— will appear in the January and February/July and August issues of five of the most popular dealer-oriented magazines, including: MOTOR, MOTOR/AGE, MOTOR SERVICE, SERVICE STATION MANAGEMENT and SUPER SERVICE STATION. These ads will direct dealers to you for all of the details on how they can be primed and ready to go for the added business NAPA's Car Care Days promotions will generate.



Strong pre-sell for the NAPA Spring and Fall Car Care Days will be accomplished through this hard-hitting dealer magazine ad.

NAPA's consumer magazine advertising in 1983 will be directed at two types of serious do-it-yourselfers: car buffs and outdoorsmen. These clever, eye-catching ads remind these consumers that although their vehicles and interests may differ, they all share at least one common interest: getting the right parts at the right time. Appearing in the April and May/September and October issues of five widely-read consumer publications — FIELD & STREAM, POPULAR MECHANICS, MECHANICS ILLUSTRATED, CAR AND DRIVER and MOTOR TREND — these attractive four-color ads will clearly tell these motorists why it's so important to use top quality NAPA parts.

EXTENSIVE POINT-OF-PURCHASE

NAPA's Spring and Fall Car Care Days sign kits for both you and your dealer customers are once again the key to the success of these two sales events.

Indoor and outdoor banners, posters and hanging signs depicting the Car Care Days logo identify the stores and service outlets participating in the two national promotions. Identification of these promotions via national and local advertising, combined with the visibility these large banners and posters provide, attract plenty of attention and carry your Car Care Days message to millions of motorists.

The elements of NAPA's 1983 Car Care Days sign kits, which have been streamlined and improved for even greater application and durability, include the following:

Jobber Sign Kit —

- 2 window banners (20½ " x 53")
- 2 wall posters (42" x 53")
- 4 hanging signs (21" x 14")
- 20 shelf talkers (5" x 7")

Dealer Sign Kit —

- 1 two-sided outdoor banner (35" x 63")
- 2 window banners (20½ " x 53")
- 2 wall posters (42" x 53")
- 2 pennants with ropes (30' long)

(Note: According to many of the jobbers we've spoken with, those who were most successful in distributing dealer sign kits in 1982 offered them as part of a local advertising package. Such a package consisted of the dealer sign kit and a local advertising schedule promoting the participating dealer locations, with the cost to dealers ranging from $15.00 to $25.00.)

DEALER SALES BOOK

Once again, dealer sales books will be an important part of your NAPA Car Care Days promotions, giving you an incredibly effective way to present each program to your dealer customers. Loaded with price and percentage-off dealer-oriented specials, these books enable your dealer customers to buy from you at a dramatic savings and then, in turn, pass those savings along to their customers during each of the Car Care Days events.

LOCAL PROMOTION: YOU'LL HAVE ALL THE MATERIALS YOU'LL NEED

Both the NAPA Spring and Fall Car Care Days promotions are excellent times for you to run local promotions, as the awareness created by the national advertising will make local price specials and advertising even more effective.

Once again, it's recommended that you select four weeks during each of the Car Care Days promotions during which to concentrate your own specials and local advertising for maximum consumer awareness.

When planning your own local campaign, don't forget that both Car Care Days promotions are ideal times for joint advertising with your participating dealer customers. With tag lines on your radio, local television and newspaper advertisements listing yourself and your participating dealers, you're increasing the number of consumers who'll be attracted by the ads in addition to reducing the cost of the advertising by dividing it among participants. Obviously, your dealer customers will also appreciate the opportunity to tie into the advertising of a national sales event.

Groups of retail-minded jobbers in nearby areas can capitalize on this same idea too, by joining together to support radio, newspaper and television commericals, circulars, etc. Each will receive greater advertising exposure,

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