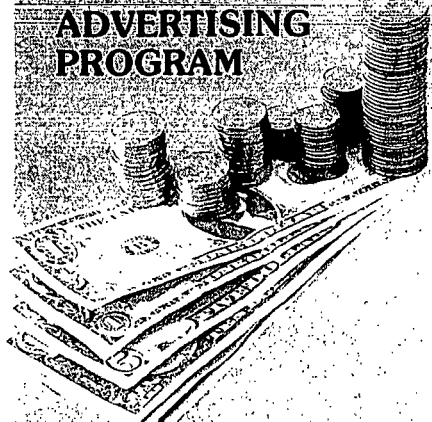


1983 NAPA LOCAL CO-OP ADVERTISING PROGRAM



For 1983, NAPA will continue the 70/30 matching fund allowance for eligible NAPA jobbers participating in the 1983 NAPA National Advertising Program.

NAPA offers a variety of ways to qualify for co-op funds, including local advertising run in/on one or more of the following media:

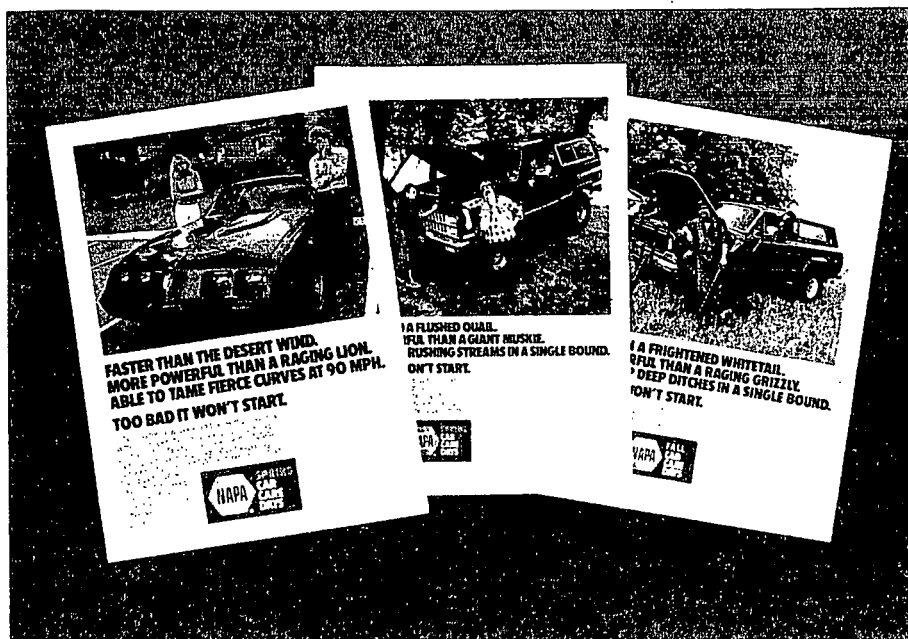
1. FCC-licensed radio stations.
2. Subscription newspapers (daily or weekly) with a verifiable circulation.
3. Telephone directory.
4. Print circulars.
5. Outdoor signage (billboards, on buses or taxi cabs).
6. FCC-licensed television stations.
7. Local or regional magazines with a circulation which can be verified.

What's more, the following purchases and local advertising costs are also eligible for co-op fund reimbursement:

8. Official NAPA illuminated outside signage, design-a-sign signage or dealer hanging or driveway signs.
9. Official NAPA truck identification.
10. Local advertising production charges.
11. NAPA television video tape dubs.
12. NAPACOMM.
13. NAPA Gold Hats.
14. Fleet/Industrial "Door Opener" Program.

As you can see, a wide variety of advertising media qualify for co-op funds. Use those which work best in your area, thus making it easy for you to advertise to attract attention, increase store traffic and create sales.

The NAPA Local Co-op Advertising Program is designed to give you more advertising for your dollar. For complete details, see the 1983 NAPA Local Co-op Advertising Program brochure included in your new Local Ad Builder Kit, or contact your NAPA Distribution Center.



In 1983, NAPA's consumer magazine advertising will be directed at two types of serious do-it-yourselfers: car buffs and outdoorsmen.

reduced costs and can effectively blanket the entire trading area by banding together to promote such an event.

And you'll have plenty of materials available to coordinate your local Spring and Fall Car Care Days promotions. . .

Television: To enable you to develop a hard-hitting local campaign with a national flavor, NAPA is making available two local television spots, one for the spring promotion and one for the fall. Each of these professional quality local television spots features Joe Campanella delivering a 10-second

lead-in for your local product or price specials. The following 20 seconds are for showing your product, price and tag (including the names of your participating dealers, if you wish). For this portion of the commercial, it's recommended that you use slides or simple studio shots of the featured products and prices.

Radio: In addition to radio scripts echoing NAPA's national network advertising, you'll have the opportunity to order a tape of radio commercials with plenty of space for your own local product and price specials. These tapes,



Coordinated sign kits for display at both jobber and dealer outlets are the key to the success of NAPA's Spring and Fall Car Care Days.