

Upgrade To Comfort 2017 Carrier Dealer Program



presented by

Tier I: \$2,500 Investment (\$18,350 Value)

- Personalized Spring 2017 Cool Cash Campaign (\$8,250)
Dealer selection of any of the following (or combination):
 - Digital • Broadcast • Cable • Direct Mail • Print • Radio
- Featured Participation in Upgrade To Comfort Sponsored Events
- 12-Month \$2,500 PPC Campaign (via Upgrade)
- 12-Month Social Media Support of Dealer-Managed Platforms
- \$1,200 Facebook and Instagram Advertising (via Upgrade)
- Custom Dealer Page With Link on upgradetocomfort.com
- Featured Dealer on Home Page (1x/month)
- Listing on upgradetocomfort.com and map
- Email Distribution (Logo/Ad/Link) (4x/yr)

Tier II: \$1,500 Investment (\$9,000 Value)

- Personalized Spring 2017 Cool Cash Campaign (\$4,250)
Dealer selection of any of the following (no combinations):
 - Digital • Cable • Radio
- 12-Month \$1,500 PPC Campaign (via Upgrade)
- Limited Social Media Support of Dealer-Managed Platforms
- \$300 Facebook and Instagram Advertising (via Upgrade)
- Custom Dealer Page With Link on upgradetocomfort.com
- Featured Dealer on Home Page (3x/year)
- Listing on upgradetocomfort.com and map
- Email Distribution (Logo/Ad/Link) (1x/yr)

Tier III: \$400 Investment (\$2,000 Value)

- Custom Dealer Page With Link on upgradetocomfort.com
- Listing on upgradetocomfort.com and map



turn to the experts™

Add-Ons:	
• Dealer Facebook Page Postings (10x/month)	\$ 50/month
• Social Media Business Page Set-Up (FB/LI/G+)	\$ 30/platform



Please select your participation level above.

<i>Company Name</i>	<i>Printed Name</i>
<i>Title</i>	<i>Signature</i>