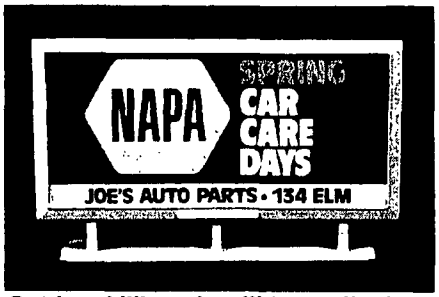
(continued from page 11)
you can make these two selling periods as big and as profitable as you want. After all, network advertising will be spreading the word to consumers across the country. Magazine ads will be reinforcing the message, while dealer print ads will be pre-selling the promotions to your traditional customers. In addition, the NAPA NEWS (available for your dealer customers) will help introduce these special events to the service repair trade.

But you'll still have to do your part by planning an effective local promotion to tie in with your national coverage. Retail-minded jobbers can work together using the circulars, newspaper ads, radio spots and local television commercials. Strong traditional jobbers can join with their participating dealers to advertise together via effective use of the tag line on your radio and local televison spots as well as your local newspaper ads.

There are hundreds of ways you can put together a creative promotional package that's "customer-" tailored for the sales opportunities in your area. If you would like help coordinating your local advertising campaign, don't hesitate to turn to your NAPA Distribution Center for assistance. And keep in mind that Matthews, Muhleman, McLean Inc. (NAPA's advertising agency) maintains a toll-free number (800-438-8124) to help NAPA Jobbers with advice on coordinating such promotions.

So start now — and NAPA's Spring and Fall Car Care Days will surely pay off in increased sales for your dealers . . . and increased profits for *you!*



Outdoor billboards will be available to round out your local advertising campaign.

FOR DEVELOPING A COST-EFFECTIVE LOCAL PROMOTION . . .

1982 NAPA LOCAL CO-OP ADVERTISING PROGRAM

For 1982, NAPA will continue the 70/30 matching fund allowance for eligible NAPA Jobbers participating in the '82 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 these advertising media:

1. General circulation (daily or weekly) newspapers whose circulation can be verified.
2. FCC-licensed radio stations.
3. FCC-licensed television stations.
4. Local or regional magazines published on a regularly scheduled basis (monthly or quarterly) and whose circulation can be verified.
5. Print circulars (printing and distribution).
6. Outdoor billboards.
7. Billboards on local public transportation vehicles (buses or taxi cabs).
8. Official NAPA illuminated outside signage, or official NAPA Design-A-Sign signage (maximum 20% earnback).
9. Official NAPA dealer hanging signs and/or driveway signs (maximum 20% earnback).
10. Official NAPA truck identification decal kits (maximum 20% earnback).
11. Telephone directory advertising.
12. Television video tape dubs.
13. Local production charges (newspaper, radio and television).
14. The LaBelle CounterPro unit.

So to get more dollar power in your local advertising efforts, plan your Spring and Fall Car Care Days local promotions to most effectively utilize available advertising co-op funds.

Your NAPA Distribution Center sales manager can help you set up a program to utilize the maximum co-op available to you. And Matthews, Muhleman, McLean (NAPA's Advertising agency) has a toll-free number (800-438-8124); they will assist any eligible NAPA Jobber in setting up a program to utilize available co-op funds to their fullest.

With all of this assistance, there's no reason you can't put together the most complete and cost-effective advertising campaign ever run in your local area. The co-op assistance is there — so use it!