



2nd

TUESDAY

LBS WEBINAR SERIES

2018 IS GOING TO BE A GREAT YEAR FOR AUTOMOTIVE
AND A GREATER YEAR FOR BROADCASTERS

THIS WEBINAR WILL BEGIN AT 12:01 ET



Local
Broadcast Sales

On-Demand Broadcast Training
And Revenue Development That Works!



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Training



“I love LBS because of the video commentary and training tools it has to offer. I have been in sales for 13 years and I have never seen a training site just like this.”
Joey Bigley - WLRB, WLMD, WKAI, WNLF, WMQZ, WJED - Macomb, Illinois



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Sales Ideas

“I’ve been selling over 25 years in radio and I look at LBS daily because it keeps me ahead of the game with timely new ideas. Yes, you can teach an ‘old dog’ new tricks and ideas to help clients” **Ron Whitaker - KWEN, KJSR, KRAV, KRMG - Tulsa, Oklahoma**



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Advertiser Intelligence



“I love LBS because the Advertiser Intelligence data provides me with information that allows me to speak intelligently with my clients about their business.”

Paula Bell - WVNI - Bloomington, Indiana



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Ask LBS

“I love LBS because it is the place to go for ideas, information, help, and motivation.”

Kimberly Likens - KFVS, WQQQ - Cape Girardeau, Missouri



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2nd Tuesday Webinars



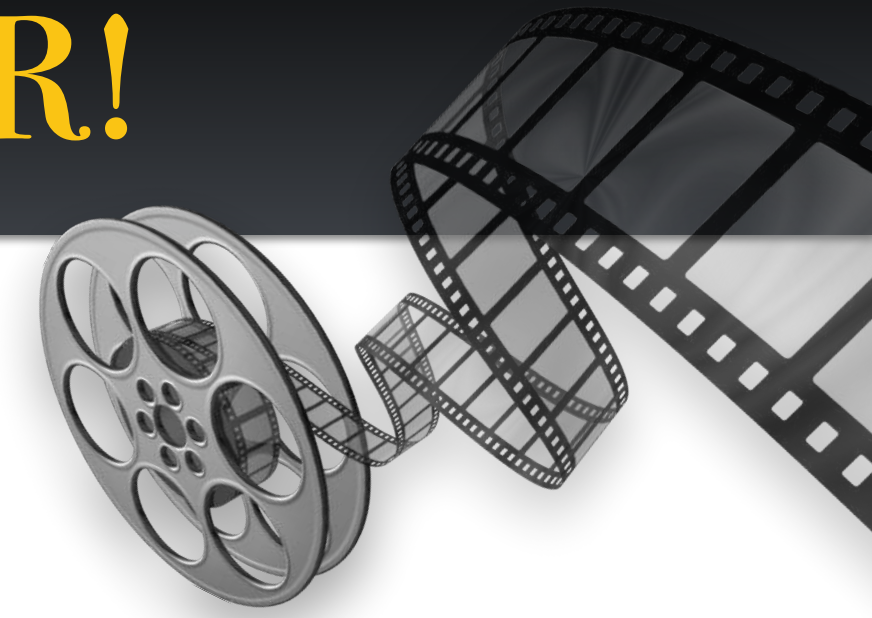
“The webinar was really informative...I actually plan to re-watch it and take detailed notes since there was so much information.”

Joy Patten KFOR, KLMS, KZKX, KTGL, KIBZ, KFRX - Dignity - Lincoln, Nebraska

YOU CAN BECOME A SALES IDEAS STAR!



PROD. Sales Ideas		
ROLL	SCENE	TAKE
01	01	01
DIRECTOR: You		
CAMERA: Smart Phone		
NOTE:	Day-Nite	Int Ext Mos
	Filter	Sync



Would you like to receive \$50? Of course you would!
Your successful local sales campaign can make you a star...again!

How can you participate? **Easy as 1-2-3!**

Step 1 : Tell us about your amazing local revenue building sales idea! ericmoore@localbroadcastsales.com

Step 2 : (If we like it) We will ask you to record your idea in a 3 to 5 minute video on your smart phone.

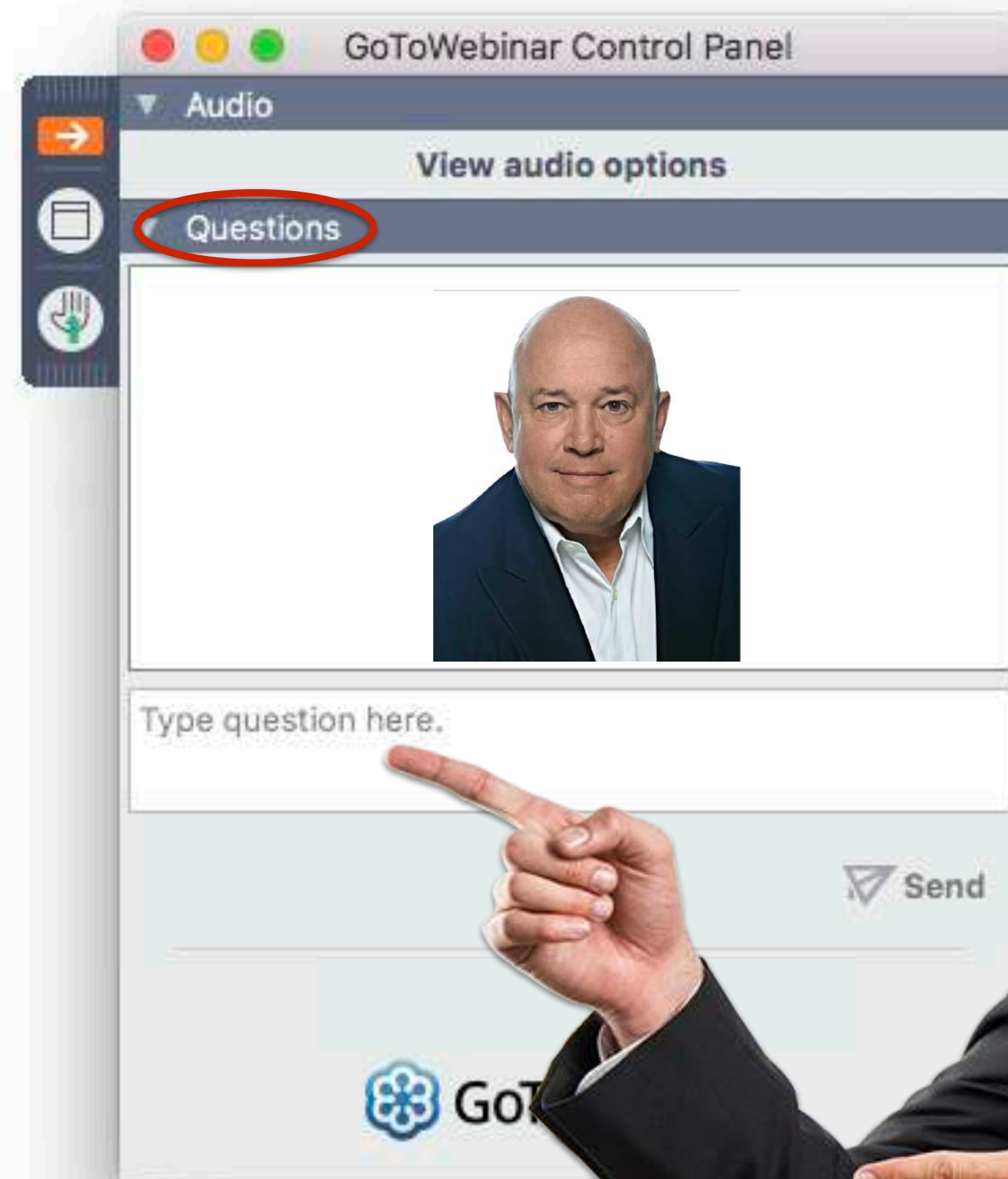
Step 3 : Your video will be posted on LBS! You will become famous! You will be \$50 richer!



Warning* this is a pretty cool idea



HAVE ANY QUESTIONS?





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FROM MEDIAWILL DELIVER

2018 is Going to be a Great Year for Automotive and a Greater Year for Broadcasters



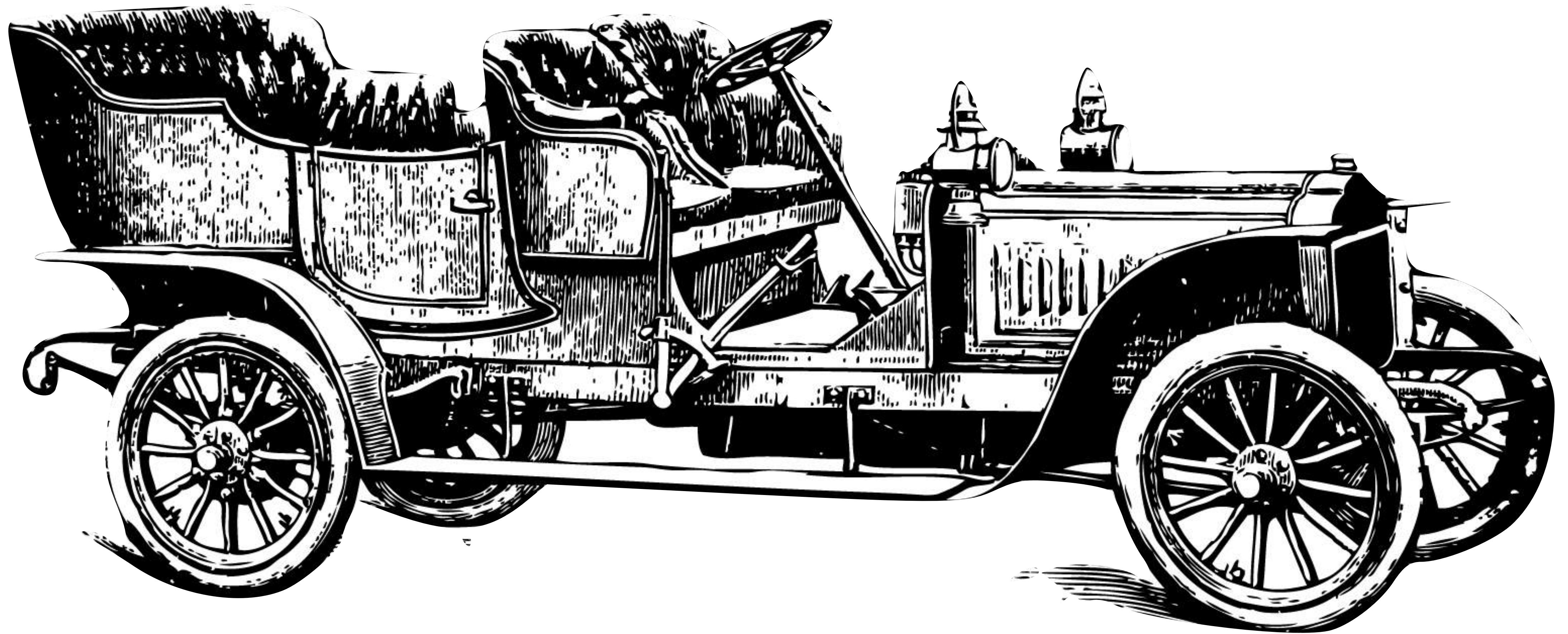
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There are now approximately
259,400,000
vehicles in the United States

THE AVERAGE AGE OF A VEHICLE IS NOW OVER 11.3 YEARS!





**There is plenty of
pent up demand!**

TOTAL SALES

2009	2014	2015	2016	2017
10.43M	16.61M	17.47M	17.55M	17.22M

The Sales Forecast for 2018

- ▶ **The Federal Income Tax cuts and the Increase in take home pay will have a huge positive impact on vehicle sales.**
- ▶ **Interest Rate increases by the Federal Reserve Could have a negative effect on vehicle sales.**

Total Sales Over the Years

YEAR	TOTAL SALES	TOTAL # DEALERS
2000	17,410,000	22,740
2009	10,431,000	15,833
2013	15,582,000	
2014	16,531,000	
2015	17,470,000	
2016	17,539,000	
2017	17,208,000	16,708
2018 Est.	17,400,000	

January Sales

YEAR	TOTAL SALES
2010	698,986
2015	1,152,480
2016	1,148,087
2017	1,142,181
2018	1,156,934

**If January sales indicate anything it
will be a great year!**






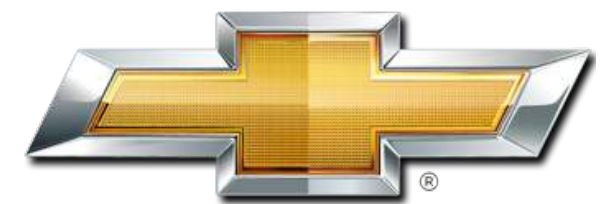

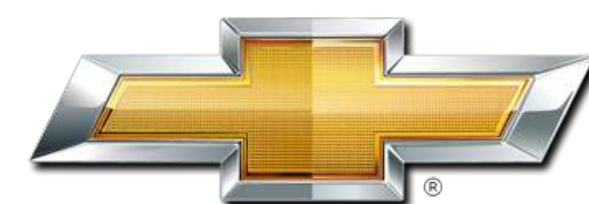



TRUCK SALES



2015

2016

2017










	780,354		820,799		896,764
 CHEVROLET	600,544	 CHEVROLET	574,876	 CHEVROLET	585,864
 RAM	451,116	 RAM	489,418	 RAM	500,723

Luxury Battle

2015

2016

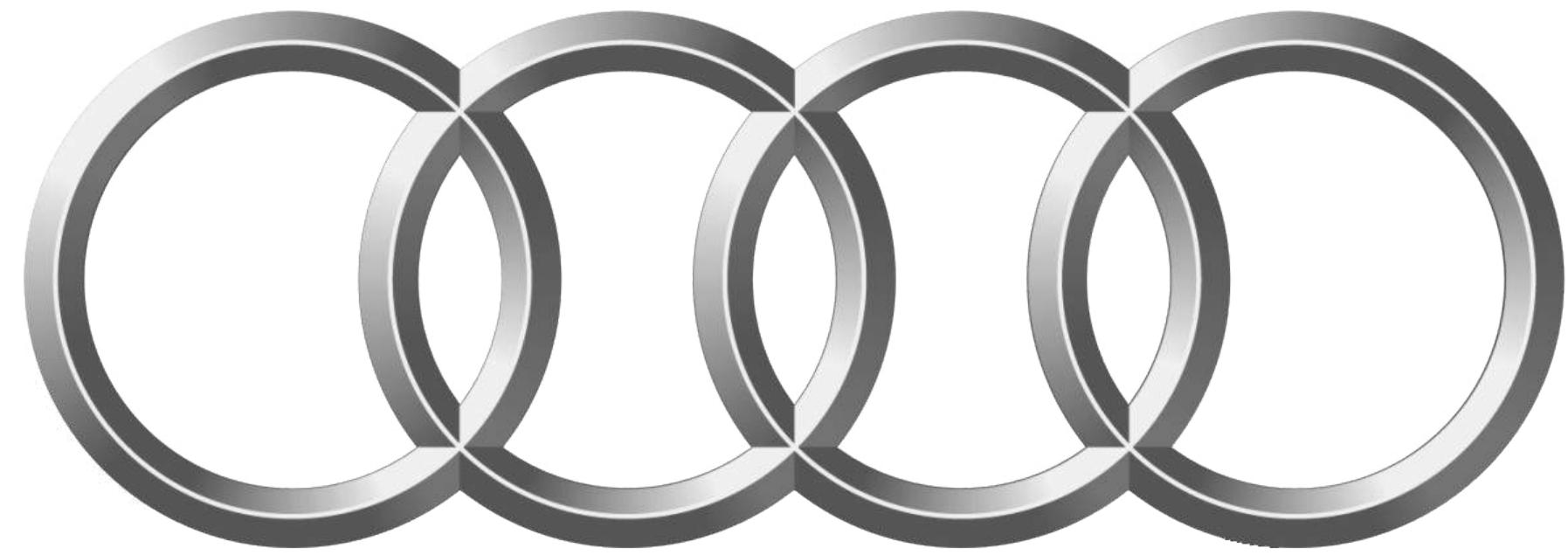
2017

	346,023		340,237		375,240
	344,601		331,174		305,685
	343,088		313,174		302,132



SUBARU Sales Climb

2008	187,699
2009	216,652
2010	263,820
2011	266,989
2012	336,441
2013	424,683
2014	513,693
2015	582,675
2016	615,132
2017	647,956



Audi

is Booming!

Audi sold 226,511 in 2017

Audi sold 82,716 in 2009



REBATES!

DEALER CASH!

INTEREST RATES DEALS!

USED
CARS

USED
CARS

USED
CARS

USED
CARS

USED
CARS

USED
CARS

USED
CARS

USED
CARS

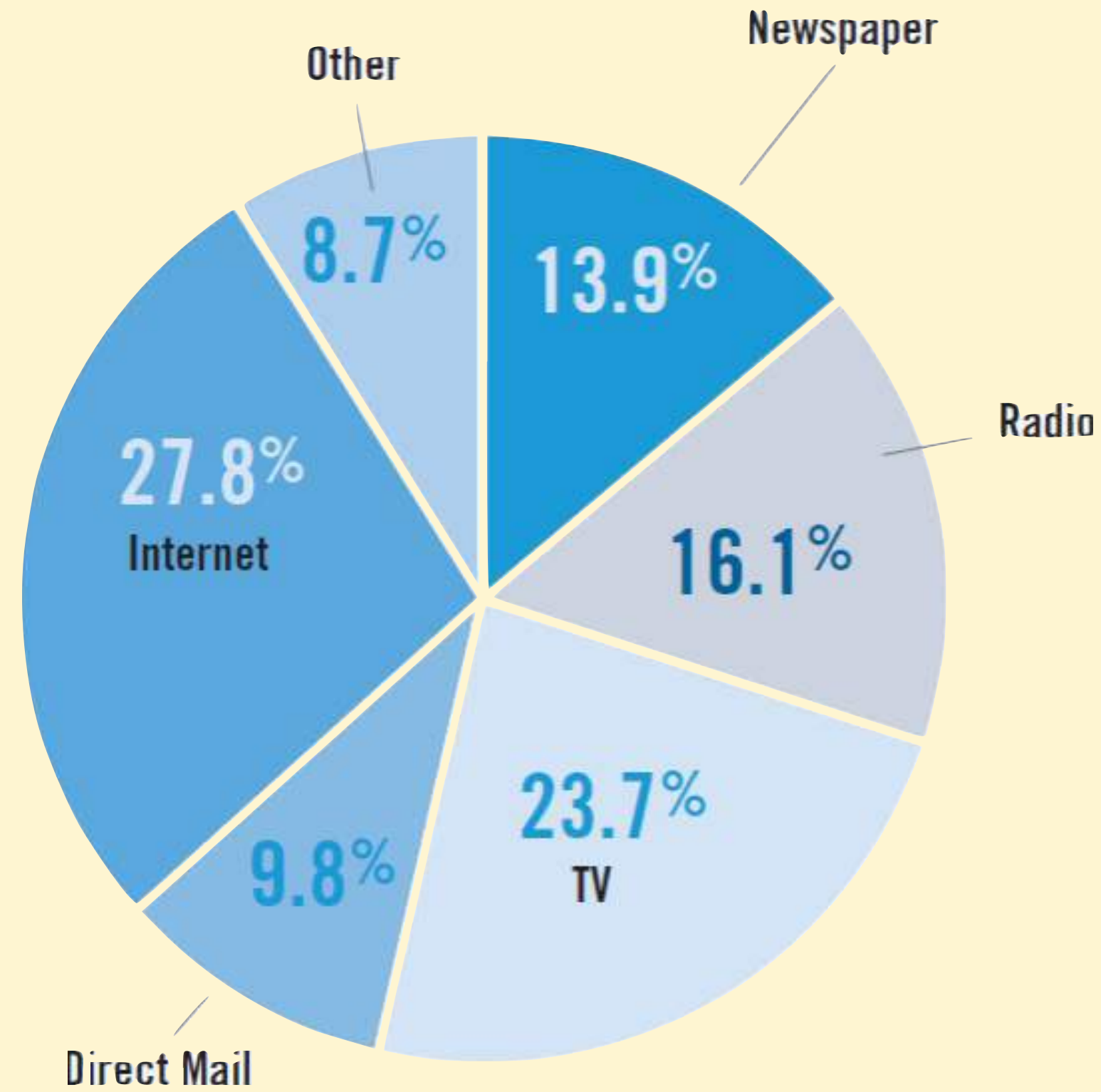
USED
CARS

USED
CARS

USED
CARS

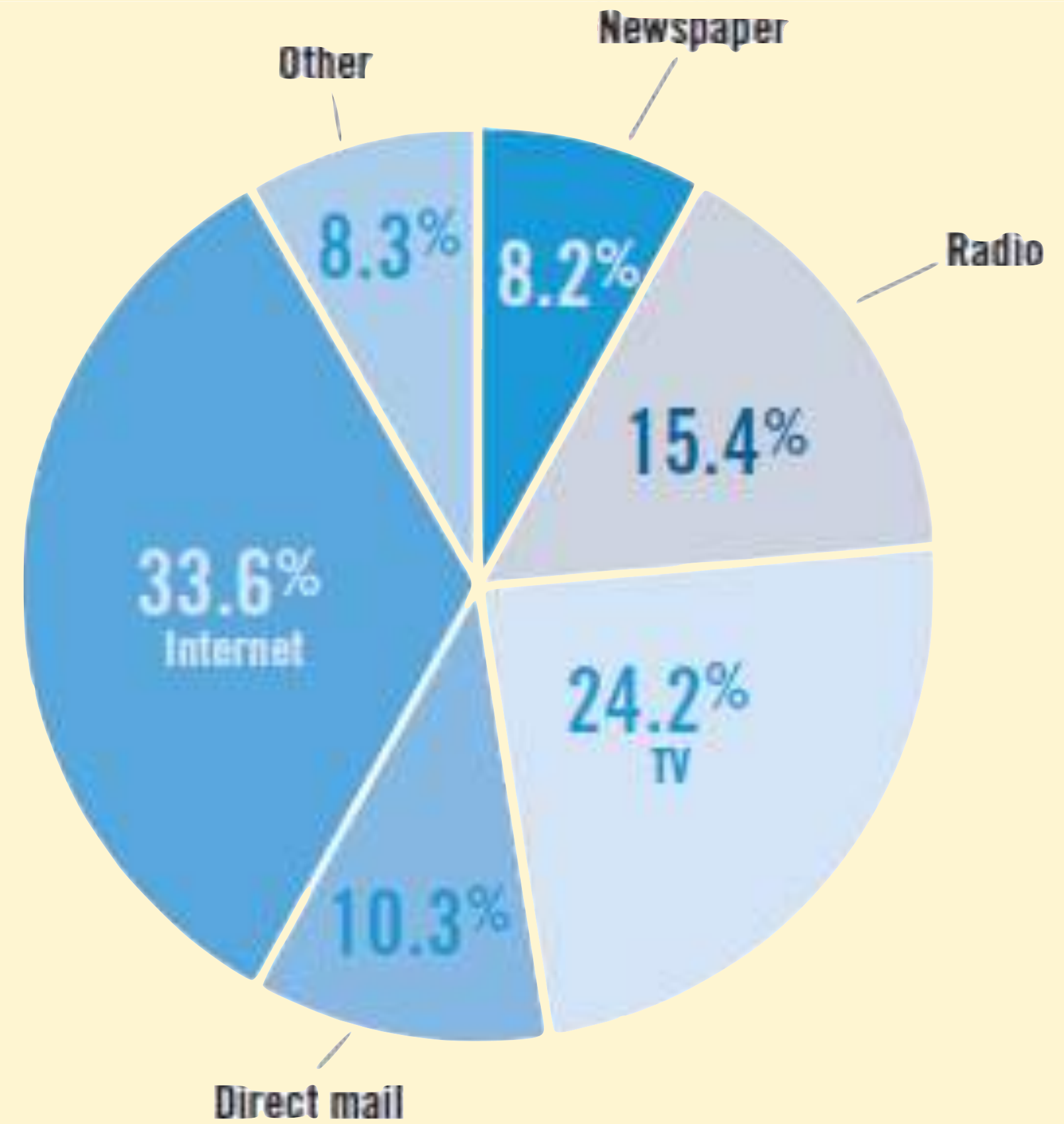
USED
CARS

Advertising expenditures by medium, 2015



Source: NADA Industry Analysis Division

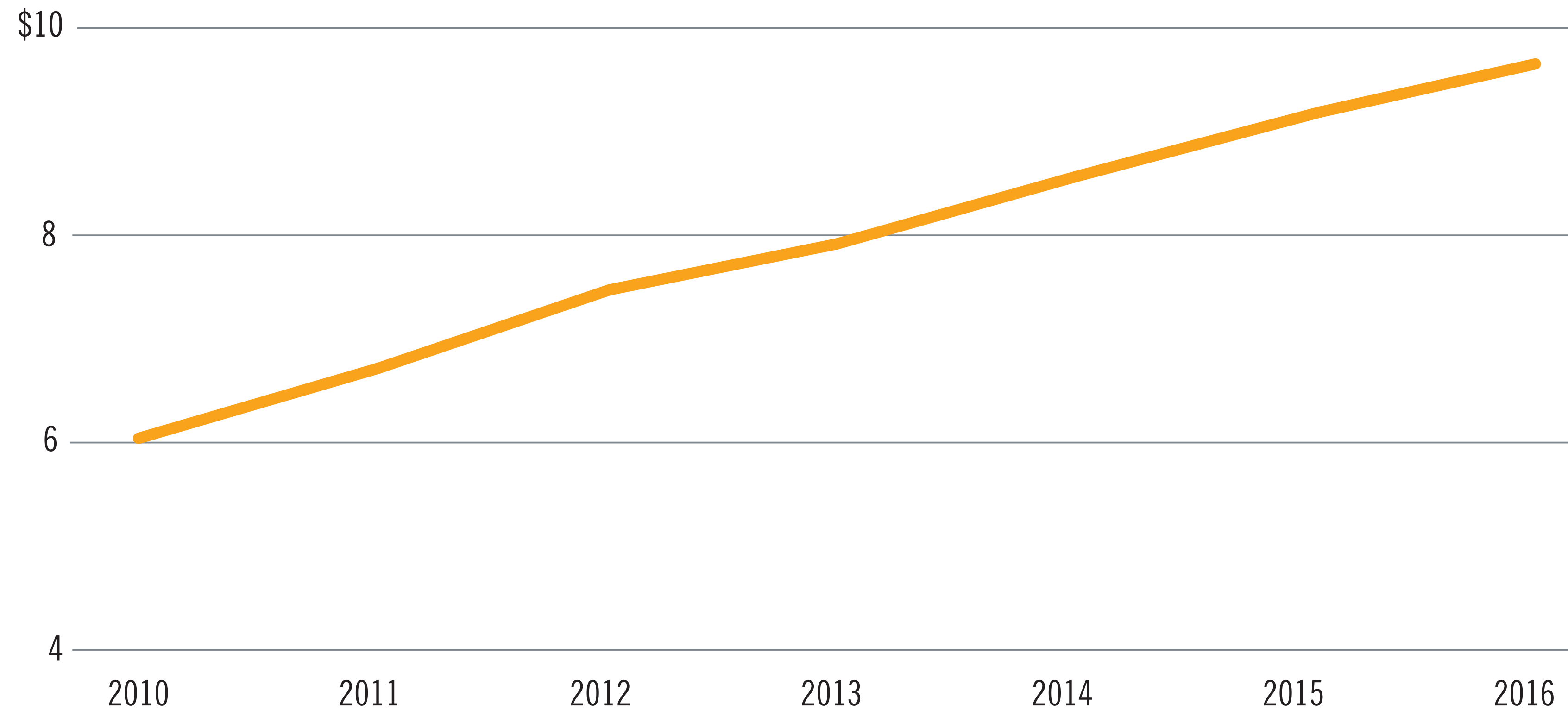
Advertising expenditures by medium, 2016



Dealership Advertising

Total Dealership Advertising Expenditures by Year

In billions of dollars



2017 Total Dealership Advertising

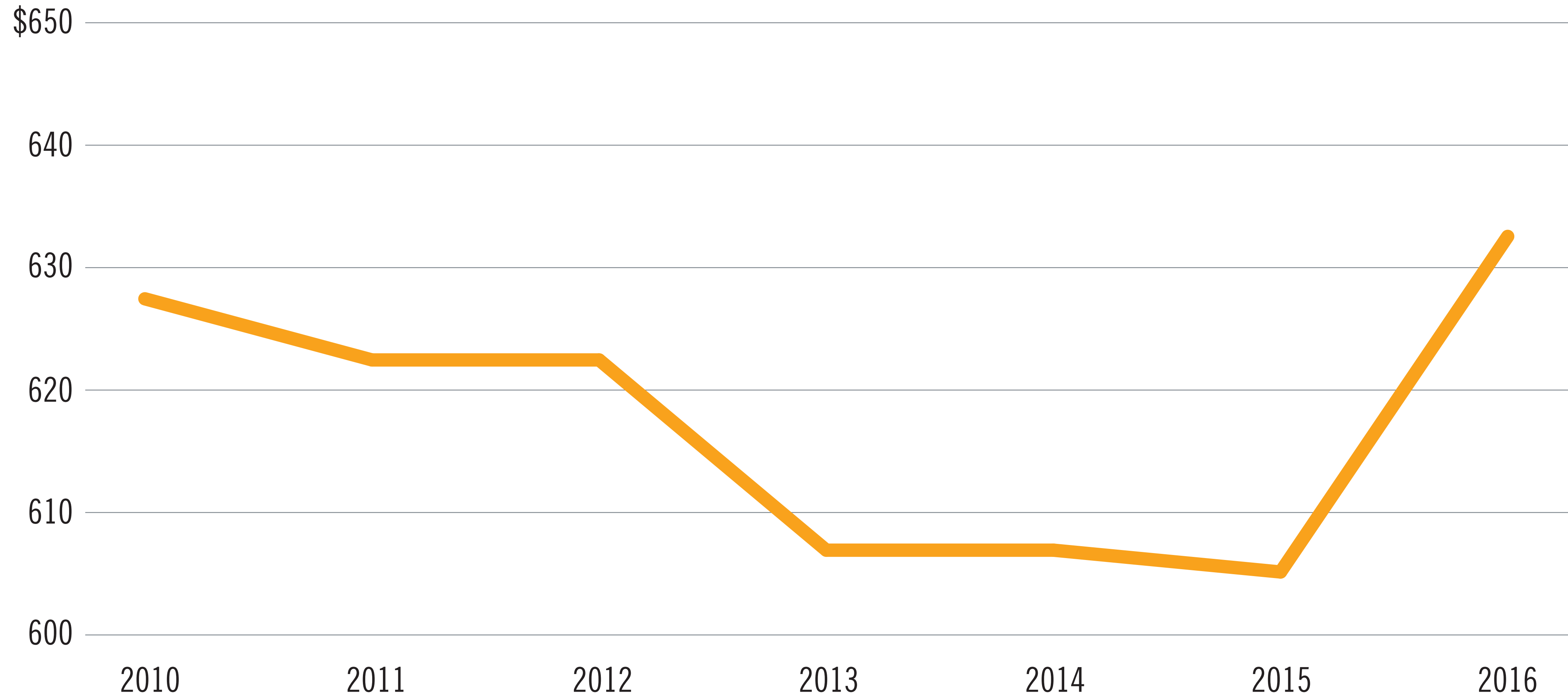
9,900,000,000

2018 Total Dealership Advertising

10,100,000,000

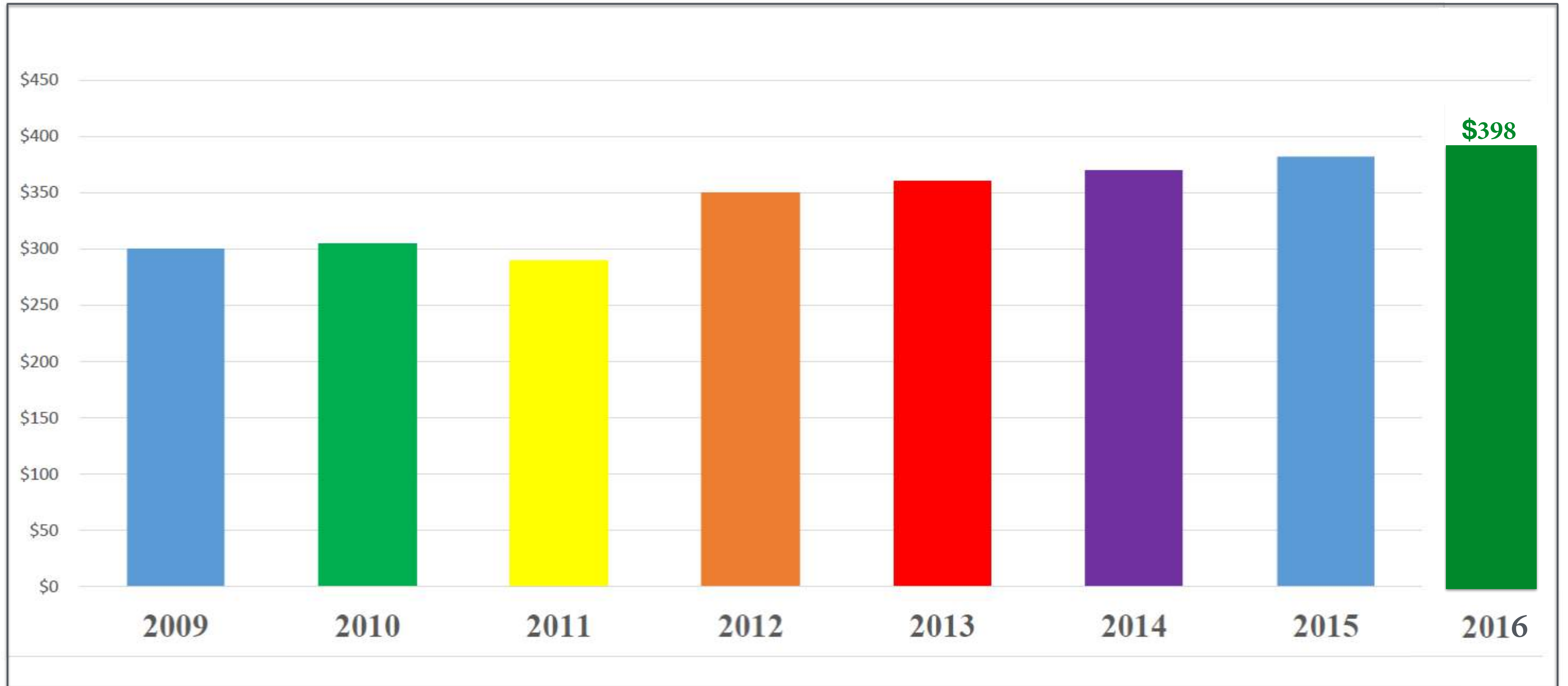
Average Dealership Advertising per New Unit Sold, by Year

In dollars



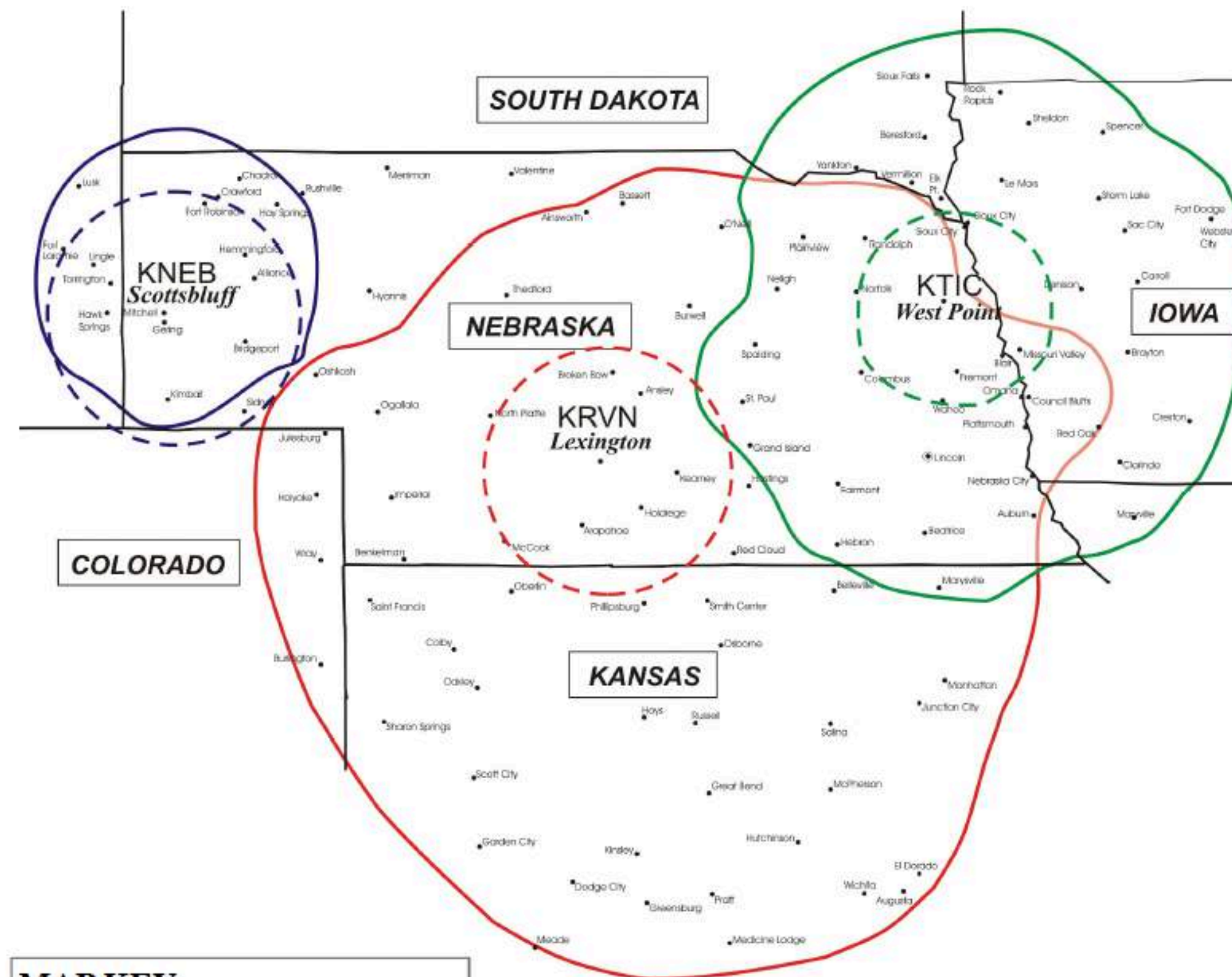
Source: NADA

Advertising & Marketing CPVR



If the internet is so effective, why has advertising costs per vehicle continued to go up?





MAP KEY

KRVN 880 AM ——— (Red solid line)
KNEB 960 AM ——— (Blue solid line)
KTIC 840 AM ——— (Green solid line)
 Daytime predicted coverage 0.5 mV/m contour

KRVN 93.1 FM - - - (Red dashed line)
KNEB 94.1 FM - - - (Blue dashed line)
KTIC 107.9 FM - - - (Green dashed line)
 Predicted coverage 50 dBu contour

Home Office:
 KRVN Radio
 1007 Plum Creek Parkway
 P.O. Box 880
 Lexington, NE 68850-0880

Phone: 308-324-2371
 Fax: 308-324-5786
 E-mail: sales@krvn.com

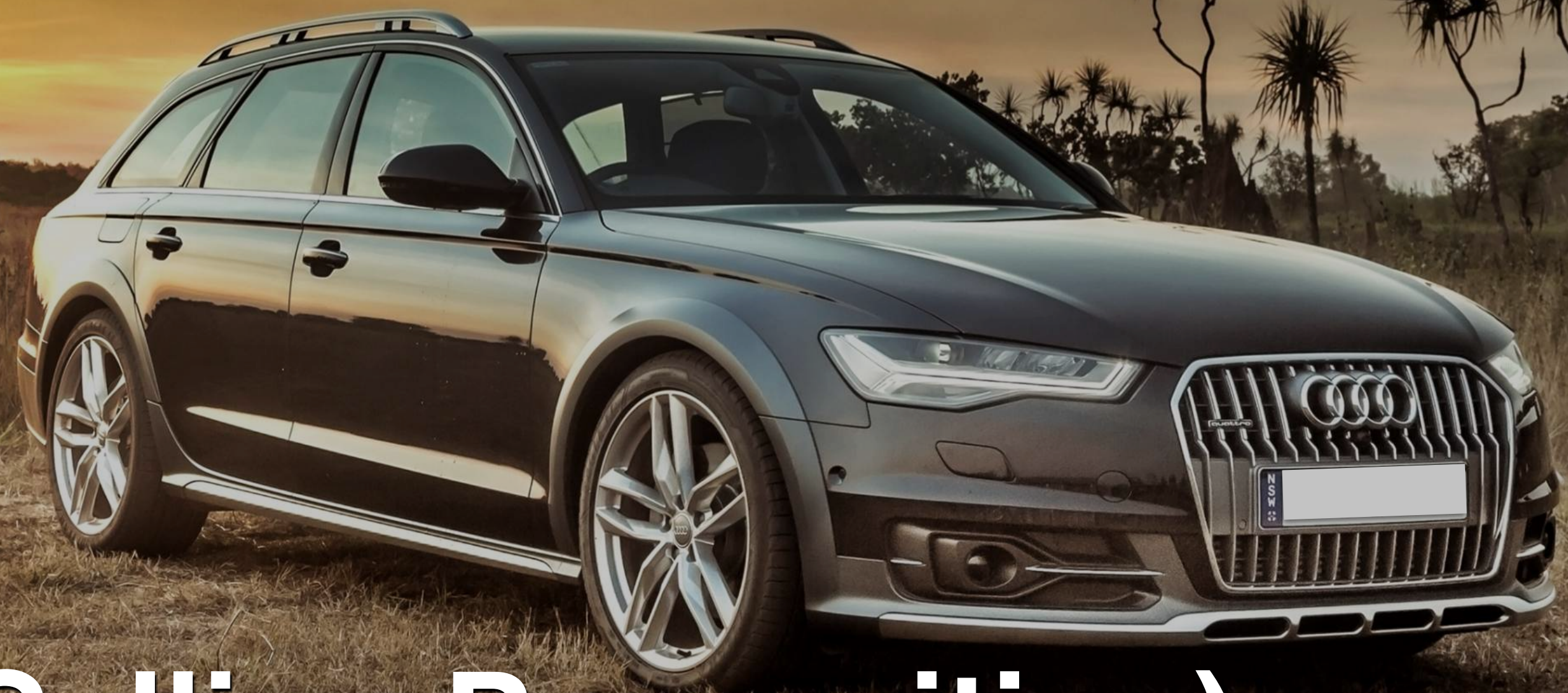
The Elements of Compelling Automotive Creative

1. Price

2. Selection

3. U.S.P (Unique Selling Proposition)

4. Prominent & Easy Internet Locator (U.R.L.)



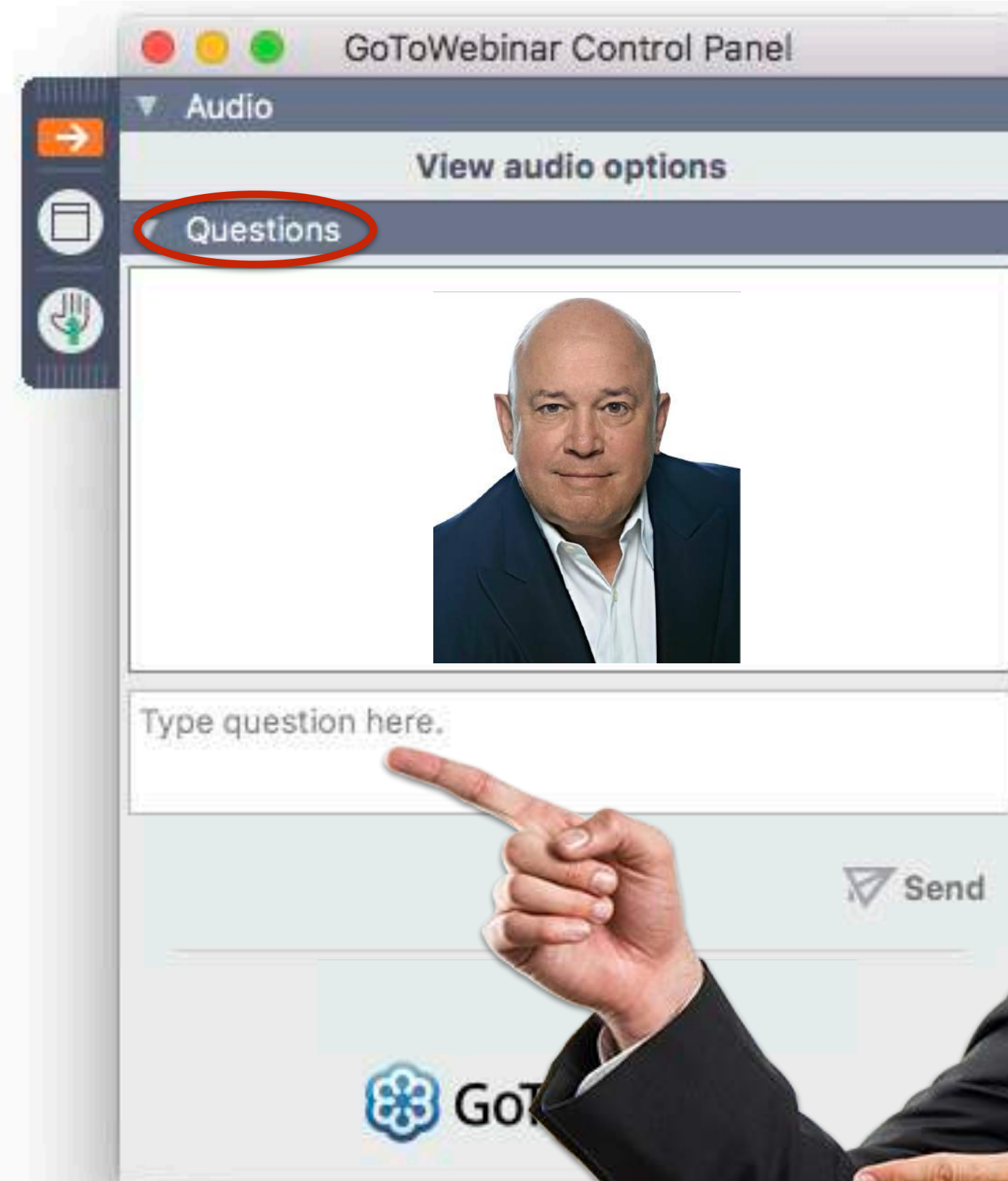
The Golden Rule



**If it is not driving customers to the dealers website
with the intention of inquiring about a vehicle,**

JUST DON'T DO IT.

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