SACRAMENTO AUTOMOTIVE DEALERSHIP DIRECTORY

Dealer Signup Form

Complete one form per dealership location. Print clearly in blue or black ink, tick each box that applies, and attach copies of the documents listed in Part A. Return the signed form by mail, in person, or as a scan by email to the Return To address below.

Return To

Attention / department	
Organization	
Street address or P.O. box	
City, state, ZIP	
Email for scanned forms	

Review takes 3 to 5 business days after a complete form is received. Section numbers refer to the Sacramento Automotive Dealership Directory Rulebook.

Part A. Business Verification

Legal business name	
DBA (if any)	
Dealer license number	
Licensing state	
License expiration date	_____ / _____ / _____
Business tax ID (EIN)	
Surety bond required in your state?	☐ Yes ☐ No ☐ Not sure

Bond company and bond number	

Documents attached

☐	Copy of dealer license (PDF or photo)
☐	Proof of physical location (utility bill, lease, or photo of lot or showroom)
☐	Surety bond certificate (if required)

Part B. Contact and Account Setup

Account Owner name	
Account Owner title	
Account Owner email	
Account Owner phone	
Main business phone	
Main business email	
Website URL	

Social media links (optional; official dealership accounts only)

Facebook	
Instagram	
LinkedIn	
X	

YouTube	
TikTok	
WhatsApp	
Snapchat	
Pinterest	

Additional users (each person gets their own login)

Name	Email	Role

☐	I will turn on two-factor login for every user on this account.

Part C. Listing Details

Street address	
City	
State	
ZIP code	
Sales hours	

Service hours (if different)	
Dealer type	☐ New ☐ Used ☐ New and used
Location type	☐ Lot or showroom ☐ Online only ☐ By appointment
Brands carried or specialties	
Languages spoken	
Business description (150 words max, no unproven claims)	

Services offered

☐	Financing
☐	Trade-ins
☐	Service center
☐	Parts
☐	Home delivery
☐	Other: _____

Part D. Photos and Media

☐	At least one real photo of the location is attached (stock images cannot be the main photo).
☐	Our logo is attached, and we own it or have permission to use it.
☐	Optional: staff photos or a showroom video are attached.

Part E. Pricing and Advertising Compliance

Doc fee amount	
Prep or reconditioning fee	
Required add-ons and their prices	
Financing disclosures link (if you advertise financing)	

☐	Every special offer we advertise will show an expiration date.

Part F. Agreements

Tick each box to confirm you have read and agree.

☐	I agree to the Directory Rules and Listing Policy (Sections 1 to 9).
☐	I agree to the Behavior Management standards and Trusted Dealer badge rules (Sections 10 and 11).
☐	I acknowledge the Reporting, Enforcement, and Appeals process (Sections 12 and 13).
☐	I accept the Privacy and Shopper Data terms (Section 9).
☐	I confirm all information on this form matches our dealer license and is accurate.

Listing tier	☐ Free ☐ Paid placement (choose in Part I, page 7)

Part G. Authorized Signature

Authorized signer name	
Title	

Signature (type full name)	
Date	_____ / _____ / _____

Part H. For Directory Use Only

Completed by directory staff.

Date received	_____ / _____ / _____
Reviewed by	
Application status	☐ Approved ☐ Needs more information ☐ Declined
Listing live date	_____ / _____ / _____
12-month reconfirmation date	_____ / _____ / _____

☐	License verified against state records
☐	Location verified
☐	All information matches the dealer license

Part I. Advertising Selection (optional)

Basic listings are free. Tick any paid placement you want. You pay the launch rate where one is shown; annual prices use that rate. All prices are flat monthly fees with no per-lead charges, and you can cancel any month. Annual plans include two months free.

	Placement	Full price	Launch rate*	Annual (you pay)
☐	Basic listing with social channels connected (free)	Free	Free	Free
☐	Featured listing	$44/mo	$44/mo	$440/yr
☐	Page sponsor (Dealers, Lenders or Insurance page; one per page)	$134/mo	$134/mo	$1,340/yr
☐	Homepage tile (slots 4 to 6)	$157/mo	**$102/mo**	$1,020/yr
☐	Homepage half banner (slots 2 and 3)	$247/mo	**$160/mo**	$1,600/yr
☐	Leaderboard, top (slot 1)	$450/mo	**$292/mo**	$2,920/yr
☐	Leaderboard, middle (slot 7)	$270/mo	**$175/mo**	$1,750/yr
☐	Leaderboard, bottom (slot 8)	$225/mo	**$146/mo**	$1,460/yr
☐	Premier bundle: top leaderboard + page sponsor + Featured listing	$549/mo	**$469/mo**	$4,690/yr

Billing	☐ Monthly ☐ Annual
Preferred start date	_____ / _____ / _____

* Launch rate: banner placements (tile, half banner, leaderboards and Premier bundle) are 35% off full price until the directory reaches 5,000 verified monthly visitors, then 15% off up to 15,000. If you sign up at a launch rate, you keep it for your first 6 paid months. After that, the rate for the current traffic level applies, with 30 days' notice.

Free social channels: your official Facebook, Instagram, LinkedIn, X, YouTube, TikTok and Pinterest links are connected free. If no paid placement starts within 60 days of your listing going live, the icons turn gray and stop linking until a paid placement starts.

Listing and sponsor prices are locked for 12 months for advertisers who sign up before the directory moves to its permanent domain. Paid placements are labeled Sponsored or Featured. The Trusted Dealer badge is earned under the rulebook and is never sold.

Initials of authorized signer	