PERIOD	TERMS OF PAYMENT															
03/02/2020 -- 03/29/2020	Due Upon Receipt															
ADVERTISER NAME	ADVERTISER NUMBER															
[REDACTED]	180-60008220															
ADVERTISING INVOICE AND STATEMENT																
Date	Order Number	Media Reference	Description Other Comments	Sau Size Billed Units	Times Run	Net Amount										
03/01/2020			Balance Brought Forward			6,326.58										
03/07/2020	754-1	[REDACTED] Journal	[REDACTED]	6.000 x 21.250	1	640.00										
03/14/2020	1346-1	[REDACTED] Journal	[REDACTED]	6.000 x 21.250	1	430.00										
03/21/2020	1347-1	[REDACTED] Journal	[REDACTED]	6.000 x 21.250	1	500.00										
<p>Lee Enterprises no longer accepts credit card payments sent via e-mail. Emails containing credit card numbers will be blocked. Please use the coupon below to send credit card payment to our lockbox in the envelope provided. You may also send the coupon to a secure fax at 319-291-4014.</p>																
CURR NET AMT DUE	30 DAYS	60 DAYS	90 DAYS	OVER 120 DAYS	TOTAL AMOUNT DUE											
1,570.00	2,404.88	3,921.70	0.00	0.00	7,896.58											

*Invoice itemizes each newspaper run date and cost*



# Newspaper – *Compliant Docs*

**BUILT Ford**

Model	MSRP	Now Price	Lease Price	Savings
2020 Ford Fusion S	\$25,850	\$21,650	\$4,200*	\$4,200*
2019 Ford Flex AWD SEL	\$41,605	\$35,986*	\$399*/MO	\$5,619*
2019 Ford Range Laria Crew	MSRP	SALES PRICE	TOTAL ESTIMATED SAVINGS	\$6,000*

**NO PAYMENTS UNTIL SUMMER!**

**FORD CREDIT IS OFFERING NO PAYMENTS FOR UP TO 90 DAYS**

**ALL NEW FORD VEHICLES (UP TO F-550) ANY MODEL YEAR | PERSONAL & COMMERCIAL USE**

**BUILT Ford TOUGH**

*Tearsheet showing publication and run date for each run date listed on invoice*

# Newspaper – *Non-Compliant Docs*

[Return To Index](#) ↑

CMC Publications, LLC dba CityScope and HealthScope magazines PO Box 4482 [Redacted]		<b>Invoice</b>	
		Date 1/24/2019	Invoice # 15116
Bill To [Redacted]			
		P.O. No.	Project
		Net 30	
Quantity	Description	Rate	Amount
1	Full Page Ad Placement in January New Year Issue of HealthScope® magazine	1,650.00	1,650.00

Invoice is for a magazine run ↑

Tearsheet does not show the publication or the run date →

## MEMORIAL DAY SALES EVENT

# 0%

for 84 Months Available on Select 2019 New Fords and 0% for 72 Months on Select New 2020 Fords

**+3 Months of Deferred Payments Available\***

Extra **\$500** Incentive for all Medical Professionals or **\$500** Military/First Responder Incentive Available

**SALES Hours: Monday - Friday - 9am - 8pm • Saturday - 9am - 6pm • SUNDAY - 12noon - 5pm**

2019 F-150s	2020 Explorer	2020 Escapes
Up to <b>\$12,000 OFF</b> <small>Select New F-150s</small>	Over <b>\$9000 OFF</b> <small>Select 2020 Ford Explorers</small>	STARTING AT <b>\$20,817</b> 
2020 Ford Edge SE	2020 Ford Fusion SEs	2020 Ford Fusion SE
STARTING AT <b>\$23,898</b> 	STARTING AT <b>\$17,592</b> <small>3 at this price</small>	Up to <b>\$16,000 OFF</b> <small>2020 Expeditions/Up to \$10k OFF 2020s</small>

**Oil & Filter CHANGED FOR LIFE**

**100 TI INSPECTIONS FOR LIFE**

**ENGINE CLEAN WASH FOR LIFE**

\*0% is not available on specialty vehicles and select vehicles that have chosen dealer cash. 0% financing and the 3 Months of Deferred payments will credit approval. Cannot be combined with other offers and Manufacturer Rebates. All specials before tax, title, and \$200 processing. See Dealer for Details. Expires May 31, 2020.

# Radio

## Required Documents

- Itemized Invoice
- Script with ANA Statement, Notary Stamp, and Station Official's Signature

## Best Practices

- Invoice must show date and cost for each individual run
- Agency Commission is ineligible
- Broadcast claims sometimes start the last few days of a month and run throughout most of the next month. If this is the case, change the start date on the claim to the first of the full month (Example: Ad runs 6/29-7/30, change start date on claim to 7/1)
- Cannot combine products in a broadcast ad. If "used" or "other OEM" products are included with Ford, the ad will be declined.




# Radio – *Compliant Docs*

Page 2 of 2

## INVOICE - CO-OP: MP7FINALHOURS122619

Send Payment To:



**WBOC FM**  
1729 N. Salisbury Blvd  
Salisbury, MD 21801  
<https://payment.wboc.com/paynow>

Invoice #	Invoice Date	Invoice Month	Invoice Period
0520010070	01/26/20	January 2020	12/30/19 - 01/26/20

Advertiser	Product	Estimate Number
[REDACTED]	Request Hour Lunch	


Ad-ID: MP7FINALHOURS122619  
Client: [REDACTED]  
Title: MP7 FINALHOURS

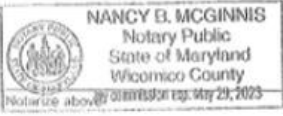
Audio:  
HI EVERYONE. DAVID WILSON JR AT [REDACTED]... WE ARE COUNTING DOWN THE FINAL HOURS OF MISSION POSSIBLE 7... NOW IS YOUR ABSOLUTE BEST TIME TO GET THE BEST POSSIBLE DEAL ON A NEW FORD... WE HAVE OVER 1,500 NEW FORDS, ON THE LOT... AND WE ARE ON TRACK TO BUST INTO FORDS TOP 50... A 2019 FORD F150 IS JUST \$19,995... SAVE OVER \$10,000 OFF MSRP ON 2019 FORD RANGERS... OR SAVE OVER \$15,000 OFF MSRP ON THE 2019 FORD EXPEDITION AND WE HAVE SHIPMENTS FOR RANGERS AND EXPEDITIONS ARRIVING DAILY... AND 0% FINANCING IS AVAILABLE FOR UP TO 72 MONTHS WITH APPROVED CREDIT... PLUS YOU GET [REDACTED] FOR LIFE WITH EVERY VEHICLE PURCHASE! IT'S THE FINAL HOURS... COME JOIN ALL THE EXCITEMENT DURING MISSION POSSIBLE 7 AT [REDACTED] OPEN EVERYDAY NOW THRU JANUARY 2ND OR UNTIL THE LAST CUSTOMER IS SATISFIED... CALL US TOLL FREE [REDACTED] AND ALWAYS ONLINE AT [REDACTED] REMEMBER IT ALL END JAN 2ND... CARS COST LESS [REDACTED]

This announcement was broadcast as entered in the property's program log. This announcement was aired at the following rates:

Rate	Spots	Total
\$35.00 each for	16 announcements, for a total of	\$560.00
For a total of	16 announcements and a total of	\$560.00

ANA Statement

Official's Signature → 


Notary Stamp → 

Signature of property official	Holly Mills	Accountant
Name of property official	[REDACTED]	Title of property official
Notarize by	Nancy McGinnis	Notarize date
Commission expiration	May 29, 2023	

*Script shows ad content, ANA Statement, Notary Stamp, and Official's Signature* ↑

*Invoice shows each run date and its associated cost* →

## INVOICE - CO-OP: MP7FINALHOURS122619



**WBOC FM**  
1729 N. Salisbury Blvd  
Salisbury, MD 21801  
Main: (410) 749-1111  
Billing: (410) 749-1111

Invoice #	Invoice Date	Invoice Month	Invoice Period
0520010070	01/26/20	January 2020	12/30/19 - 01/26/20

Property	Account Executive	Sales Office	Sales Region
WBOC-FM	[REDACTED]	Lo [REDACTED]	Local

Billing Address: [REDACTED]

Send Payment To:  
**WBOC FM**  
1729 N. Salisbury Blvd  
Salisbury, MD 21801  
<https://payment.wboc.com/paynow>

Advertiser	Product	Estimate Number
[REDACTED]	Request Hour Lunch	

Order Brand	Flight Dates	Order #	Alt Order #
[REDACTED]	04/29/19 - 04/26/20	9851	

Billing Calendar	Billing Type	Deal #
Broadcast	Cash, co-op	

Agency Code	Advertiser Code	Product 1/2

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/Week	Rate	Type	
9	12/30/19	01/26/20	M-F 12p-1p	12p-1p	11111--	1:00	5	\$35.00	NM	
Weeks:		Start Date	End Date	MTWTFSS	Spots/Week	Rate				
		12/30/19	01/05/20	11111--	5	\$35.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1	102.5	M	12/30/19	12:33 PM	M-F 12p-1p	12p-1p	1:00	NP7FINALHOURS122619	\$35.00	NM
2	102.5	Tu	12/31/19	12:29 PM	M-F 12p-1p	12p-1p	1:00	NP7FINALHOURS122619	\$35.00	NM
3	102.5	W	01/01/20	12:39 PM	M-F 12p-1p	12p-1p	1:00	NP7FINALHOURS122619	\$35.00	NM
4	102.5	Th	01/02/20	12:30 PM	M-F 12p-1p	12p-1p	1:00	NP7FINALHOURS122619	\$35.00	NM
21	12/30/19	01/26/20	M-Su Prime Time	6a-7p	3333332	1:00	20	\$35.00	NM	
Weeks:		Start Date	End Date	MTWTFSS	Spots/Week	Rate				
		12/30/19	01/05/20	3333332	20	\$35.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
3	102.5	M	12/30/19	6:04 AM	M-Su Prime Time	6a-7p	1:00	NP7FINALHOURS122619	\$35.00	NM
2	102.5	M	12/30/19	1:31 PM	M-Su Prime Time	6a-7p	1:00	NP7FINALHOURS122619	\$35.00	NM
1	102.5	M	12/30/19	2:15 PM	M-Su Prime Time	6a-7p	1:00	NP7FINALHOURS122619	\$35.00	NM
4	102.5	Tu	12/31/19	8:53 AM	M-Su Prime Time	6a-7p	1:00	NP7FINALHOURS122619	\$35.00	NM
6	102.5	Tu	12/31/19	10:29 AM	M-Su Prime Time	6a-7p	1:00	NP7FINALHOURS122619	\$35.00	NM
5	102.5	Tu	12/31/19	3:57 PM	M-Su Prime Time	6a-7p	1:00	NP7FINALHOURS122619	\$35.00	NM
7	102.5	W	01/01/20	6:39 AM	M-Su Prime Time	6a-7p	1:00	NP7FINALHOURS122619	\$35.00	NM
8	102.5	W	01/01/20	11:58 AM	M-Su Prime Time	6a-7p	1:00	NP7FINALHOURS122619	\$35.00	NM
9	102.5	W	01/01/20	1:41 PM	M-Su Prime Time	6a-7p	1:00	NP7FINALHOURS122619	\$35.00	NM
11	102.5	Th	01/02/20	7:25 AM	M-Su Prime Time	6a-7p	1:00	NP7FINALHOURS122619	\$35.00	NM
12	102.5	Th	01/02/20	8:36 AM	M-Su Prime Time	6a-7p	1:00	NP7FINALHOURS122619	\$35.00	NM
10	102.5	Th	01/02/20	10:37 AM	M-Su Prime Time	6a-7p	1:00	NP7FINALHOURS122619	\$35.00	NM
<b>Total Spots</b>							<b>16</b>			

**Due Upon Receipt** **Net Total** \$560.00

# Radio – *Non-Compliant Docs*

Remit To:  
KTLS-FM Holdenville, OK  
PO Box 609  
Ada, OK 74820

8< -- Detach and return with payment. -- >8

PO #:  
Agy Code:  
Est#: 6976  
Product: EST 6976 OSU SPORTS  
Buyer:

Invoice:	10714
Station:	KTLS-FM
EI Code:	133166
Date:	03/30/2020
<b>Total Due:</b>	<b>\$340.00</b>
Amt Paid:	

Salesrep:

INVOICE SUMMARY					
Station	Type	Qty	Gross	Agy Disc	Total
KTLS-FM	Spots	22	\$400.00	(\$60.00)	\$340.00

**AUDIO**  
**(Announcer)**  
It's a **BRAND NEW** Day at [REDACTED]..  
[REDACTED] Ford has only one price and it's the **BEST** price!  
The **BEST** Ford F-150 price, the **BEST** Ford Mustang price, the **BEST** Ford Explorer price. You get the picture!  
And for our service men and women...  
[REDACTED] Ford is a straight shot from [REDACTED]  
[REDACTED] It's a **BRAND NEW** Day at [REDACTED]  
Ford...your **BEST PRICE** Ford dealer on [REDACTED]

*Invoice does not show run date/cost for each run* ↑  
*Script does not contain ANA, Notary, or SO Signature* ➔

# Search Engine Marketing (SEM)

## Required Documents

- Itemized Invoice
- List of purchased keywords in Excel format, showing run dates of keywords, cost per click (CPC), and the click-thru URL per keyword

## Best Practices

- Invoice must show full SEM spend
- Keywords must be submitted in an excel file
- Pre-owned, service, and competitive make/dealership keywords are ineligible
- [Keyword List Job Aid](#)

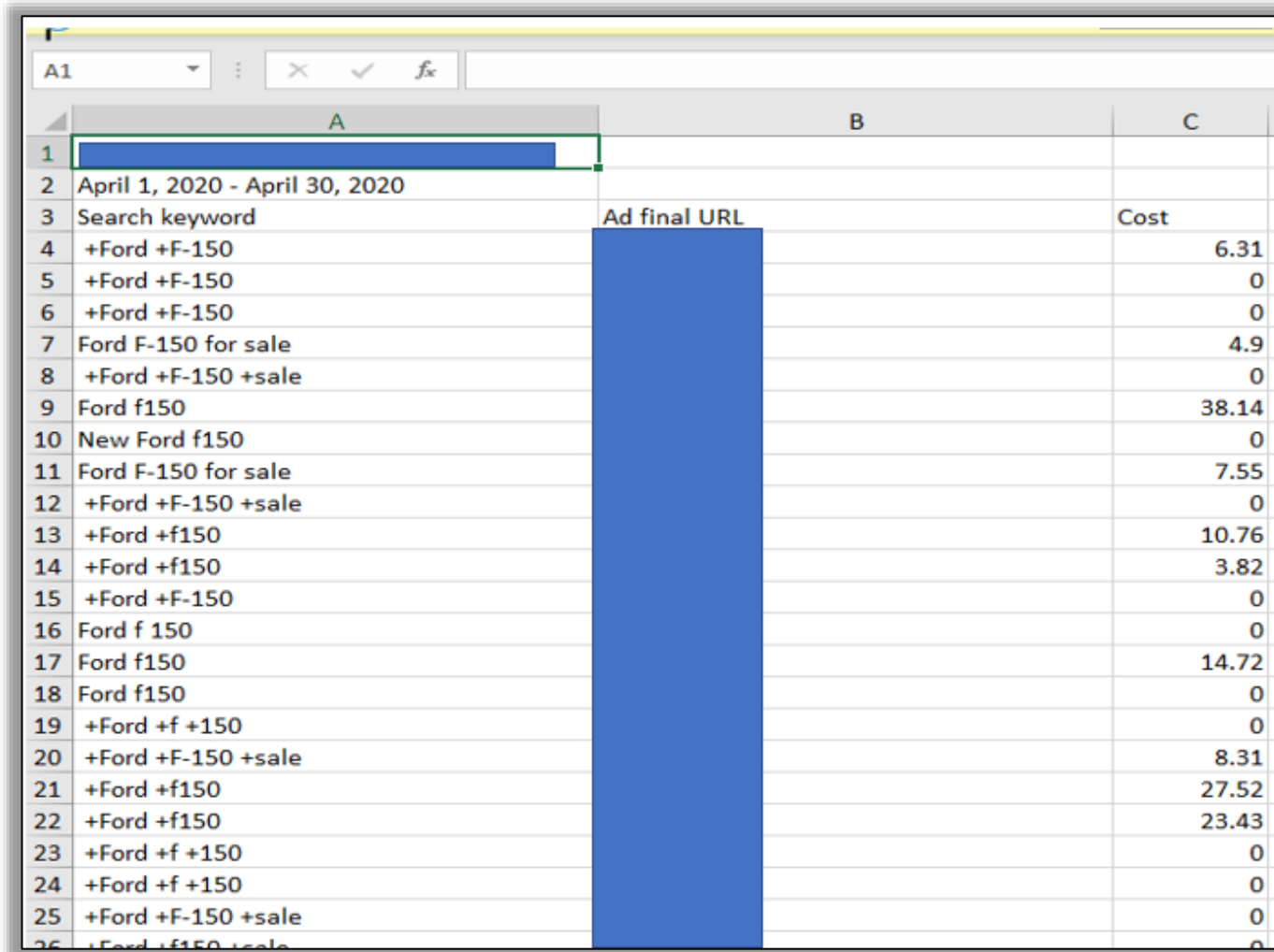
# Search Engine Marketing – *Compliant Docs*

INVOICE	
[Redacted]	
BILL TO: [Redacted]	
DATE	INVOICE #
[Redacted]	[Redacted]
TERMS: Due on receipt	
SERVICE	AMOUNT
Search Engine Marketing (SEM) ←	\$3,754.83
Internet Advertising (Display)	\$1,438.46
Social Advertising (Facebook)	\$1,738.66
Video Advertising (YouTube)	\$1,002.37
Search Engine Optimization (SEO)	\$3,000.00
Reported ad spend does not include any third party agency commission.	
<b>TOTAL</b>	<b>\$10,934.32</b>

Google™ Invoice		Google LLC 1600 Amphitheatre Pkwy Mountain View, CA 94043 United States Federal Tax ID: 77-0493581		
Invoice number: 3723945184				
Bill to [Redacted] United States				
Details Invoice number: 3723945184 Invoice date: Apr 30, 2020 Payment terms: Net 45 Billing ID: 9891-1933-5015		Google Ads Total amount due in USD: <b>\$15,331.10</b> Due Jun 14, 2020		
Summary for Apr 1, 2020 - Apr 30, 2020		Pay in USD: Subtotal in USD: \$15,331.10 Tax (0%): \$0.00 Total amount due in USD: \$15,331.10		
Google™ Invoice		Invoice number: 3723945184		
Summary of costs by account budget Apr 1, 2020 - Apr 30, 2020				
Account ID	Account	Account budget	Purchase order	Amount(\$)
314-530-9181	[Redacted] Hyundai	Pure Auto, LLC - Apr 24, 2020		650.65
517-947-9757	PC - [Redacted] Acura	Pure Auto, LLC - Apr 24, 2020		1,627.07
578-216-9014	PC - [Redacted] Chevrolet	Pure Auto, LLC - Apr 24, 2020		1,763.24
241-964-0834	PC - [Redacted] Ford	241-964-0834		5,935.14
990-689-5485	PC - [Redacted] Ford	990-689-5485		3,520.61
355-404-0736	PC - Volvo [Redacted]	355-404-0736		1,834.39
Total in USD				<b>\$15,331.10</b>

*Invoices itemize and clearly state the search spend*

# Search Engine Marketing – *Compliant Docs*




The screenshot shows an Excel spreadsheet with the following data:

	A	B	C
1			
2	April 1, 2020 - April 30, 2020		
3	Search keyword	Ad final URL	Cost
4	+Ford +F-150		6.31
5	+Ford +F-150		0
6	+Ford +F-150		0
7	Ford F-150 for sale		4.9
8	+Ford +F-150 +sale		0
9	Ford f150		38.14
10	New Ford f150		0
11	Ford F-150 for sale		7.55
12	+Ford +F-150 +sale		0
13	+Ford +f150		10.76
14	+Ford +f150		3.82
15	+Ford +F-150		0
16	Ford f 150		0
17	Ford f150		14.72
18	Ford f150		0
19	+Ford +f +150		0
20	+Ford +F-150 +sale		8.31
21	+Ford +f150		27.52
22	+Ford +f150		23.43
23	+Ford +f +150		0
24	+Ford +f +150		0
25	+Ford +F-150 +sale		0
26	+Ford +f150 +sale		0

*Keyword List contains  
Dealership name, run  
dates, keywords,  
keyword URLs, and CPC*




# Search Engine Marketing – *Non-Compliant Docs*



Billing: 866-510-5103, Option 2  
Customer Services: 800.909.8244, option 4

Billing: **3652591**  
Billing Date: 02-APR-20  
Cut Off Date: 03-APR-20









REMIT PAYMENT TO :  **Ford-Lincoln**

**CDK Global LLC**  
25455 Network Place  
CHICAGO IL 60673-1254  
United States

**Due Date:** Due in 30 days from invoice date

Service for the Month of March-2020

PO #	Payment Terms
	Due in 30 days from invoice date

Product Code	Description	Cust No	Service Customer	Ref #	Service Period	Qty	Price	Total
14.771.00	Social Suite US	26447		9054197		990	1.00	990.00
SC-12.532.00	Audience Tag	26447		6959242	03/01/2020 - 03/31/2020	1	0.00	0.00
SC-14.528.00	PowerSEO non-CDK	26447		6959243	03/01/2020 - 03/31/2020	1	499.00	499.00
SC-12.549.00	Used Media	26447		7057732	03/01/2020 - 03/31/2020	530 0	1.00	5,300.00
SC-12.553.00	Coop Media 	26447		7057732	03/01/2020 - 03/31/2020	550 0	1.00	5,500.00
SC-12.512.00	Advertising Management Fee	26447		7058597	03/01/2020 - 03/31/2020	1	1,200.00	1,200.00
SC-14.771.00	Social Suite US	26447		7058676	03/01/2020 - 03/31/2020	0	0.00	0.00

*Invoiced line item is too vague ("Coop Media")*

# Search Engine Marketing – *Non-Compliant Docs*

	A	B	C	D	E	F
1	Ad report					
2	Date					
3	Ad status ▾	Ad type ▾	Cost	Conversio ▾	Cost / cor ▾	Conv. rat ▾
128	Enabled	Ford Vehicle	91.99	0	0	0.00%
294	Enabled	Ford Vehicle	82.73	0	0	0.00%
323	Enabled	Ford Vehicle	26.18	0	0	0.00%
331	Enabled	Ford Vehicle	11.89	0	0	0.00%
334	Enabled	Ford Vehicle	56.93	0	0	0.00%
369	Enabled	Ford Vehicle	3.88	0	0	0.00%
402	Enabled	Ford Vehicle	275.1	2	137.55	2.27%
412	Enabled	Ford Vehicle	7.06	0	0	0.00%
624	Enabled	Ford Vehicle	22.01	0	0	0.00%
627	Enabled	Ford Vehicle	3.86	0	0	0.00%
633	Enabled	Ford Vehicle	14.11	0	0	0.00%
703	Enabled	Ford Vehicle	6.62	0	0	0.00%
765	Enabled	Ford Store	43.52	0	0	0.00%
810	Enabled	Ford Store	21.69	0	0	0.00%
863	Enabled	Ford Store	19.37	0	0	0.00%
962	Enabled	Ford Store	734.88	1	734.88	0.44%
1006	Enabled	Ford Store	1.02	0	0	0.00%
1064	Enabled	Ford Store	4.68	0	0	0.00%
1075	Enabled	Ford Store	95.85	0	0	0.00%
1184	Enabled	Ford Store	13.76	0	0	0.00%
1195	Enabled	Ford Store	3.86	0	0	0.00%
1196	Enabled	Ford Store	9.22	0	0	0.00%
1197	Enabled	Ford Store	6.34	0	0	0.00%
1226	Enabled	Ford Store	5.66	0	0	0.00%
1302	Enabled	Ford Store	1.52	0	0	0.00%
1330	Enabled	Ford Store	188.13	0	0	0.00%
1435	Enabled	Ford Store	85.24	0	0	0.00%
1476	Enabled	Ford Store	26.09	0	0	0.00%
1501	Enabled	Ford Store	6.81	0	0	0.00%
1509	Enabled	Ford Store	5.2	0	0	0.00%
1548	Enabled	Ford Store	44.03	0	0	0.00%
1568						

*Keyword list missing click-thru URL*

	A	B	C	D	E	F
1	Ad report					
2	Date					
3	Ad status ▾	Ad type ▾	Dealer URL	Conversio ▾	Cost / cor ▾	Conv. rat ▾
128	Enabled	Ford Vehicle		0	0	0.00%
294	Enabled	Ford Vehicle		0	0	0.00%
323	Enabled	Ford Vehicle		0	0	0.00%
331	Enabled	Ford Vehicle		0	0	0.00%
334	Enabled	Ford Vehicle		0	0	0.00%
369	Enabled	Ford Vehicle		0	0	0.00%
402	Enabled	Ford Vehicle		2	137.55	2.27%
412	Enabled	Ford Vehicle		0	0	0.00%
624	Enabled	Ford Vehicle		0	0	0.00%
627	Enabled	Ford Vehicle		0	0	0.00%
633	Enabled	Ford Vehicle		0	0	0.00%
703	Enabled	Ford Vehicle		0	0	0.00%
765	Enabled	Ford Store		0	0	0.00%
810	Enabled	Ford Store		0	0	0.00%
863	Enabled	Ford Store		0	0	0.00%
962	Enabled	Ford Store		1	734.88	0.44%
1006	Enabled	Ford Store		0	0	0.00%
1064	Enabled	Ford Store		0	0	0.00%
1075	Enabled	Ford Store		0	0	0.00%
1184	Enabled	Ford Store		0	0	0.00%
1195	Enabled	Ford Store		0	0	0.00%
1196	Enabled	Ford Store		0	0	0.00%
1197	Enabled	Ford Store		0	0	0.00%
1226	Enabled	Ford Store		0	0	0.00%
1302	Enabled	Ford Store		0	0	0.00%
1330	Enabled	Ford Store		0	0	0.00%
1435	Enabled	Ford Store		0	0	0.00%
1476	Enabled	Ford Store		0	0	0.00%
1501	Enabled	Ford Store		0	0	0.00%
1509	Enabled	Ford Store		0	0	0.00%
1548	Enabled	Ford Store		0	0	0.00%

*Keyword list missing keywords*

# Search Engine Optimization (SEO)

## Required Documents

- Itemized Invoice
- Metrics or Analytics (Campaign Report)


## Best Practices

- Keyword list with clicks, impressions, etc. is accepted as eligible supporting documentation
- Metrics/Analytics must show Dealership name and run dates

# Search Engine Optimization – *Compliant Docs*

**CF Search Marketing**  
 600 FAIRWAY DRIVE STE 105  
 DEERFIELD BEACH, FL 33441  
 9516714488  
 Rehan@cfsearchmarketing.com  
 www.cfsearchmarketing.com

**Invoice**



**BILL TO**

United States


INVOICE #	DATE	TOTAL DUE	DUE DATE	TERMS	ENCLOSED
11967	03/31/2020	\$9,747.05	04/10/2020	Net 10	

**ACCOUNT EXECUTIVE**

ACTIVITY	QTY	RATE	AMOUNT
<b>SEO:SEO</b> Search Engine Optimization - March 2020	1	1,699.00	1,699.00
<b>PPC:Dig Ad - PPC</b> Pay Per Click Commissions - NEW - March 2020 Pay Per Click Total Budget - \$19,824.94 Pay Per Click Ad Spend - \$16,256.61	1	3,568.33	3,568.33
<b>Display:Dig Ad - Dynamic Display</b> Dynamic Display Advertising - NEW - March 2020 Dynamic Display Advertising Total Budget - \$1,442.28 Dynamic Display Advertising Ad Spend - \$1,092.84	1	331.72	331.72
<b>Webcare</b> Webcare Package - March 2020	1	999.00	999.00
<b>Reputation Management:Reputation Management</b> Reputation Management Package - March 2020	1	1,649.00	1,649.00
<b>Email Blast:Email Blast</b> Conquest Email Blast Marketing - March 2020	1	1,500.00	1,500.00
<b>Social Media:Dig Ad - SMA</b> Social Media Advertising - March 2020	1	0.00	0.00

Please make check or official check payable to "CF Search Marketing" and mail to the following address:

BALANCE DUE
**\$9,747.05**



DealerRater.com  
 75 Remittance Drive Dept. 6767  
 Chicago, IL 60675-6767

**Invoice:** DR00651391  
**Invoice Date:** 03/31/2020  
**Page:** 1 of 1

**Customer:**  
 United States

Dealer ID:   
 Customer No:   
 Payment Terms: Net 30  
 Due Date: 04/30/2020

**Fed. ID#: 20-2709342**  
**Please Remit To:**  
 DealerRater.com  
 75 Remittance Drive Dept. 6767  
 Chicago, IL 60675-6767  
 United States

**TOTAL AMOUNT DUE: 399.00 USD**

Click to add txt

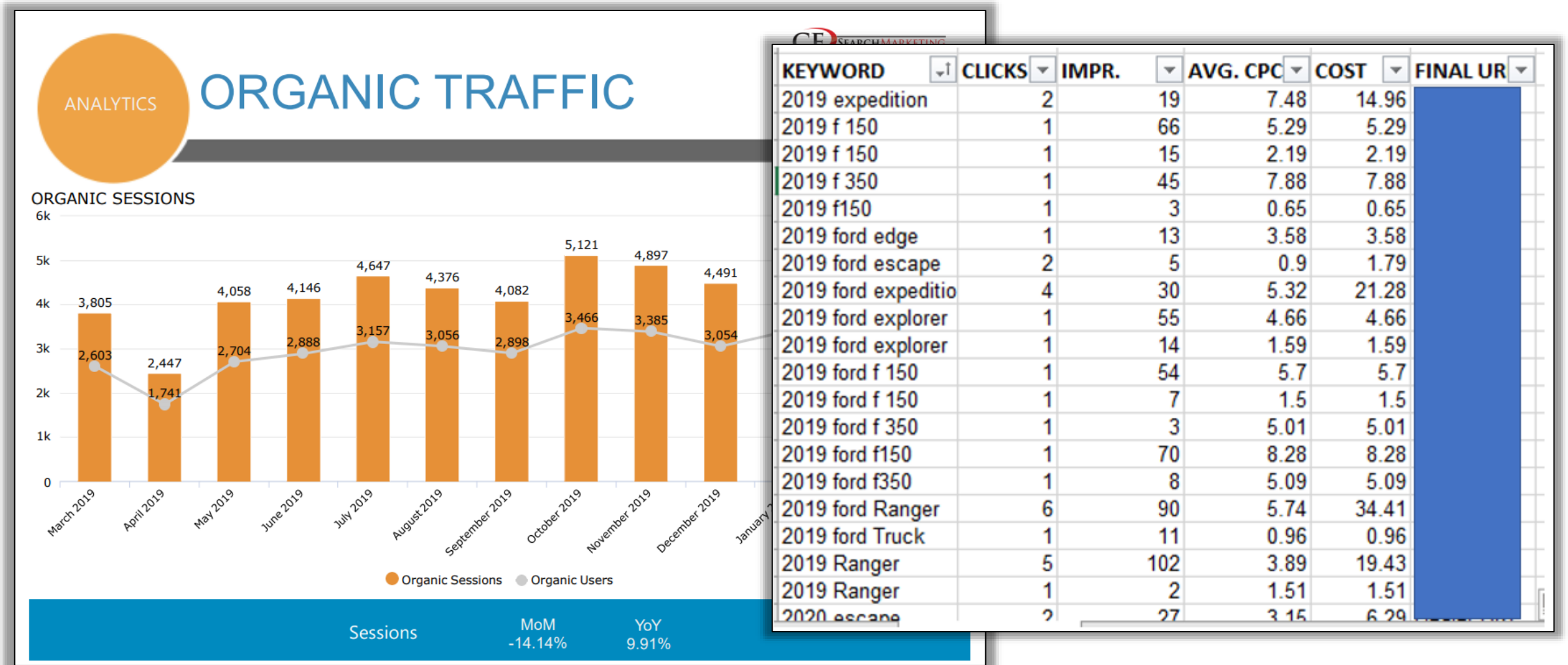
**MONTH OF SERVICE: MARCH-2020**  
(Unless you have arranged for billing in advance)

For billing questions, please send an email to [billing@dealerrater.com](mailto:billing@dealerrater.com) or call our Billing Dept at 1-877-585-3753

Customer Name	Order Number	Product	Unit(s)	Unit Price	Amount Due
<div style="background-color: blue; width: 30px; height: 15px; display: inline-block;"></div> Ford	INS2474621	DealerRater Connections Plus SEARCH ENGINE OPTIMIZATION	1.00	399.00	399.00
<b>Subtotal:</b>					399.00
<b>TOTAL AMOUNT DUE:</b>					<b>399.00</b>




*Invoices itemize and clearly state the optimization spend*

# Search Engine Optimization – *Compliant Docs*



*Campaign Report or Keyword List with clicks/impressions are acceptable*

# Search Engine Optimization – *Non-Compliant Docs*

<b>Remora, Inc.</b> 3236 Beach Blvd Jacksonville, FL 32207 (904) 770-4395	INVOICE		
		Invoice # INV-2949-DM Invoice Date 04/21/20 Amount Due: \$1,895.00	
 Ford United States			
<b>Due Date</b>	<b>Terms</b>		
05/01/20	Net 10		
<b>Description</b>	<b>Quantity</b>	<b>Price</b>	<b>Amount</b>
Mobile and Desktop Dealership Website with SEO for  Ford.com (May 1-31, 2020)	1	\$1,895.00	\$1,895.00
Updating Rebates and Regional Incentives	1	\$0.00	\$0.00
		<b>Total:</b>	\$1,895.00
		<b>Payments:</b>	\$0.00
		<b>Amount Due:</b>	\$1,895.00

*SEO charge is not itemized  
(combined with website fee)*

# Search Engine Optimization – *Non-Compliant Docs*

**Ford**

January 2019	February 2019
<ul style="list-style-type: none"><li>Keyword &amp; Competitor Research</li><li>Site Health Audit</li><li>Structured Data Review</li><li>Google Search Console Review</li><li>Content Audit</li><li>Research Overview Report</li><li>Claim &amp; Optimize GMB Listings</li><li>Service</li><li>Parts</li><li>Used Vehicles</li></ul>	<ul style="list-style-type: none"><li>Create SEO Strategy Calendar</li><li>Begin Site Health Updates</li><li>Crawl Error Updates</li><li>Manager's Specials</li><li>New Inventory</li></ul>
March 2019	April 2019
<p>Ford Truck Month</p> <ul style="list-style-type: none"><li>GMB Management</li><li>Meta Audit for 10 pages</li><li>Performance Report</li><li>Special Offer TBD</li><li>Local: Restaurants in [redacted]</li><li>User Experience Enhancement (4 pages)</li><li>Local: Restaurants in [redacted]</li><li>How Often Should I Get My Oil Changed?</li><li>How Often Should You Rotate Your Tires?</li></ul>	<p>Ford Truck Month</p> <ul style="list-style-type: none"><li>GMB Management</li><li>Performance Report</li><li>Special Offer TBD</li><li>Local TBD</li><li>Ford Escape Dimensions</li><li>How Much Can a Ford Explorer Tow?</li><li>Should I Buy or Lease</li><li>How to Connect to Ford Sync?</li><li>Local TBD</li></ul>
May 2019	June 2019
<ul style="list-style-type: none"><li>GMB Management</li><li>Performance Report</li><li>Special Offer TBD</li><li>Local TBD</li><li>Ford Explorer Trim Levels</li><li>Ford Escape Redesign</li><li>Ford Accessories</li><li>How Many Miles Do Tires Last?</li><li>Local TBD</li></ul>	<ul style="list-style-type: none"><li>GMB Management</li><li>Performance Report</li><li>Special Offer TBD</li><li>Local TBD</li><li>Ford F-150 XL vs. XLT</li><li>Ford F150 Lift Kits</li><li>Ford SUV Lineup</li><li>What is the difference between used and certified pre-owned?</li><li>Local TBD</li></ul>

**In-Brand Competitors**      **Out-Of-Brand Competitors**      **Top Locations**

*SEO Planners are ineligible for Metrics/Analytics*



# Social Media Advertising

## Required Documents

- Itemized Invoice
- Metrics or Analytics

## Best Practices

- Invoice line item must designate a Social charge
  - ie. Social, Facebook, IG, Social Reputation Mgmt, etc
- Metrics must show dealership name and run dates
- Media Type includes Social Media Advertising and Social Media Reputation Management



# Social Media – *Compliant Docs*

FACEBOOK

Facebook, Inc.  
1601 Willow Rd  
Menlo Park, CA 94025  
United States of America  
EIN/TIN: 20-1665019

## INVOICE

Invoice #: 23906488  
Invoice Date: 04-May-2020  
Billing Period: Apr-20  
Account Id / Group: 1022989434416233  
Payment Terms: NET 30

Page: 1 of 1

BILL TO: [REDACTED]  
UNITED STATES OF AMERICA

ATTN: Accounts Payable

Advertiser: [REDACTED]  
PO Number:

Line#	Description - Advertising Services	Campaign Label	Total
1	Evergreen   April 2020	ALWAYS ON	200.42
2	Instagram - Coupons: goodwill/bugs		-0.04
3	Instagram - Evergreen   April 2020	ALWAYS ON	95.33
4	Instagram - New Cat/Incv EA   April 2020		66.74
5	Instagram - New Cat/Incv ODC   April 2020		23.26
6	Instagram - New Cat/Incv Web   April 2020		67.64
7	<del>Lead-Gen-ODC   April 2020</del>	ALWAYS ON	257.17
8	<del>Lead-Gen-WEB   April 2020</del>	ALWAYS ON	295.75
9	New Cat/Incv EA   April 2020		524.75
10	New Cat/Incv ODC   April 2020		619.67
11	New Cat/Incv Web   April 2020		671.74

PureCars

PureCars Technologies, LLC  
1447 Peachtree St NE  
Suite 900  
Atlanta GA 30309  
billing@purecars.com  
877-860-7873 opt. 3

## Monthly Services Invoice

Date: 3/31/2020  
Invoice #: 745322

Terms: Due on receipt  
Due Date: 3/31/2020  
Currency: US Dollar

Bill To: [REDACTED]  
United States

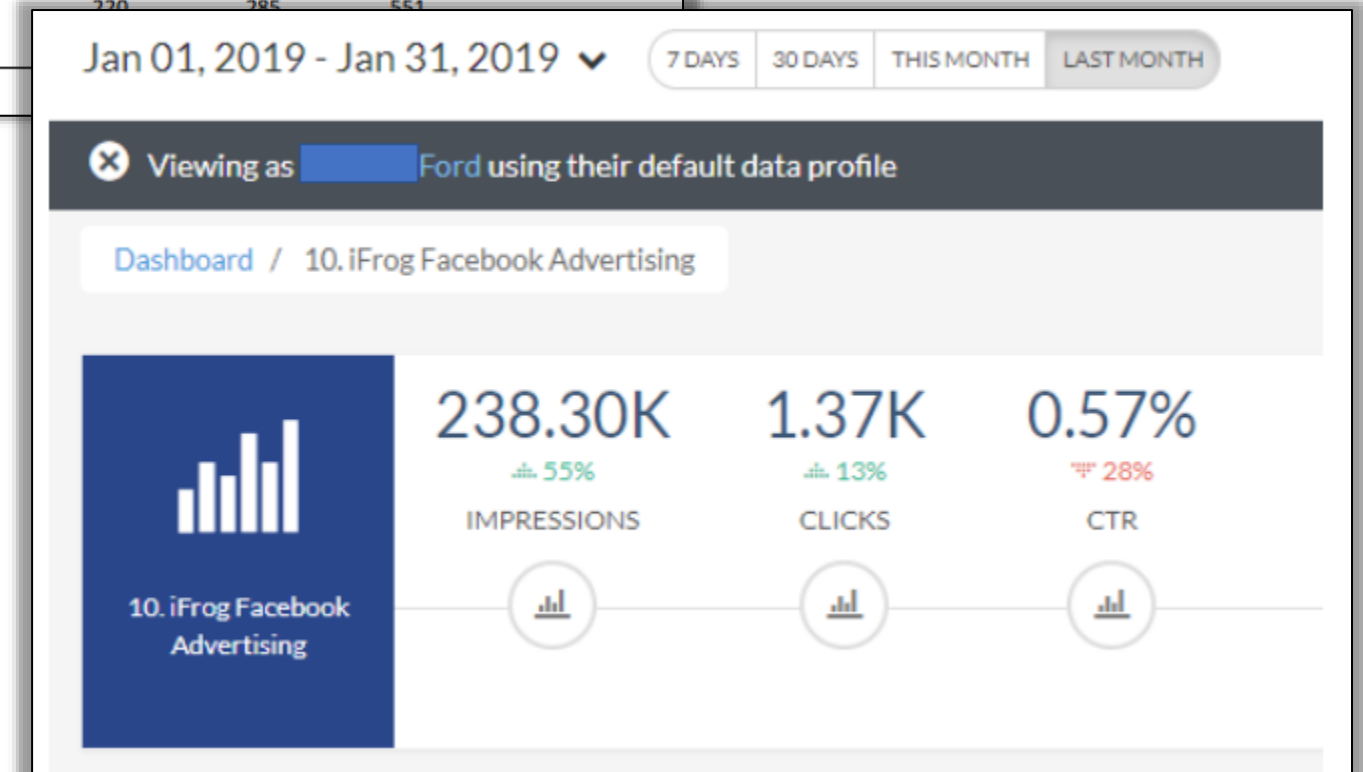
### Mar 2020 Service Invoice

Quantity	Item	Description	Dealer Name	Amount
981.85	Social Spend	SmartAdvertising Spend	[REDACTED]	981.85
3,413.41	Search Spend	SmartAdvertising Spend	[REDACTED]	3,413.41
1	Data Management Fee	Data Management Fee	[REDACTED]	57.00
1	Social Platform Fees	SmartAdvertising Fee	[REDACTED]	637.50
1	SmartAdvertising Fee	SmartAdvertising Fee	[REDACTED]	1,062.50
1	Value Reports - Economic Relief Discount	Value Intelligence D - Economic Relief Discount	[REDACTED]	-400.00
1	Value Reports	Value Intelligence	[REDACTED]	400.00
1	PureCars SEAT	Next Gen Search Engine Alignment Tech	[REDACTED]	595.00
1	Activate - Economic Relief Discount	Onsite Universal and Personalized Offers for Shoppers on Dealer Websites - Economic Relief Discount	[REDACTED]	-500.00
1	Activate	Onsite Universal and Personalized Offers for Shoppers on Dealer Websites	[REDACTED]	500.00
<b>Total</b>				<b>\$6,747.26</b>

*Invoices itemize and specify Social spend*

# Social Media – *Compliant Docs*

f October 1-31 Report		FORD				
Campaign Name	Amount Spent	CPC (All)	Impressions	Link Clicks	Clicks (All)	Reach
AIA - Prospecting - All New	\$515.87	0.47765741	78371	944	1080	15594
AIA - Lead Generation - All New (7d)	\$303.59	1.06522807	8813	220	295	551
AIA - Retargeting - All New	\$168.01	0.43413437	12441			
	\$987.47					



*Metrics show Impressions/Clicks,  
Run Dates, and Dealership Name*

# Social Media – *Non-Compliant Docs*

**PODIUM**

**INVOICE**  
Invoice #: INV00429445  
Invoice Date: 04/30/2020  
Page 1 of 2

Podium Corporation, Inc.  
1650 W Digital Drive  
Lehi, UT 84043  
Tax ID: 47-1369982

United States

Reputation Management (All Charges Listed)

Payment Term:  
Due Date:  
Amount Due:

Invoice Details				
Name	Service Name	Service Period	Quantity	Unit Cost
[Redacted]	Review Platform Subscription	04/30/2020-05/29/2020	1	\$ 375.00
[Redacted]	CDK DMS Connector	04/30/2020-05/29/2020	1	\$ 79.00
[Redacted]	Review Platform Subscription	04/30/2020-05/29/2020	1	\$ 375.00
[Redacted]	CDK DMS Connector	04/30/2020-05/29/2020	1	\$ 79.00

Tax: \$ 0.00  
Credits: \$ 0.00  
Amount Paid: \$ 0.00  
Amount Due: \$ 908.00 USD

Account Setup 40%

Dashboard Metrics:

- Inbound Leads: 23 (Month To Date)
- Median First Response: 8 min (Month To Date)
- Total Conversations: 17 (Month To Date)
- Avg. Review Rating: 4.8 (Month To Date)
- Total Reviews: 11 (Month To Date)
- Review Invites: 635 (Month To Date)
- Cars.com Overall Rating: 4.8
- DealerRater Overall Rating: 4.6
- Facebook Overall Rating: 4.5
- Google Overall Rating: 4.5
- Yelp Overall Rating: 3.2

*Metrics do not show Dealership name or run dates*

*Invoice line items do not specify a social charge*

# Television

## Required Documents

- Itemized Invoice
- Storyboard script with ANA, Notary Stamp, and Station Official's signature

## Best Practices

- Invoice must show date and cost for each individual run
- Agency Commission is ineligible
- Video files are not accepted; must be storyboard script showing audio and video content

# Television – *Compliant Docs*

Send Payment To:  
**WBOC**  
 1729 N. Salisbury Blvd.  
 Salisbury, MD 21801  
<https://payment.wboc.com/paynow>

**WBOC 16**  
 DELMARVA'S NEWS LEADER

Invoice #	Invoice Date	Invoice Month	Invoice Period
0120010260	01/26/20	January 2020	12/30/19 - 01/26/20

Advertiser	Product	Estimate Number
	Q1 2020 Preferred Partner	

Ad-ID: FINAL HOURS 2019  
 Client: FORD  
 Title: FINAL HOURS 2019

Audio:  
 IT'S THE FINAL HOURS OF THE TOP 40 SALES DRIVE AND YOUR LAST CHANCE TO GET GREAT DEALS DURING MISSION POSSIBLE 7 AT FORD... IT'S YOUR LAST CHANCE FOR 0% FINANCING FOR 72 MONTHS ON SELECT FORDS... SAVINGS UP TO \$10,000 OFF MSRP ON 2019 FORD RANGERS AND \$15,000 OFF MSRP ON 2019 FORD EXPEDITIONS... DON'T MISS MISSION POSSIBLE 7, IT ALL ENDS JAN 2ND AT FORD AND ALWAYS AT

Video:  
 ON CAMERA.  
 VO CARS WITH PRICES  
 ON CAMERA  
 AUTOPLEX. WITH PHONE #/LOCATION/WEB PAGE  
 MARTIN ON CAMERA

This announcement was broadcast as entered in the property's program log. This announcement was aired at the following rates:

\$105.00 each for	6 announcements, for a total of	\$630.00
For a total of	6 announcements and a total of	\$630.00

Signature of property official: *Holly Mills*  
 Name of property official: Holly Mills  
 Title of property official: Accountant

Notary Stamp: **NANCY B. MCGINNIS**  
 Notary Public  
 State of Maryland  
 Wicomico County  
 Commission expires: May 29, 2023  
 Notarize by: *Nancy McGinnis*  
 Commission expiration: *May 29, 2023*  
 Notarize date: 2-19-2020

Script shows Audio and Video ad content, ANA Statement, Notary Stamp, and Official's Signature

Invoice shows each run date and its associated cost along with total cost

**WBOC 16**  
 1729 N. Salisbury Blvd.  
 Salisbury, MD 21801  
 Main: (410) 749-1111  
 Billing: (410) 749-1111

Invoice #	Invoice Date	Invoice Month	Invoice Period
0120010260	01/26/20	January 2020	12/30/19 - 01/26/20

Advertiser	Product	Estimate Number
	Q1 2020 Preferred Partner	

Order Brand	Flight Dates	Order #	Alt Order #
	12/30/19 - 03/29/20	154498	

Agency Code	Advertiser Code	Product ID

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/Week	Rate	Type																								
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<p>Total Spots: 6</p>																																	

INVOICE - CO-OP: FINAL HOURS 2019

Send Payment To:  
**WBOC**  
 1729 N. Salisbury Blvd.  
 Salisbury, MD 21801  
<https://payment.wboc.com/paynow>

Invoice #	Invoice Date	Invoice Month	Invoice Period
0120010260	01/26/20	January 2020	12/30/19 - 01/26/20

Advertiser	Product	Estimate Number
	Q1 2020 Preferred Partner	

Order Brand	Flight Dates	Order #	Alt Order #
	12/30/19 - 03/29/20	154498	

Agency Code	Advertiser Code	Product ID

Due Upon Receipt

Net Total: \$630.00



# Television – *Compliant Docs*

**FOX 43** WPMT  
2005 South Queen St  
York PA 17403

**INVOICE - CO-OP MASTER**

Invoice #	Invoice Date	Invoice Month	Invoice Period
1922231-1	03/22/20	March 2020	03/01/20 - 03/22/20
Station	Account Executive	Sales Office	Sales Region
WPMT	[REDACTED]	H [REDACTED]	Local
Advertiser	Product	IDB#	
[REDACTED]	[REDACTED]	[REDACTED]	
Agency/Direct Account Advertiser	Flight Dates	Order #	Alt Order #
[REDACTED]	03/16/20 - 03/30/20	1922231	

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<table border="1"> <tr> <th>Spots #</th> <th>Ch</th> <th>Day</th> <th>Air Date</th> <th>Air Time</th> <th>Description</th> <th>Start/End Time</th> <th>Length</th> <th>Ad-ID</th> <th>Rate</th> <th>Type</th> </tr> <tr> <td>2</td> <td>WPMT</td> <td>W</td> <td>03/18/20</td> <td>01:56 pm</td> <td>W-Su 6a-12m</td> <td>6a-12m</td> <td>:15</td> <td>LBSFAWARDS081319</td> <td>\$0.00</td> <td>BK</td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td>01:57 pm</td> <td></td> <td></td> <td></td> <td>LBSFAWARDS081319</td> <td>\$0.00</td> <td></td> </tr> <tr> <td>1</td> <td>WPMT</td> <td>W</td> <td>03/18/20</td> <td>11:54 am</td> <td>W-Su 6a-12m</td> <td>6a-12m</td> <td>:15</td> <td>LBSFAWARDS081319</td> <td>\$0.00</td> <td>BK</td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td>11:56 am</td> <td></td> <td></td> <td></td> <td>LBSFAWARDS081319</td> <td>\$0.00</td> <td></td> </tr> <tr> <td>3</td> <td>WPMT</td> <td>T</td> <td>03/19/20</td> <td>09:57 am</td> <td>W-Su 6a-12m</td> <td>6a-12m</td> <td>:15</td> <td>LBSFAWARDS081319</td> <td>\$0.00</td> <td>BK</td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td>09:59 am</td> <td></td> <td></td> <td></td> <td>LBSFAWARDS081319</td> <td>\$0.00</td> <td></td> </tr> <tr> <td>4</td> <td>WPMT</td> <td>S</td> <td>03/21/20</td> <td>07:54 am</td> <td>W-Su 6a-12m</td> <td>6a-12m</td> <td>:15</td> <td>LBSFAWARDS081319</td> <td>\$0.00</td> <td>BK</td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td>07:56 am</td> <td></td> <td></td> <td></td> <td>LBSFAWARDS081319</td> <td>\$0.00</td> <td></td> </tr> </table>										Spots #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	2	WPMT	W	03/18/20	01:56 pm	W-Su 6a-12m	6a-12m	:15	LBSFAWARDS081319	\$0.00	BK					01:57 pm				LBSFAWARDS081319	\$0.00		1	WPMT	W	03/18/20	11:54 am	W-Su 6a-12m	6a-12m	:15	LBSFAWARDS081319	\$0.00	BK					11:56 am				LBSFAWARDS081319	\$0.00		3	WPMT	T	03/19/20	09:57 am	W-Su 6a-12m	6a-12m	:15	LBSFAWARDS081319	\$0.00	BK					09:59 am				LBSFAWARDS081319	\$0.00		4	WPMT	S	03/21/20	07:54 am	W-Su 6a-12m	6a-12m	:15	LBSFAWARDS081319	\$0.00	BK					07:56 am				LBSFAWARDS081319	\$0.00	
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<b>Total Spots</b>							<b>21</b>																																																																																																					

Payment Terms 30 days  
Due Date: 04/21/2020

<b>Gross Total</b>	\$1,545.00
<b>Agency Commission</b>	\$231.75
<b>Net Amount Due</b>	\$1,313.25

*Invoice shows Agency Commission deduction*

**TELEVISION SCRIPT**  
L B SMITH FORD  
"AWARDS" :15 TV REV

	VIDEO	AUDIO
1	CG: [REDACTED] logo rotates and morphs into "BEST" CG: [REDACTED] logo CG: Simply The Best Domestic Dealer 2019 CG: (bottom screen) 2015 Readers Choice 2016 Readers Choice 2017 Readers Choice 2018 Simply The Best 2019 Simply The Best Reader's Choice 3 Years In A Row!	VO: Thank you [REDACTED] for voting us once again [REDACTED] Magazine's "Simply The Best" domestic dealer for twenty nineteen!
2	Maybe a dealership shot in sepia tone with '1940' in the corner, morphing into a color shot of the dealership today	VO: Since 1940, our goal was to provide a best in class customer experience
4	Back to both logos on either side [REDACTED] logo CG: [REDACTED].com	VO: Thank you <i>again</i> Harrisburg...from all of us at [REDACTED] Ford Lincoln,

**Affidavit of Performance**  
I warrant that the AD-ID/ISCI LBSFAWARDS081319 was broadcast a total of 21 times and billed to the advertiser at a total gross cost of \$1,545.00

*[Signature]*  
Authorized Station Representative

State of Texas  
Witness my hand and official seal  
*[Signature]*

*Script shows Audio and Video ad content, ANA Statement, Notary Stamp, and Official's Signature*

# Television – *Non-Compliant Docs*

INVOICE			
Invoice Number:	INV-70508302		
Invoice Date:	26-APR-2020		
Order Number:	11408555		
Page:	REMITTANCE		
BILL TO :			
[REDACTED]			
AGENCY	AGENCY NO.	AE NAME	AE NO.
Radio/Vision	70404TA	[REDACTED]	KGRUB
CUSTOMER	CUSTOMER NO.	BILLING CYCLE	MONTH
[REDACTED] Ford	700010045	03-30-20 - 04-26-20	APRIL
PLEASE REFERENCE YOUR PAYMENT TO THE INVOICE NUMBER ABOVE			
AIRTIME TOTAL :	\$ 37077.50		
Agency Commission :	\$ 5561.70		
NET TOTAL :	\$ 31515.72		
BALANCE DUE :	\$ 31515.72		
PLEASE REMIT TO :			
SPECTRUM REACH			
PO Box 207818			
Dallas, TX 75320-7818			
(877)-286-7117			
We accept VISA, MC, DISC and AMEX at: <a href="https://southernpayments.spectrumreach.com">https://southernpayments.spectrumreach.com</a>			
Payment Terms: Net 30 Days			

*Invoice does not show run date/cost for each run* ↑

*Script does not differentiate Audio and Video ad content, ANA Statement, Notary Stamp, or Official's Signature* →

[REDACTED] **FORD - MAY 2020 - TV :30 - ~~TOGETHER WE STAND~~ v2**

LOWER % OF DEALER LOGO AND WEBSITE: [REDACTED] Ford.com. VIDEO AND TEXT TO MATCH VOICEOVER

**THIS MEMORIAL DAY, SUPPORTING LOCAL BUSINESS AND AMERICAN COMPANIES HAS NEVER BEEN MORE IMPORTANT.**

LOWER % REMAINS. SHOW CUSTOMERS SHOPPING ONLINE AND VIDEO REFLECTING IMPLIED DISTANCING INTERACTIONS.

AT [REDACTED] FORD...  
**WE STAND TOGETHER TO DELIVER A GREAT AMERICAN BRAND, AND HELP YOU SHOP YOUR WAY!**

GO TO [REDACTED] FORD DOT COM...  
**CHOOSE YOUR NEW FORD, AND PICK YOUR VEHICLE UP CURBSIDE!**

LOWER % REMAINS. VIDEO OR IMAGES OF TRUCK TO MATCH. TEXT: NEW 2019 FORD F150 XLT, 0% APR FINANCING AVAILABLE UP TO 84 MONTHS! TEXT 2: MAKE NO PAYMENTS FOR 3 MONTHS! DISCLAIMER ON SCREEN. Not all buyers will qualify for Ford Credit financing. 0% APR financing for 84 months at \$11.90 per month per \$1,000 financed regardless of down payment (PGM #21128). Customer can defer first payment up to 120 days (PGM #21126). Deferral requires Ford Credit financing. For APR rates other than 0%, interest will continue to accrue during the deferral period. For PA residents, only available on 0% APR financing. This program is NOT compatible with other public, private, or direct offers. Not available on F-150 Raptor. Residency restrictions apply. Take new retail delivery from an authorized Ford dealer's stock by 6/1/20. Plus tax, tags, and fees. See dealer for qualifications and complete details.

**GET ZERO PERCENT FINANCING FOR UP TO 84 MONTHS AND NO PAYMENTS FOR 3 MONTHS!**

LOWER % REMAINS. LOT FOOTAGE AND TEXT TO MATCH PLUS TEXT "OVER 350 NEW FORDS IN STOCK TODAY" AND "SAVE UP TO \$13,000 OFF MSRP!" DISCLAIMER ON SCREEN: Maximum savings on stock # WK6283, 2019 Ford F150 XLT. MSRP \$37,720. All manufacturer and regional incentives to dealer. Not all buyers will qualify. Plus tax, tags, and fees. See dealer for details. Subject to prior sale. Ends 6/1/20.

**OR UP TO 13-THOUSAND OFF SELECT NEW FORDS!**

LOWER % REMOVED. STORE EXTERIOR, TEXT ON SCREEN TO MATCH, DEALER LOGO, BRAND LOGO, Address: Route 301, Waldorf. Website: [REDACTED].com. TEXT BELOW DEALER LOGO: "Your Way")

**TOGETHER WE STAND AT [REDACTED] FORD!  
SHOP TODAY AT [REDACTED] FORD OR [REDACTED] FORD DOT COM!**



# Website Language Translation


## Required Documents

- Itemized Invoice
- Live screenshot of Ford Direct website showing Ford Direct copyright

## Best Practices

- Invoice line item must state “Website Language Translation” or a very similar variation
- Live screenshot of FordDirect website showing FordDirect Copyright needs to show site identifiers (URL at top, website header showing dealership name, etc)

# Website Language Translation – *Compliant Docs*

 Stream Companies, Inc.  
400 Lapp Road  
Malvern, Pa 19355  
billing@streamcompanies.com

**Invoice**

Date	Invoice #
5/1/2020	2029

Bill To: Ford Lincoln

Ship To:

Your P.O. No.	Our Terms	Payment Due	CSR	Shipped Via	Project
	Due on receipt	5/1/2020	KC		

Qty	Description	Rate	Amount
	Website Language Translation 4/20	995.00	\$995.00

↑ Invoice itemizes translation charge

Website screenshot shows FD Copyright →

Show original

Vehículos nuevos   Vehículos usados   Camiones de trabajo   Carreras   Servicio / Piezas y colisión   Especiales   Herramientas de compras   Recompensas automáticas   Acerca de

## Distribuidor Ford Nuevo y Usado

Cualquier tipo de **vehículo Ford nuevo** que esté buscando, estamos aquí para ayudarlo a encontrarlo. Con toda la línea en existencia, estamos seguros de que podremos emparejarlo con el Ford perfecto.

Si está buscando algo que pueda manejar tanto el lugar de trabajo como el fin de semana, eche un vistazo a la **camioneta Ford F-Series**. Estos vehículos son de alto rendimiento, un éxito de ventas desde hace mucho tiempo y ofrecen una relación de trabajo a juego.

¿En el mercado por algo un poco más pequeño? Pruebe uno de nuestros sedanes Ford, como el Fusion o el Mustang.

## Concesionario Ford confiable en

Ahora que tiene una mejor idea de lo que tenemos para ofrecerle, esperamos que esté listo para pasar y ver si es usted mismo. Llámennos a [redacted] en cualquier momento para obtener más información o para programar una prueba de manejo. ¡Estamos a poca distancia en coche de Doylestown, Filadelfia y Warrminster!

Envíanos un mensaje de texto

Habla con nosotros

Aunque se han hecho todos los esfuerzos razonables para garantizar la exactitud de la información contenida en este sitio, no se puede garantizar una precisión absoluta. Este sitio, y toda la información y los materiales que aparecen en él, se presentan al usuario "tal cual" sin garantía de ningún tipo, ya sea expresa o implícita. Todos los vehículos están sujetos a venta previa. El precio no incluye impuestos aplicables, título, licencia, procesamiento y / o tarifas de documentación, y cargos de destino. Los vehículos que se muestran en diferentes ubicaciones no se encuentran actualmente en nuestro inventario (no en stock), pero pueden ponerse a su disposición en nuestra ubicación dentro de una fecha razonable desde el momento de su solicitud, que no exceda una semana. Se pueden aplicar restricciones de residencia.

Derivados de Autor © 2020 FordDirect



# Website Language Translation – *Non-Compliant Docs*

**DEALER.COM**  
Make checks payable to:  
Dealer Dot Com Inc.  
PO Box 936711  
Atlanta, GA 31193-6711 USA

Invoice date: 01/16/2020  
Due Date: 1/31/2020  
Account Number: C015453  
Invoice Number: [REDACTED]  
Invoice Amount: [REDACTED]

ACH Payment Option  
Account Number: 4[REDACTED]

Payment Portal Option  
Please call to enroll

For billing questions  
Billing@Dealer.com

Please print account number on your checks

Account Balance: \$3,940.20  
Last Payment Received: 1/6/2020  
Billing Contact: [REDACTED]

Delivery Location: [REDACTED] Service Account: [REDACTED] City/St: [REDACTED]

Service start	Service end	Item description	QTY	Unit	Unit Price	Discount	Promo	Sales Tax	Net Amt	
01/01/20	01/31/20	Dealer.com Premium SEO	1	MO	\$1,799.00	\$0.00	\$0.00	\$0.00	\$1,799.00	
01/01/20	01/31/20	AudioEye Accessibility Toolbar	1	MO	\$249.00	\$0.00	\$0.00	\$22.10	\$271.10	
								<b>Sub-Total</b>	<b>\$22.10</b>	<b>\$2,070.10</b>

Select Language | [REDACTED] Sales 314-895-0600 [REDACTED]

SPECIALS NEW USED SELL/TRADE FINANCE SERVICE & PARTS ABOUT US RESEARCH

The health and safety of our staff, customers, and community is our top priority. [Read an important message from \[REDACTED\]](#)

## Showroom Visits by Appointment Only

**For your continued safety, please make an appointment to visit our showroom. Call us today or schedule your appointment online now.**

**GET STARTED**

↑ Screenshot of website does not show FordDirect Copyright

← Invoiced charge does not state language translation

# Wi-Fi Marketing

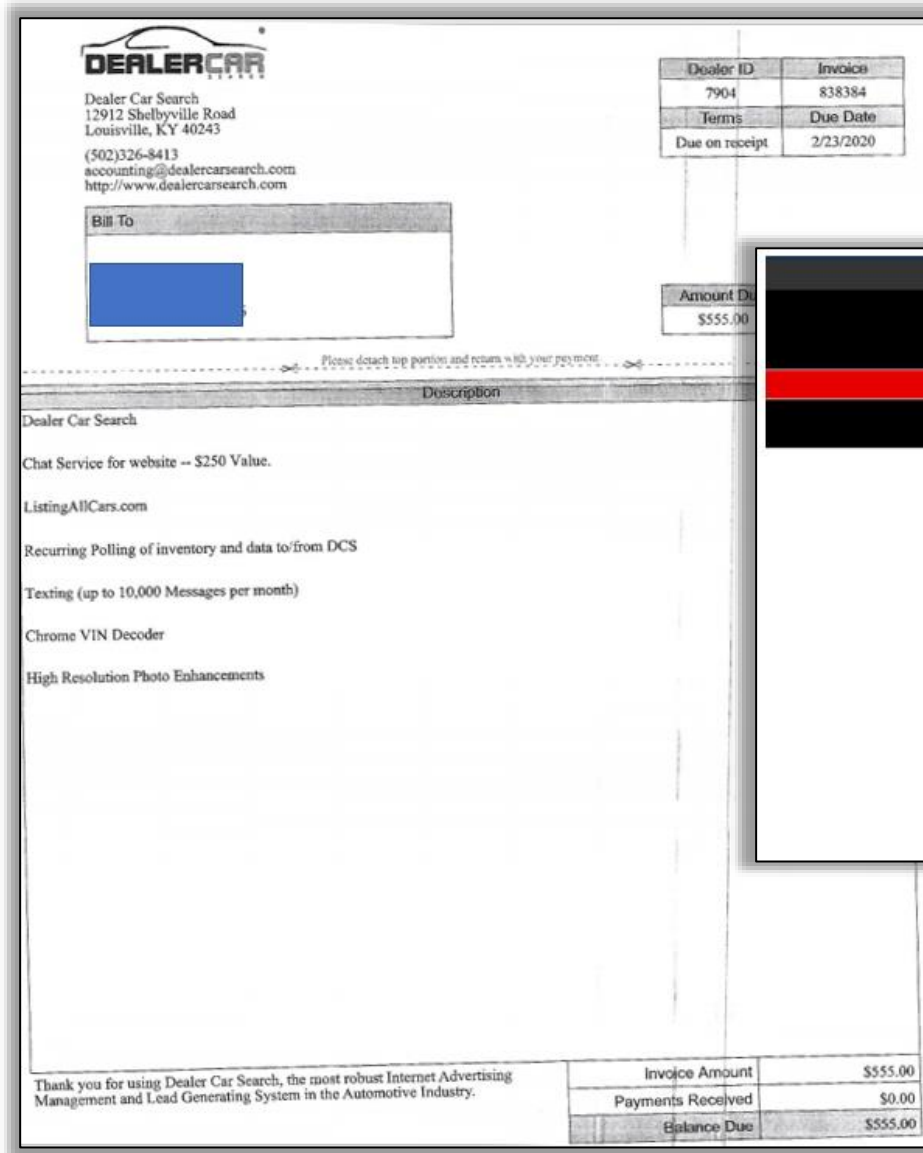
## Required Documents

- Itemized Invoice
- Live screenshot of Ford Direct website showing Ford Direct copyright

## Best Practices

- Invoice must state WiFi charge
- Live screenshot of FordDirect website showing FordDirect Copyright needs to show site identifiers (URL at top, website header showing dealership name, etc)

# Wi-Fi Marketing – *Non-Compliant Docs*



**DEALER CAR SEARCH**  
Dealer Car Search  
12912 Shelbyville Road  
Louisville, KY 40243  
(502)326-8413  
accounting@dealercarsearch.com  
http://www.dealercarsearch.com

Dealer ID	Invoice
7904	838384
Terms	Due Date
Due on receipt	2/23/2020

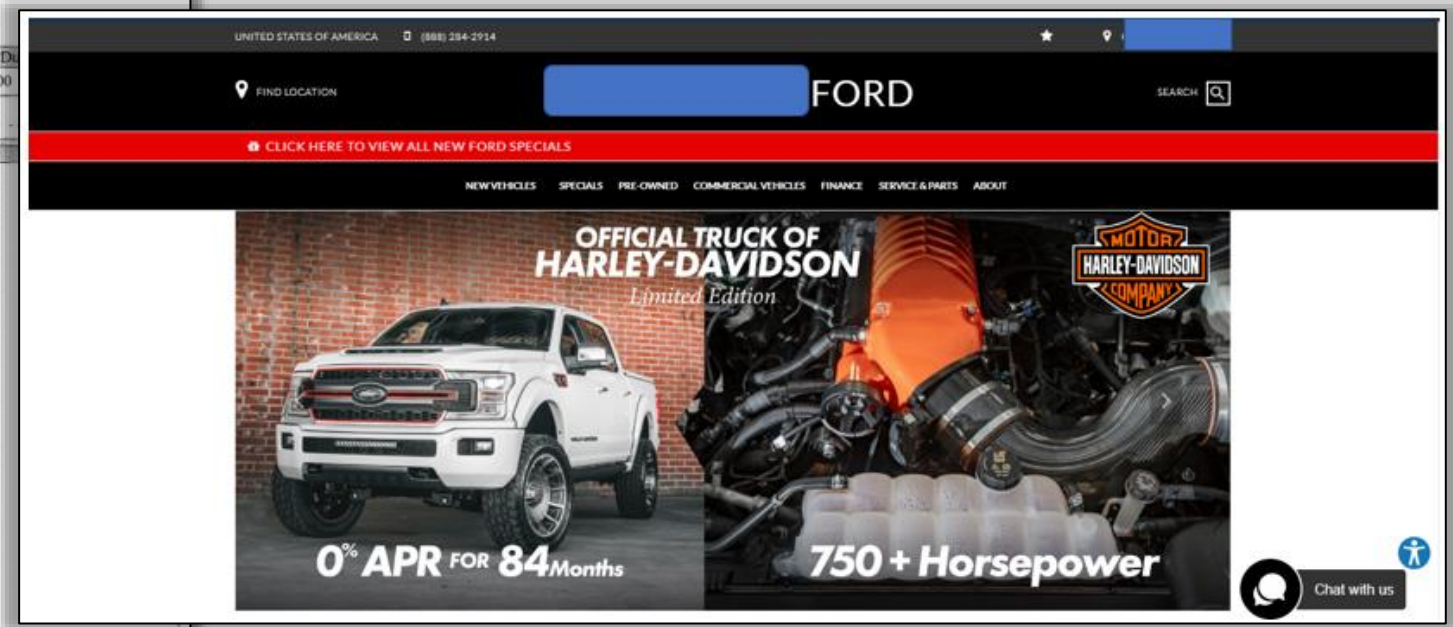
Amount Due: \$555.00

Please detach top portion and return w/ bill your pay more

Description
Dealer Car Search
Chat Service for website -- \$250 Value.
ListingAllCars.com
Recurring Polling of inventory and data to/from DCS
Texting (up to 10,000 Messages per month)
Chrome VIN Decoder
High Resolution Photo Enhancements

Invoice Amount	\$555.00
Payments Received	\$0.00
Balance Due	\$555.00

Thank you for using Dealer Car Search, the most robust Internet Advertising Management and Lead Generating System in the Automotive Industry.



UNITED STATES OF AMERICA (888) 234-2914

FIND LOCATION **FORD** SEARCH

CLICK HERE TO VIEW ALL NEW FORD SPECIALS

NEW VEHICLES SPECIALS PRE-OWNED COMMERCIAL VEHICLES FINANCE SERVICE & PARTS ABOUT

OFFICIAL TRUCK OF HARLEY-DAVIDSON Limited Edition

0% APR FOR 84 Months

750+ Horsepower

Chat with us

↑ Screenshot does not show Ford Direct Copyright

← Invoice does not state a WiFi charge