



# Online Marketing Opportunities @ the 2014 Chicago Auto Show





# Overview

ChicagoAutoShow.com

## Visitors

- More than **1 million** unique visitors each year
- 800,000 unique visitors January 1 through March 31

## Page Views

- More than **5 million** page views each year
- 4.0 million page views January 1 through March 31



# 2014

# Webcam Sponsorship

## Traffic

- 50,000 unique visitors  
February 1 - 28
- 750,000 page views  
February 1 - 28

## Features

- 100% share of voice
- Full/Custom wrapper
- Standard-size servable banners
- Default Web Cam set to show your exhibit
- Live Streaming Video from your exhibit
- Branding on E-Cards
- Branding on Webcam window

2014

# Online Ticket Sponsorship

## Traffic

- 20,000 unique ticket purchases
- 60,000 page views
- More than 50,000 online tickets

## Features

- 100% SOV on all online ticketing pages
- Two standard banners on each page (8 impressions each order)
- 100% SOV advertisement on printed tickets
- Create a unique message to drive traffic to your exhibit

2014

# Pricing\*

## Web Cam Sponsorship

\$35,000 inclusive of creative for wrapper

## Online Ticket Sponsorship

\$10,000 not including creative for printed tickets

Questions? Want more information? Contact Mark Bilek  
at (630) 424-6082 or [mbilek@DriveChicago.com](mailto:mbilek@DriveChicago.com).

\*Prices net. Web Cam February 1 – February 28, 2014. Tickets and Mobile January 1, 2013 – February 17, 2014.

# 2014