

ADTECH'S CAR KEYS



DETROIT DIGITAL

BUYER RELATIONSHIPS...



DETROIT DIGITAL



THE
BEATLES

Of Digital
Ad Sales
in Detroit

DETROIT LOVE



STELLANTIS
Mary Beth Duffy

Product Management/Connected Services Stellantis' 4 new EV platforms

Adtech's Car Keys ~ VIP Relationships
in the Automotive Vertical: Visual proof



Detroit *Royalty*: The Fords



Henry Ford III



Elena Ford



Bill Ford



Henry Ford

Ford spends 11.4Billion for new Electric Plant:
<https://media.ford.com/content/fordmedia/fna/us/en/news/2021/09/27/ford-to-lead-americas-shift-to-electric-vehicles.html>



New F-150 Lightning

DETROIT | DIGITAL'S LinkedIn 1st Degree Connections

AmericanImport

Stellantis	45	GM	581				
FCA	188	Chevrolet	380				
RAM	113	Buick	205	Toyota	100	Nissan	91
Chrysler	124	GMC	197	Honda	59	Lexus	43
Jeep	51	Hummer	39	Subaru	38	Acura	16
Alpha Romeo	1	Cadillac	243	Hyundai	58	Audi	68
MRM	103	General Motors	540	KIA	41	Volkswagen	62
MRM McCann	65	Martin Retail	38	Mercedes	15	BMW	42
UM	126	Carat	254	Quicken	21	Jaguar	57
		Digitas	108	Rocket	14	Volvo	41
Ford	864	Dentsu	74	Mitsubishi	7	Infiniti	1
Ford Motor Company	394	Dentsu Aegis	44	Mazda	89	+ Agencies	
Ford Sales	260	Amnet	22				
Lincoln	337	Starcom	243				
GTB	335	CE	24				
Team Detroit	1000+	Campbell Ewald	308				
DP+	25	Shift Digital	83				
Ford Direct	115						



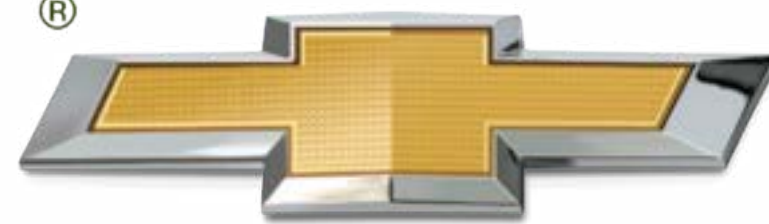
THE LINCOLN
MOTOR COMPANY



TESLA

Jeep

HUMMER



CHEVROLET



Next: **MOTORTREND**

POWER Listers...

<https://www.motortrend.com/news/2019-power-list-and-the-person-of-the-year/>

<https://www.motortrend.com/news/2020-motortrend-person-of-the-year-2020-power-list/>

<https://www.motortrend.com/news/2021-person-of-the-year-power-list/>

<https://www.motortrend.com/news/2022-motortrend-power-list/>

Detroit Tiger Season Tickets: Entertainment is our job.



Paul can schmooze: The Hallas Page



Forbes October 2021: "Olivier Francois is the #1 CMO in Auto." He is a close friend of Swan.





Industry Event with Planners



Head of Ford's Creative - Bowling



**Stellantis CMO
Marissa Hunter**



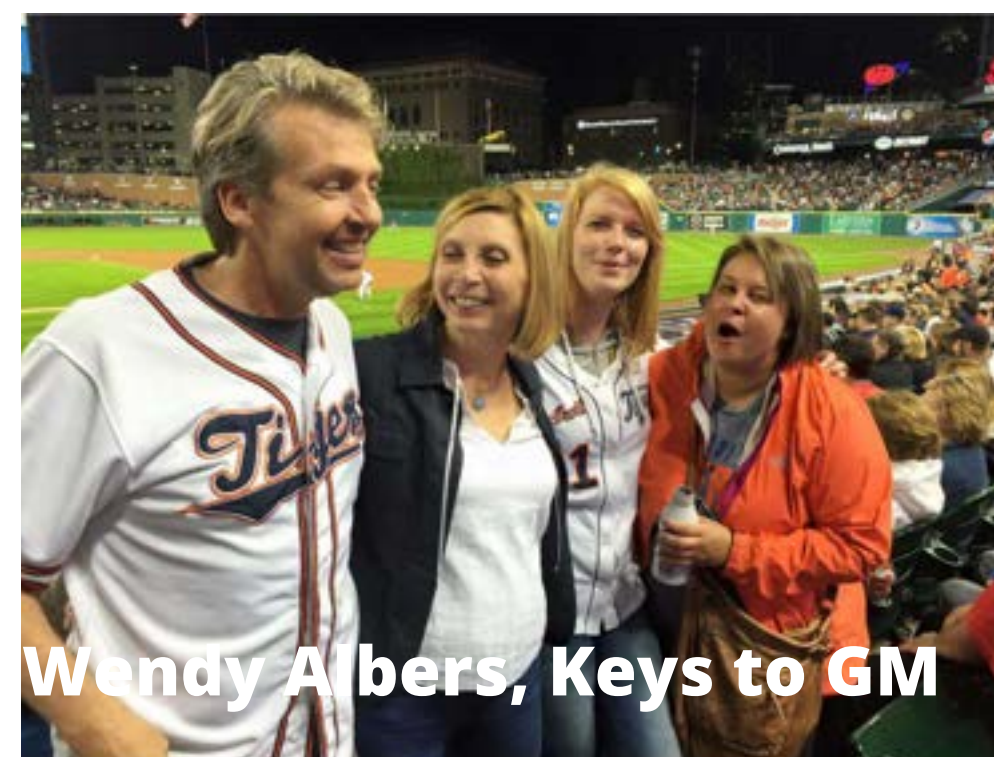
**Denny McLain
Event I MC'd -
MLB's last 30 Game Winner**



Sandy Grackau, Gatekeeper to GTB



**We attend every Industry
Event with Planners**



Wendy Albers, Keys to GM



**CADILLAC'S AD MANAGER
CHERYL SELLERS AND FAMILY
ALDS CHAMPIONS**



Dan Glinicki, Head of digital, FCA



**Bob Lutz
Detroit Automotive legend,
GM Vice Chairman
Father of:
Dodge Viper, Plymouth Prowler,
Ford Explorer, Chevrolet Volt
(Swan's father's old boss)**



**Team Detroit - \$1.5B Digital Spend
was one of two non-members invited to Adam Brian's going away**

Bob Lynch - Key to Ford =>



with John Felice- Ford
Global VP Sales



Phil Rzepka, Kevin Brown - Keys to GM



Kevin Brown - In band with wife, at
Rolling Stones



Wendy Albers:
GM Gatekeeper



Alex Hultgren:
Ford Client

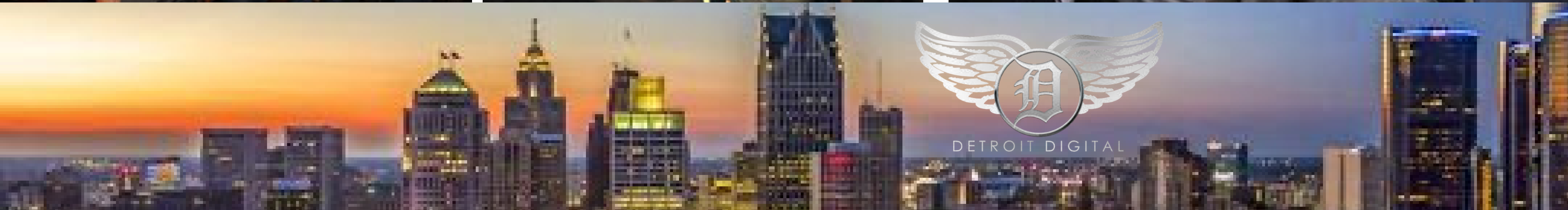


Greg Swan -
CEO, Detroit Digital

Kevin Brown -
Lead GM Buyer - Carat

Andy Prakken -
Lead Ford Direct Byer

Keith Tomatore -
Lead Ford Buyer -
Team Detroit



CEO MARY BARRA

CEO JIM FARLEY

CMO OLIVIER FRANÇOIS

Detroit's Digital Yearly: \$4 BILLION

DETROIT is electric! GM CEO Mary Barra and Detroit|Digital's Greg Swan. Kristine Bonds worked at GM; sung for band "Agent Mojo" at Carat.

DETROIT DIGITAL

FORD CEO Jim Farley and Kristine Bonds; Stellantis CMO Olivier Francois and Swan.

DETROIT'S SUPER MOMENT - RAM chief: UM, Eminem collectively foreshadow Detroit's rise.

DETROIT Hero
Detroit|Digital & Eminem produce: Heroes Of Detroit => vimeo.com/95873491 | Password: HeroesOfDetroit. Includes the late Sergio Marchionne.

ELECTRIC HUNTER ELECTRIC F-150
NEW: Lightning, Bronco, Mach-E, Maverick, Wagoneer, Lyriq, Hummer.

DETROIT: Super Bowl City
CADILLAC: WALL STREET
JEEP: BRUCE SPRINGSTEEN
FORD: TRACY MORGAN
October 26, 2021: GM President Mark Reuss adds 40,000 charging stations.

TRUCK Capital: Jeep, F-150, Silverado, RAM, and Sierra.

Jeep
VIPER MAKER
RALPH GILLES

BATPHONE: AUTO ADVERTISING
Detroit|Digital
DetDig@gmail.com
Greg@DetDig.com
c) 248 667 2722
Kristine@DetDig.com
100 GM Renaissance Center
Detroit, MI 48243
DetDig.com | DetroitDigitalAdvertising.com

HEROES OF DETROIT
vimeo.com/95873491
PW: HeroesOfDetroit

EMINEM
BILLY BONDS

RAINMAKER: Kristine is a Tier 2 specialist averaging \$6M in digital sales, often tripling existing revenue. Her father Bill is a Detroit ICON making her the heir to BEING BONDS. Detroit|Digital: Impact at Ford and GTB.

PSA: OPIOIDS
KING
BONDS
Alveda King & Kristine Bonds
Largest Media deal: \$25M
Largest Impact: \$6 Billion

FORDS ROYALTY
BIG 3 + ADTECH
DET DIG.COM

BIG 3 ADVERTISING AMBASSADORS
CONSULT: 1/2 COST OF HIRING; TWICE AS NICE
DETROITDIGITALADVERTISING.COM | DETDIG.COM

DETROIT DIGITAL

HQ

DETROIT DIGITAL

Jim Farley

Marissa Hunter

Olivier Francois

Steve Odell

Marissa Hunter

Tim Mahoney

François

GM
Ford
FCA

GMC
Chevrolet
Buick

CHRYSLER
DODGE
Jeep

FIAT
ALFA ROMEO
RAM

Alan Mulally

Jim Hackett

Alan Batey

Mary Barra

Jim Hackett

Sergio Marchionne

Alan Batey

DETROIT DIGITAL helps CEOs and CROs of digital marketers gain access to C-level executives such as [Jim Farley](#), [Steve Odell](#), [Marissa Hunter](#), [Tim Mahoney](#), [Olivier Francois](#), [Alan Mulally](#), [Mary Barra](#), [Jim Hackett](#), [Sergio Marchionne](#) and [Alan Batey](#). We've transitioned new tech into full-time Detroit offices 35 times since 2009 while selling \$44M in media. How? By getting creative and producing [Heroes of Detroit](#) (Password: HeroesOfDetroit). For example, this year we're [running for Congress](#) to [save Detroit's future in auto](#) which necessitates [setting meetings through the August primary](#) with our friends above.

Are you successful everywhere **but** finicky Detroit? We'll pre-vet OEM demand potential for your digital solutions → sell in a test → scale. Automotive is the world's [largest category](#) and Detroit offers [#3, #6, and #8 of the biggest ad spenders](#). If you have the patience to break auto here and our clients see your potential to help them, we'll set up a test. Success = scale. Failure = early release from us. Fair? **A: 30 conference call determines a fit.** What happens next could be **BIG**. If you want what Detroit has and are willing to accept how we do business here – you're ready to take certain steps. **Step 1** Call us. **Step 2** We average 2 for 3 of the [BIG 3](#).

Greg Swan Greg@DetDig.com c | 248 667 2722 Kristine Bonds Kristine@DetDig.com c | 917 340 0632 2140 Walnut Lake Road West Bloomfield MI 48323



**Toyota
President**



**United States
President**



**Audi
President**



**POTUS backs
Detroit this week.**



**Ford Global Communications
- a Brit like me.**



**POTUS backs
Detroit this week.**



Matt Van Dyke - Ford CMO



Alan Batey, GM Global Lead



Ron Frederick -
Mentor, 2nd most connected
next to me.

Imports, Facebook, Google



CEO Mercedes

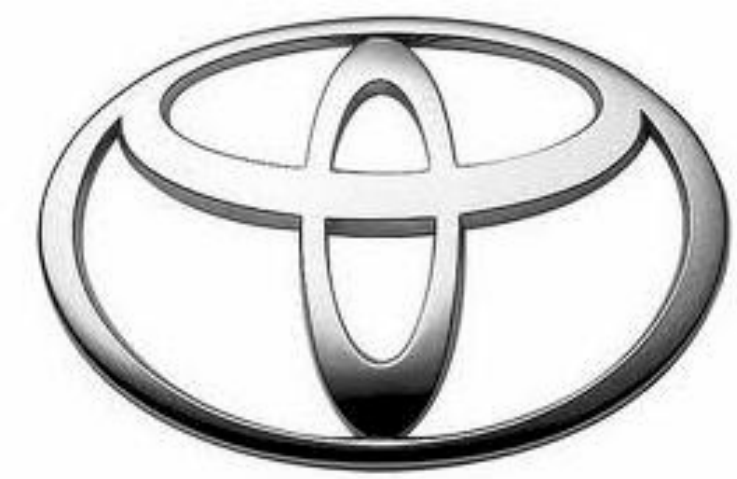


Chairman, Toyota.



<=Facebook CEO | Google
Founder=>





Ryan
Zemmin

CHEVROLET
Digital
Director



Experience: 38 ALL scored with the Big 3

with Detroit's **FOUR** Super Bowl Advertisers.



Auto Vertical Strategy

NEW YORK  DIGITAL



DETROIT  DIGITAL



BIG THREE ONLINE ADVERTISING SALES SPECIALISTS

LA  DIGITAL



WHAT YOU GET.



Investment: Detroit Digital offers full media sales coverage to the Detroit automotive vertical for less than half the cost of a typical sales person with over double the coverage.



Weekly written progress reports, 1-hour weekly conference calls, clear and prompt communication with employee-like responsiveness and frequent red carpet escorted visits for our clients to our advertising partners.



Added value: We service automotive ad sales offices in [LA](#) and [NY](#) for complete coverage of the entire [automotive vertical](#). This allows us to offer first right refusal on category exclusives, which often expedites POs.

WHAT WE DO.



We set meeting with key digital advertising decision makers, giving our clients the opportunity to present their unique case. This typically results in RFPs and a healthy pipeline.



Our Detroit born and raised personal staff makes face-to-face sales calls with Ford, General Motors and Chrysler's defined digital advertising decision makers in the automotive advertising industry every month.



Over 1,000 in-person meetings in Detroit every year.

Sales staff Passed the...



**Objective
Management
Test. Always
right.**

Rule 1: Exclusive gets initial Traction.

RULE #1: EXCLUSIVE OR DIE

▪ Incredibly – most car marketers miss this. So when something does work – it gets carted in front of your competitors to conquest YOU...evening the playing field at best.

This is **NOT** conquering.



▪ Detroit Digital's contracts are for the entire US Auto vertical – enabling us to offer exclusives that have meaning and results.



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Schmooze or lose

To: Greg Swan; Jeff Washburn;
Subject: Thanks Again

Again I want to say thanks for the playoff experience. We really had a great time despite the loss. I was blown away by the pace of the game. And thanks for the Alumni room experience. That was definitely a once in a lifetime.

Sandy & Dave



**MLK Family -
Swan is an
adopted Son**



Then Head of ALL GM Digital - Todd Riley and his wife.

From: Todd Riley [mailto:triley@donorus.com]

Hi Greg, Can't remember if I thanked you for the Hockey memories, but thanks. I can do a 9:30 or 4:00 on the 14th. Will that work?



Greg Swan and wife Kristine, R.L. PGA professional researcher, who entertained the Riley's at the 2008 Stanley Cup. Photo by Todd Riley

THANKS

Now runs Jaguar →

Greg!
Thanks so much for a fun day @ the PEA! It was fun to see our favorite players and to meet your great wife. We had a ton of fun with the both of you. Looking forward to a few holes & golf - hangin' with you!
Thanks Again: hi to Kristine. @ Biker

Mrs. Bethany S. Mach
540 N 2nd St
St Clair, MI 48079-0490



Greg Swan

5319 Tequester Dr.
West Bloomfield, MI 48323

Big Ticket Schmoozing PGA, Stanley Cup

Digital Investment and Strategy Planning
Team Detroit: Swan and wife entertained the Mach's at the 2008 PGA



Phil Rzepka-
Head of
Carat Detroit

Jason Belt-
Phil's GM
Counterpart





PHIL RZEBKA-
HEAD OF CARAT
DETROIT



MATT BENTLEY- TEAM DETROIT

EMILY THAYER
MEDIA PLANNER,
DIGITAL STRATEGY -
TEAM DETROIT



PATRICK ESLINGER-
FORD LEAD- TEAM
DETROIT



DAVE ZUCHOWSKI,
PRESIDENT AND CEO OF
HYUNDAI NORTH AMERICA



RUSSEL WAGER-
VP MARKETING- MAZDA
NORTH AMERICA



STEVE SHANNON- VP-
MARKETING- HYUNDAI
NORTH AMERICA



JAMES O'SULLIVAN-
PRESIDENT AND CEO-
MAZDA NORTH AMERICA



JOHN W. MENDAL- EVP-
AMERICAN HONDA MOTOR
COMPANY



MICHAEL J. ACCAVITTI-
SVP AND GENERAL
MANAGER OF ACURA
DIVISION



JEFF CONRAD- EVP-
NATIONAL SALES - ACURA



BRAD SIMMONS
DIRECTOR,
OFFICE OF THE
EXECUTIVE
CHAIRMAN- FORD



ALEX HULTGREN-
EUROPE DIGITAL
MEDIA MANAGER-
FORD/LINCOLN



MATT VAN DYKE-
HEAD OF
COMMUNICATIONS/
ADVERTISING- FORD



SCOTT MONTY- VP
SOCIAL MEDIA- FORD



VJ IYER- HEAD OF
COMMUNICATIONS
ON-STAR
CARO PROBST-
HEAD OF SOCIAL
MEDIA-
CHEVROLET



JOHN MCFARLAND-
HEAD OF SOCIAL
MEDIA- GM



JOHN FELICE- GLOBAL
VP- SALES- FORD



RYAN ZEMMIN- DIGITAL
DIRECTOR- CHEVROLET



TOM DOLL- PRESIDENT
AND CEO- SUBARU



MICHAEL MCHALE-
DIRECTOR OF CORPORATE
COMMUNICATIONS-
SUBARU



UWE ELLINGHAUS-
CMO- CADILLAC



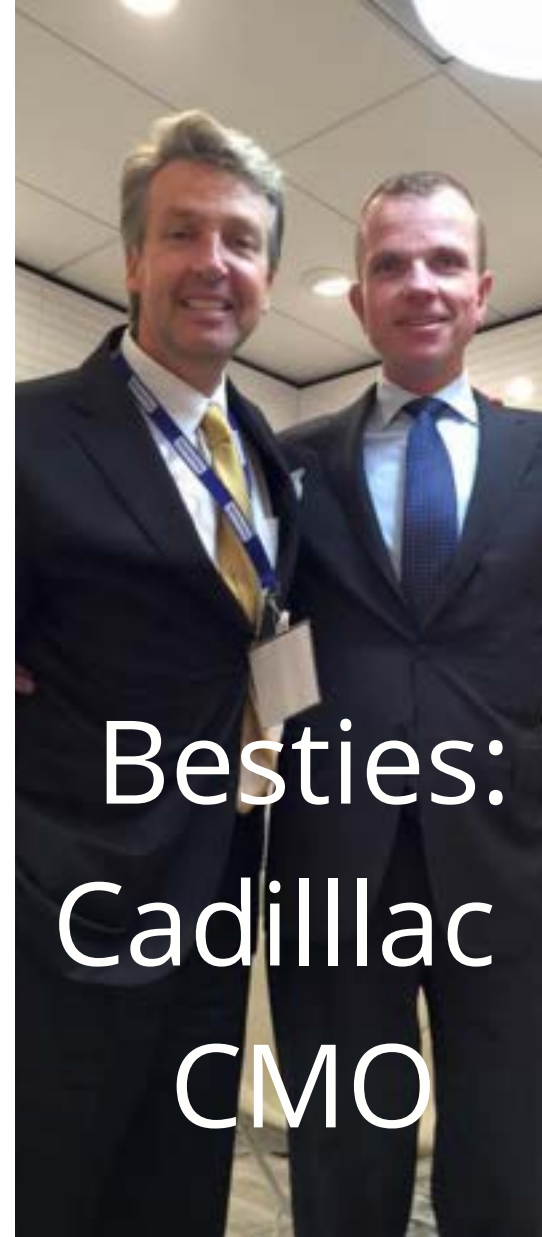
JIM VERPILLAT- EVP-
GLOBAL- CADILLAC



CHERYL SELLERS- LEAD DIGITAL/
INTERNATIONAL WEBSITE
MANAGER- CADILLAC



SHERRIE WEITZMAN-
NATIONAL ADVERTISING
MANAGER- CADILLAC



Besties:
Cadillac
CMO



MARISSA HUNTER-
VP OF ADVERTISING-
RAM TRUCK



SUSAN THOMPSON-
DIRECTOR OF MEDIA-
CHRYSLER



KIM ADAMS HOUSE-
HEAD ADVERTISING-
JEEP



PRESIDENT - LEXUS



General Manager Lexus



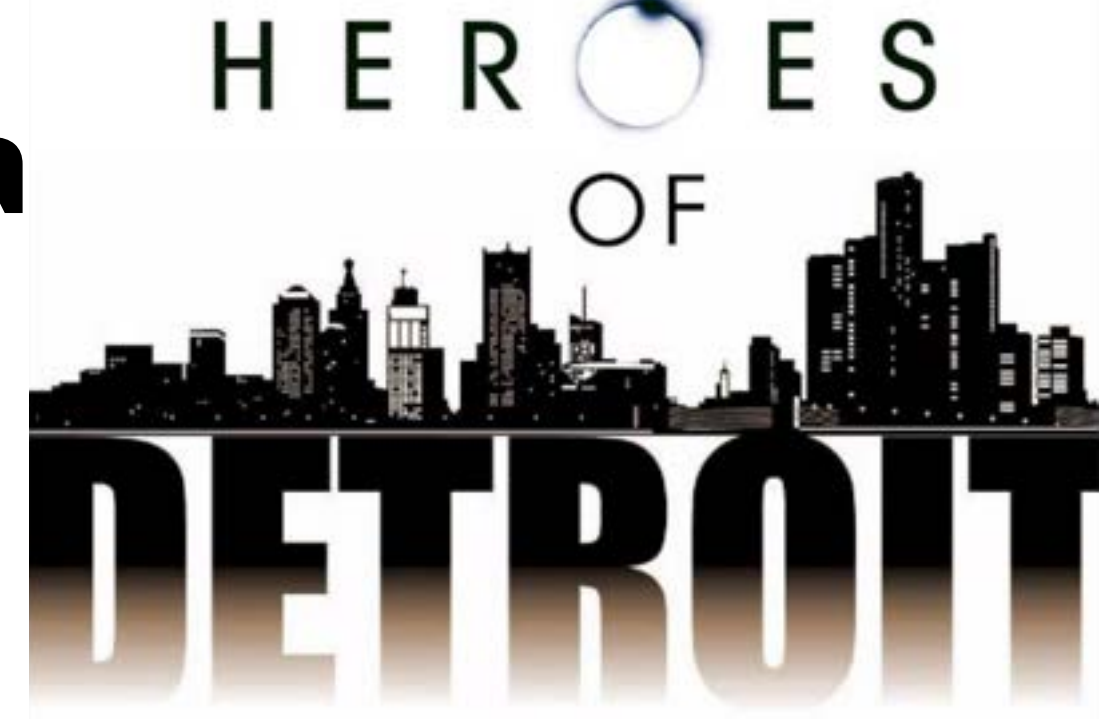
Jeff Conrad EVP -
General Manager Acura



**Independant Journalism -
Opened every CMO door for me in Auto.**



More interviews which always lead to a follow up meeting for digital ad sales.



Jim Vurpillat - Director, Global Marketing at Cadillac
<https://youtu.be/7LUD6Un9l8A>

Jim Campbell VP GM
<https://youtu.be/KNzePtlw9CM>

Steve Shannon - A Hero of Detroit Detroit for 25 yrs, now VP of Marketing for Hyundai
<https://youtu.be/SAfDQnFTAwc>

Alan Batey - GM President of North America for "Heroes of Detroit"
<https://youtu.be/LEn117fSREE>

John Mendell, Executive Vice President, Honda Motor Company
<https://youtu.be/p6lHxbUGe9w>

Scott Keogh, President of Audi of America. <https://youtu.be/WOSlOpXoTiM>

Ola Källenius; Executive Vice President of Sales and Marketing Mercedes-Benz
https://youtu.be/_nkj5aqRrDc

Bill Bonds Introduction
<https://youtu.be/kAs2DEcl-X4>

Legendary L. Brooks Patterson introduces Senator Mike Kowall's Granddaughter
<https://youtu.be/QHFmoaeGIWM>

Bill Bonds on COMEBACK and Mary Barra
<https://youtu.be/LNTWvBhWjWE>

Uwe Ellinghaus, CMO- Cadillac!
<https://youtu.be/pyR4wZ-0f1E>

Jim Palmer (Rough Cut) Clip going into "Heroes of Detroit"
<https://youtu.be/703LAvGyaDY>

Andy Palmer, Chief Planning Officer, Nissan Motor Company
https://youtu.be/u_TAanp9oBM

John Loveless: Former Executive Vice President of Sales, Kia
<https://youtu.be/AbNCojAsOSo>



1 sheet highlights: 38 Adtech Success Stories



Made for PBS Story we produced about our COMEBACK:



DETROIT'S **SUPER** MOMENT - **RAM** chief: **UM**,
Eminem collectively foreshadow Detroit's rise. 
DETROIT Hero
Detroit | Digital & **Eminem** produce: **Heroes Of**
Detroit => vimeo.com/95873491 | Password:
HeroesOfDetroit. *Includes the late Sergio Marchionne.*



Three Top References

Disney: “I can make this note very short. I can afford to be brief because Greg Swan is a killer asset for any organization to have in its arsenal. Greg opens doors, delivers value, and closes deals. Our revenue fortunes in Detroit were solely a result of Greg's stellar work. On a professional level I have found few people that have the intelligence, creativity, instincts and desire that Greg possesses. On a personal level Greg is also earnest, sincere, passionate and respectful. If you possibly need anything else please do not hesitate to email, call, or set up a LinkedIn group called "Why Greg Swan is terrific" and I'd be the first to sign up. ~ Jason R. Krebs SVP, Chief Media Officer, Disney’s Maker Studios.”

Cadillac: “Knowing Greg Swan and Detroit Digital and from all I have seen about their work for GM and for other clients, I can certainly recommend him without any hesitation. Over and above the fact that Greg is a highly professional business partner and an incredibly delightful person, he is also one of the best-connected individuals in the automotive arena of Detroit. Kind regards, Uwe. Uwe Ellinghaus Chief Marketing Officer Cadillac 100 Renaissance Center | Mail Code: 482-A23-D46 Detroit, Michigan 48264

Client - AcuityAds: “You were a great partner in the early years of Visible Measures. THANK YOU for introducing me to the Motor City clients. Couldn't have done it without you.” Seraj Bharwani Chief Strategy Officer.



What's the difference between Big Boys and Little Boys? -The **Big Boys** have American HQs, have been around for over a century, and dominate sales.

What are **Big Boy** IOs like? -
Godclick.com/IOs or see next slide.

Where can Adtech get some?
-Godclick.com/Detroit

Everybody else are *Little Boys*.



Big Boy -vs- Little Boy

National sales (DETROIT -vs- EVERYBODY)

Nation's TOP 3 Sellers



1. Ford F-Series



The Ford F-150 has been the best-selling truck (and vehicle) in the United States for more than 40 years. It's also the only truck Edmunds has bashed with a sledgehammer for a YouTube video, and it's our newly minted Edmunds Top Rated Truck for 2021.

2. Chevrolet Silverado



The very first Chevy pickup truck from 1918 came without a bed, and buyers had to install their own. Thankfully, today's Chevrolet Silverado comes with everything you need in a full-size pickup.

3. Ram 1500/2500/3500



The Ram name only showed up on a pickup truck in 1981, making the Ram 1500 technically a millennial. It's also comfortable and capable, winning our award as the Top Rated Truck in 2019 and 2020.



Best selling cars

- Ford F-Series
- Ram 1500/2500/3500
- Chevrolet Silverado
- Toyota RAV4
- Honda CR-V
- Toyota Tacoma
- Honda Civic
- Toyota Corolla



 Carat



Real Big 3 IOs...

AGENCY INFORMATION	
Buyer Name:	mark.dickhart@gmpw
Bill to:	Chevy
	Starcom C/O Resources
Billing Address:	79 Madison Ave, 5th Floor New York, NY, US, 10016-7802
Telephone:	
Fax:	

CONTRACT INFORMATION	
Order Name:	20 Branding Chevy Silverado Max and AI - ShareThrough
Order ID:	23455
Version:	2
Start Date:	10/22/20
End Date:	12/31/20

PUBLISHER INFORMATION	
Contact Person:	Greg Swan
Company Name:	Sharethrough
Address 1:	
Address 2:	
Email:	greg@detdig.com
Telephone:	
Fax:	

SUMMARY			
CPM Amount:	\$0.00	Impressions Purchased	2,000,000
CPC Amount:	\$249,999.88	Clicks Purchased	1,086,956
Flat Rate Impressions:	\$0.00		
Flat Rate Clicks:	\$0.00		
Gross Total:	\$249,999.88		

TERMS
AS AGENT FOR GENERAL MOTORS COMPANY: This Insertion Order is covered by the General Motors 2010 Internet Media Agreement. Starcom's policy forbids media buyers to sign any additional site provided Insertion Order. Any issues relating to the terms of this Insertion Order must be discussed prior to media start date. All activity must be served (or 1st pixel tracked) by GM's third-party adserver, DoubleClick DART, unless otherwise agreed upon in writing and noted on Insertion Order. All dollars are gross, 15% agency commissionable. Site should bill Starcom EXACTLY according to this Insertion Order (booked impressions). All necessary credits or makegoods should be discussed with your Starcom buyer. Order Name and ID must be included on all invoices. Submit invoices to: Re-Sources, 79 Madison Ave, 5th Floor, New York, NY 10018-7802. The tags provided in the tab labeled "tags" are Javascript/Standard tags. They will allow both rich media and images to deliver. Contact Starcom, trafficking@smvgroup.com, for click tags on all site served placements. If additional tag types are needed, i.e. 1st impression tags, frame or Internal Redirect tags, please contact your Buyer. >>> tags, please contact your Buyer. >>>

	
Date: 10/01/20	Media Change Order
Campaign: 10_MLM_MKZ Hybrid_Launch	
IO Number: 1400010-3053897-270335-3330813	

WPP - Team Detroit (fka Ford):	
Media Buyer: Shane Kay Phone #: 313.964.2596 Fax #: 313.964.3033 Email: shane.kay@mindshare.teamdetroit.com	Creative Contact: Phone #: Email:


Billing Contact :	
Company: Ford Motor Media, C/O Mindshare Billing Name: Brenda Purinton Address1: P.O. Box 4761-GCS	City: New York State/Country: N.Y. USA Zip Code: 10163

Publisher:	
Company: Scan Scout Contact Name: Jeff Washburn Phone #: Fax #: Email: jeff@detdig.com	Address1: Address2: City: State/Country: Zip Code:

Original Contracted Inventory Lincoln							
Group/Placement							
	MZH_CPE Super Pre-roll_SE2 Lincoln auto intenders_1x1						
	Dimension	Run Dates	Rate Type	Gross Rate	Units	Gross Cost	
	1x1 (10mbkb)	10/06/20 to 12/31/20	CPA	\$2.3500	50,000	\$117,500.00	
Group/Placement							
	MZH_CPE Super Overlay_Targeted Lincoln Auto Intenders_1x1						
	Dimension	Run Dates	Rate Type	Gross Rate	Units	Gross Cost	
	1x1 (10mbkb)	10/06/20 to 12/31/20	CPA	\$0.3500	500,000	\$175,000.00	
	1x1	to 12/31/20	No Charge	\$0.0000	0	\$0.00	

Group/Placement							
	MZH_Added Value SE2 Real-Time Brand protection_\$15,000 AV						
	Dimension	Run Dates	Rate Type	Gross Rate	Units	Gross Cost	
	1x1	11/22/20 to 12/31/20	No Charge	\$0.0000	0	\$0.00	

Group/Placement							
	MZH_Added Value_Audience & Creative Insights Reporting_\$10,000 AV						
	Dimension	Run Dates	Rate Type	Gross Rate	Units	Gross Cost	
	1x1	11/22/20 to 12/31/20	No Charge	\$0.0000	0	\$0.00	
Totals					25,750,000	\$469,570.50	

	
Date: 06/28/20	Media Insertion Order
Campaign: Jeep Grand Cherokee Launch 2010	
IO Number: 3006992-3053140-130615-3322134	

Universal McCann - Chrysler:	
Main Contact: Jason Gole Phone #: 248-203-8356 Fax #: Email: jason.gole@umww.com	Tech Contact: Phone #: Fax #: Email:

Billing :	
Company: Jeep Billing Name: Universal McCann Worldwide Phone #: Fax #: Email: MEWLOUDigitalSF@umww.com	Address1: 1640 Lyndon Farm Court Address2: Suite 1000 City: Louisville State/Country: KY USA Zip Code: 40223

Vendor:	
Company: ScanScout Contact Name: Greg Swan Phone #: Fax #: Email: greg@detdig.com	Address1: Address2: City: State/Country: Zip Code:

Contracted Inventory Jeep:										
Group/Placement										
	V_GCH_Added Value Study_N/A_D_O									
	Dimension	Position	TPT	Tracking Options	Run Dates	Rate Type	Rate	Units	Net Cost	
			Yes	Track Impressions	07/12/20 to 12/31/20	No Charge	USD0.0000	0	USD0.00	

Group/Placement										
	VO_P_GCH_interactivepanel_1X1_S_BTA									
	Dimension	Position	TPT	Tracking Options	Run Dates	Rate Type	Rate	Units	Net Cost	
	1x1		Yes	Track Impressions	07/12/20 to 12/31/20	CPC	USD0.3500	442,857	USD154,999.95	

Group/Placement										
	VC_P_GCH_Pre-roll_1X1_S_BTA_15 or 30									
	Dimension	Position	TPT	Tracking Options	Run Dates	Rate Type	Rate	Units	Net Cost	
	1x1		Yes	Track Impressions	07/12/20 to 12/31/20	CPM	USD12.0000	7,916,667	USD95,000.00	

Group/Placement										
	VC_P_GCH_Super Pre-roll_1X1_S_BTA									
				Tracking	Run	Rate				
	Dimension	Position	TPT	Options	Dates	Type	Rate	Units	Net Cost	
	1x1		Yes	Track Impressions	07/12/20 to 12/31/20	CPC	USD2.0000	40,000	USD80,000.00	
Totals								8,399,524	USD329,999.95	

Signature		VENDOR	
Jason Gole		By:	
Universal McCann, Inc.			Authorized Signature
By:		Title:	
	Agency Authorized Signature		
Title: Digital Media Director		Date:	

Conclusion: Whether creating success through a **Motor Trend** Awards page, "**Heroes of Detroit**", selling a **\$25M** conquering play to GM - or bringing Government incentives to EV Media - **DETROIT|DIGITAL'S** prolific experience, OEM C-level connections and creative solutions to win IOs make us the most diversified Digital Ad Selling TEAM in the automotive vertical.

Consulting DETROIT|DIGITAL'S TEAM -vs- hiring One: Half the price - and *twice* as nice!

HIRING a Detroit Salesperson: \$120K + benefits | **Consulting DETROIT|DIGITAL:** **\$5K/Month, 10%, easy out.**

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\$50M in digital media sales | CMO
Relationships, Adtech Expert, Co-Founder:
Detroit Digital, Eagle Scout, Marquette University.



Greg Swan



Paul Hallas

\$225M in digital media sales | Mobile Expert
Co-Founder: 313 Digital, Detroit Digital
Entertains on Yachts, Michigan State Spartan.

