



Data Cards

# Model Targeting Information

32,391,257	TOTAL UNIVERSE / BASE RATE	\$100.00/M
	PLEASE SEE AUTO OWNER DATACARD FOR FULL INFORMAITON ON FILE.	
	PLEASE INQUIRE ABOUT COUNTS ON SPECIFIC MAKES/MODELS	

**Make/Model Targeting Selects Include: (please call for counts and pricing)**

ACURA, ACURA – CL, ACURA – INTEGRA, ACURA – LEGEND, ACURA – MDX, ACURA – NSX, ACURA – RL, ACURA – RSX, ACURA – SLX, ACURA – TL, ACURA – TSX, ACURA – VIGOR,

ALFA ROMEO, ALFA ROMEO – 164, ALFA ROMEO – GRADUATE, ALFA ROMEO – MILANO, ALFA ROMEO – QUADRIFOGLIO, ALFA ROMEO – SPIDER,

AMERICAN MOTORS, AMERICAN MOTORS – ALLIANCE, AMERICAN MOTORS – EAGLE, AMERICAN MOTORS - GTA

AUDI, AUDI – 100, AUDI – 200, AUDI – 4000, AUDI – 5000, AUDI – 80, AUDI – 90, AUDI - A3, AUDI - A4 AVANT, AUDI - A6 AVANT, AUDI - A8 AUDI – CABRIOLET, AUDI – QUATTRO, AUDI – RS6, AUDI - S4, AUDI - S6, AUDI - S8, AUDI – TT, AUDI - V8

BMW, BMW - 3 SERIES, BMW - 5 SERIES, BMW - 6 SERIES, BMW - 7 SERIES, BMW - 8 SERIES, BMW - M5, BMW - X3, BMW - X5, BMW - Z SERIES

BUICK, BUICK – CENTURY, BUICK – ELECTRA, BUICK - ESTATE WAGON, BUICK – Lacrosse, BUICK – LESABRE, BUICK – Lucerne, BUICK - PARK AVENUE, BUICK – Rainier, BUICK – REATA, BUICK – REGAL, BUICK – Rendezvous, BUICK – RIVIERA, BUICK – ROADMASTER, BUICK – SKYHAWK, BUICK – SKYLARK, BUICK – SOMERSET, BUICK - Terraza

CADILLAC, CADILLAC – ALLANTE, CADILLAC – BROUGHAM, CADILLAC – CATERA, CADILLAC – CIMARRON, CADILLAC – CTS, CADILLAC – DEVILLE, CADILLAC – DTS, CADILLAC – ELDORADO, CADILLAC – Escalade, CADILLAC – FLEETWOOD, CADILLAC – SEVILLE, CADILLAC - SIXTY SPECIAL, CADILLAC – SRX, CADILLAC – STS, CADILLAC – XLR,

CHEVROLET,. CHEVROLET – Astro, CHEVROLET – Avalanche, CHEVROLET – Aveo, CHEVROLET – BERETTA, CHEVROLET – BLAZER, CHEVROLET - C SERIES PICKUP, CHEVROLET - C/K Series Pickup, CHEVROLET – CAMARO, CHEVROLET – CAPRICE, CHEVROLET - CAPRICE CLASSIC, CHEVROLET – CAVALIER, CHEVROLET – CELEBRITY, CHEVROLET – CHEVETTE, CHEVROLET – Classic, CHEVROLET – Cobalt, CHEVROLET – COLORADO, CHEVROLET – CORSICA, CHEVROLET – CORVETTE, CHEVROLET - EL CAMINO, CHEVROLET – Equinox, CHEVROLET - G SERIES VAN, CHEVROLET – HHR, CHEVROLET – IMPALA, CHEVROLET - K1500 BLAZER, CHEVROLET – LUMINA, CHEVROLET - MALIBU

CHEVROLET – Metro, CHEVROLET - MONTE CARLO, CHEVROLET - New Tahoe, CHEVROLET – NOVA, CHEVROLET – Prizm, CHEVROLET - R SERIES PICKUP, CHEVROLET - S10 BLAZER, CHEVROLET - S10 PICKUP, CHEVROLET – SILVERADO, CHEVROLET – SPECTRUM, CHEVROLET – SPRINT, CHEVROLET – SSR, CHEVROLET – SUBURBAN, CHEVROLET – TAHOE, CHEVROLET – Tracker, CHEVROLET – TrailBlazer, CHEVROLET - TrailBlazer EXT, CHEVROLET – Uplander, CHEVROLET - V10 BLAZER, CHEVROLET - V1500 BLAZER, CHEVROLET - VENTURE

CHRYSLER, CHRYSLER – 300, CHRYSLER - 300M, CHRYSLER – CIRRUS, CHRYSLER – CONCORDE, CHRYSLER – CONQUEST, CHRYSLER – CROSSFIRE, CHRYSLER - FIFTH AVE, CHRYSLER - GRAND VOYAGER, CHRYSLER – IMPERIAL, CHRYSLER – LEBARON, CHRYSLER – LHS, CHRYSLER - NEW YORKER, CHRYSLER - NEW YORKER FIFTH AVE, CHRYSLER – PACIFICA, CHRYSLER - PT CRUISER, CHRYSLER – SEBRING, CHRYSLER - TOWN & COUNTRY, CHRYSLER – VOYAGER,

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DAEWOO, DAEWOO – Lanos, DAEWOO – Leganza, DAEWOO – Nubira,

DAIHATSU, DAIHATSU – CHARADE, DAIHATSU - ROCKY

DODGE, DODGE – 600, DODGE – ARIES, DODGE – AVENGER, DODGE - B SERIES VAN, DODGE – CARAVAN, DODGE – CHARGER, DODGE – COLT, DODGE – D SERIES PICKUP, DODGE – DAKOTA, DODGE – DAYTONA, DODGE – DIPLOMAT, DODGE – DURANGO, DODGE – DYNASTY, DODGE – INTREPID, DODGE – LANCER, DODGE – MAGNUM, DODGE - MINI RAM VAN, DODGE – MONACO, DODGE – NEON, DODGE – OMNI, DODGE – RAIDER, DODGE - RAM 50, DODGE - RAM CHARGER, DODGE - RAM PICKUP, DODGE - RAM VAN, DODGE – SHADOW, DODGE – SPIRIT, DODGE – STEALTH, DODGE – STRATUS,

EAGLE, EAGLE – EAGLE, EAGLE – MEDALLION, EAGLE – PREMIER, EAGLE – SUMMIT, EAGLE – TALON, EAGLE - VISION

FORD, FORD – AEROSTAR, FORD – ASPIRE, FORD – BRONCO, FORD - CLUB WAGON, FORD – CONTOUR, FORD - CROWN VICTORIA, FORD - ECONOLINE VAN, FORD - ECONOLINE WAGON, FORD – ESCAPE, FORD – ESCORT, FORD – EXCURSION, FORD – EXP, FORD – EXPEDITION, FORD – EXPLORER, FORD - EXPLORER SPORT TRAC, FORD - F SERIES PICKUP, FORD – FESTIVA, FORD - FIVE HUNDRED, FORD – FOCUS, FORD – FREESTAR, FORD – FREESTYLE, FORD – FUSION, FORD - LTD, FORD – MUSTANG, FORD – PROBE, FORD – RANGER, FORD – TAURUS, FORD – TEMPO, FORD – THUNDERBIRD, FORD – WINDSTAR, FORD - ZX2, FORD TRUCK - BRONCO II

GEO, GEO – METRO, GEO – PRIZM, GEO – SPECTRUM, GEO – STORM, GEO – TRACKER,

GMC, GMC - C SERIES PICKUP, GMC – CABALLERO, GMC – CANYON, GMC – DENALI, GMC – ENVOY, GMC - ENVOY DENALI, GMC - ENVOY XL, GMC - ENVOY XUV, GMC - G SERIES VAN, GMC – JIMMY, GMC - R SERIES PICKUP, GMC - S15 JIMMY, GMC - S15 PICKUP, GMC – SAFARI, GMC – SIERRA, GMC – SONOMA, GMC – SUBURBAN, GMC - V1500 JIMMY, GMC – YUKON, GMC - YUKON XL

HONDA, HONDA – ACCORD, HONDA – CIVIC, HONDA - CIVIC DEL SOL, HONDA - CR V, HONDA – Element, HONDA – Insight, HONDA – ODYSSEY, HONDA – PASSPORT, HONDA – Pilot, HONDA – PRELUDE, HONDA – Ridgeline, HONDA - S2000

HUMMER, HUMMER - H3 HUMMER, HUMMER - HUMMER

HYUNDAI, HYUNDAI – ACCENT, HYUNDAI – AZERA, HYUNDAI – ELANTRA, HYUNDAI – EXCEL, HYUNDAI - Santa Fe, HYUNDAI – SCOPE, HYUNDAI – SONATA, HYUNDAI – TIBURON, HYUNDAI – Tucson, HYUNDAI - XG300, HYUNDAI - XG350

INFINITI, INFINITI – FX, INFINITI - G20, INFINITI - G35, INFINITI - I30, INFINITI - I35, INFINITI - J30, INFINITI - M30, INFINITI - M35, INFINITI - M45, INFINITI - Q45, INFINITI - Q45 ACTIVE, INFINITI - QX4, INFINITI - QX56

ISUZU, ISUZU – AMIGO, ISUZU – ASCENDER, ISUZU – AXIOM, ISUZU – HOMBRE, ISUZU - I MARK, ISUZU - i-280 PICKUP, ISUZU - i-350 PICKUP, ISUZU – IMPULSE, ISUZU – OASIS, ISUZU – PICKUP, ISUZU – RODEO, ISUZU - RODEO SPORT, ISUZU – STYLUS, ISUZU – TROOPER, ISUZU - TROOPER II, ISUZU - VEHICROSS

JAGUAR, JAGUAR - S TYPE, JAGUAR - X-TYPE, JAGUAR - XJ 8, JAGUAR - XJ6, JAGUAR – XJS, JAGUAR - XK8

JEEP, JEEP – CHEROKEE, JEEP – COMANCHE, JEEP – COMMANDER, JEEP - GRAND CHEROKEE, JEEP - GRAND WAGONEER, JEEP - J SERIES PICKUP, JEEP – LIBERTY, JEEP – WAGONEER, JEEP - WRANGLER

KIA, KIA – AMANTI, KIA – OPTIMA, KIA – RIO, KIA – SEDONA, KIA – SEPHIA, KIA – SORENTO, KIA – SPECTRA, KIA – SPORTAGE

LAND ROVER, LAND ROVER – DISCOVERY, LAND ROVER – FREELANDER, LAND ROVER - LR3, LAND ROVER - RANGE ROVER

LEXUS, LEXUS – ES, LEXUS – GS, LEXUS - GX 470, LEXUS – IS, LEXUS – LS, LEXUS - LX 470, LEXUS - LX450, LEXUS - RX 300, LEXUS - RX330, LEXUS - RX400, LEXUS - SC

LINCOLN, LINCOLN – AVIATOR, LINCOLN – BLACKWOOD, LINCOLN – CONTINENTAL, LINCOLN – LS, LINCOLN - MARK LT, LINCOLN - MARK VII, LINCOLN - MARK VIII, LINCOLN – NAVIGATOR, LINCOLN - TOWN CAR, LINCOLN - ZEPHYR

MAZDA, MAZDA – 323, MAZDA – 626, MAZDA – 929, MAZDA - B SERIES, MAZDA - MAZDA3, MAZDA - MAZDA5, MAZDA - MAZDA6, MAZDA – MAZDASPEED, MAZDA – MIATA, MAZDA – MILLENIA, MAZDA – MPV, MAZDA - MX 5 MIATA, MAZDA - MX-3, MAZDA - MX-6, MAZDA - MX6, MAZDA – NAVAJO, MAZDA – PROTÉGÉ, MAZDA - RX-7, MAZDA - RX-8, MAZDA - RX7, MAZDA - TRIBUTE

MERCEDES-BENZ, MERCEDES-BENZ - 190 SERIES, MERCEDES-BENZ – 260, MERCEDES-BENZ - 300 SERIES, MERCEDES-BENZ – 350, MERCEDES-BENZ - 400 SERIES, MERCEDES-BENZ - 420 SERIES, MERCEDES-BENZ - 500 SERIES, MERCEDES-BENZ – 560, MERCEDES-BENZ - 560 SERIES, MERCEDES-BENZ - 600 SERIES, MERCEDES-BENZ - C CLASS, MERCEDES-BENZ - CL CLASS, MERCEDES-BENZ - CLK CLASS, MERCEDES-BENZ - CLS CLASS, MERCEDES-BENZ - E CLASS, MERCEDES-BENZ - M CLASS, MERCEDES-BENZ - ML55, MERCEDES-BENZ - R CLASS, MERCEDES-BENZ - S CLASS, MERCEDES-BENZ - SL CLASS, MERCEDES-BENZ - SL SERIES, MERCEDES-BENZ - SLK CLASS

MERCURY, MERCURY – CAPRI, MERCURY – COUGAR, MERCURY - GRAND MARQUIS, MERCURY – LYNX, MERCURY – MARAUDER, MERCURY – MARINER, MERCURY – MARQUIS, MERCURY – MILAN, MERCURY – MONTEGO, MERCURY – MONTEREY, MERCURY – MOUNTAINEER, MERCURY – MYSTIQUE, MERCURY – SABLE, MERCURY – TOPAZ, MERCURY – TRACER, MERCURY - VILLAGER

MERKUR, MERKUR – SCORPIO, MERKUR - XR4TI

MINI COOPER, MINI COOPER - COOPER

MITSUBISHI, MITSUBISHI - 3000GT, MITSUBISHI - CARGO VAN, MITSUBISHI – CORDIA, MITSUBISHI – DIAMANTE, MITSUBISHI – ECLIPSE, MITSUBISHI – ENDEAVOR, MITSUBISHI – EXPO, MITSUBISHI – GALANT, MITSUBISHI – LANCER, MITSUBISHI – MIRAGE, MITSUBISHI – MONTERO, MITSUBISHI - MONTERO SPORT, MITSUBISHI – OUTLANDER, MITSUBISHI – PICKUP, MITSUBISHI – PRECIS, MITSUBISHI – RAIDER, MITSUBISHI – SIGMA, MITSUBISHI – STARION, MITSUBISHI - TREDIA

NISSAN, NISSAN - 200SX, NISSAN - 240SX, NISSAN - 300ZX, NISSAN - 350Z, NISSAN – ALTIMA, NISSAN – ARMADA, NISSAN – AXCESS, NISSAN – FRONTIER, NISSAN – MAXIMA, NISSAN – MURANO, NISSAN – NX, NISSAN – PATHFINDER, NISSAN – PICKUP, NISSAN – PULSAR, NISSAN – QUEST, NISSAN – SENTRA, NISSAN – STANZA, NISSAN – TITAN, NISSAN - XTERRA

OLDSMOBILE, OLDSMOBILE – ACHIEVA, OLDSMOBILE – ALERO, OLDSMOBILE – AURORA, OLDSMOBILE – BRAVADA, OLDSMOBILE – CALAIS, OLDSMOBILE – CIERA, OLDSMOBILE - CUSTOM CRUISER, OLDSMOBILE – CUTLASS, OLDSMOBILE - CUTLASS CALAIS, OLDSMOBILE - CUTLASS CIERA, OLDSMOBILE - CUTLASS SUPREME, OLDSMOBILE - CUTLASS SUPRME, LASS, OLDSMOBILE - DELTA 88, OLDSMOBILE - EIGHTY EIGHT, OLDSMOBILE - EIGHTY-EIGHT ROYALE, OLDSMOBILE – FIRENZA, OLDSMOBILE – INTRIGUE, OLDSMOBILE – LSS, OLDSMOBILE - NINETY EIGHT, OLDSMOBILE – REGENCY, OLDSMOBILE – SILHOUETTE, OLDSMOBILE - TORONADO

PEUGEOT, PEUGEOT – 405, PEUGEOT - 505

PLYMOUTH, PLYMOUTH – ACCLAIM, PLYMOUTH – BREEZE, PLYMOUTH – CARAVELLE, PLYMOUTH – COLT, PLYMOUTH - GRAN FURY, PLYMOUTH - GRAN FURY SALON, PLYMOUTH – HORIZON, PLYMOUTH - HORIZON AMERICA, PLYMOUTH – LASER, PLYMOUTH – NEON, PLYMOUTH – RELIANT, PLYMOUTH - RELIANT AMERICA, PLYMOUTH – SUNDANCE, PLYMOUTH – TURISMO, PLYMOUTH – VOYAGER, PLYMOUTH - VOYAGER VAN

PONTIAC, PONTIAC – 1000, PONTIAC – 6000, PONTIAC – Aztek, PONTIAC – BONNEVILLE, PONTIAC – FIERO, PONTIAC - G6, PONTIAC - GRAND AM, PONTIAC - GRAND PRIX, PONTIAC – GTO, PONTIAC - LE MANS, PONTIAC – Montana, PONTIAC - MONTANA SV6, PONTIAC – SAFARI, PONTIAC – Solstice, PONTIAC – SUNBIRD, PONTIAC – SUNFIRE, PONTIAC – Torrent, PONTIAC - TRANS AM, PONTIAC - TRANS SPORT, PONTIAC - Vibe

PORSCHE, PORSCHE – 911, PORSCHE – 924, PORSCHE - 928GTS, PORSCHE - 928S, PORSCHE - 928S4, PORSCHE – 944, PORSCHE - 944S, PORSCHE - 944S2, PORSCHE – 968, PORSCHE – BOXSTER, PORSCHE – BOXTER, PORSCHE – CAYENNE,, PORSCHE - CAYMAN

SAAB, SAAB - 9 3, SAAB - 9-2X, SAAB - 9-5, SAAB - 9-7, SAAB – 900, SAAB – 9000,

SATURN, SATURN – ION, SATURN - L SERIES, SATURN – RELAY, SATURN - S SERIES, SATURN – SATURN, SATURN - VUE

SCION, SCION – Tc, SCION – xA, SCION - xB

STERLING, STERLING – 825, STERLING - 827

SUBARU, SUBARU – BAJA, SUBARU – BRAT, SUBARU – DL, SUBARU – FORESTER, SUBARU – GL, SUBARU – IMPREZA, SUBARU – JUSTY, SUBARU – LOYALE, SUBARU – OUTBACK, SUBARU – STD, SUBARU – SVX, SUBARU – TRIBECA, SUBARU - XT

SUZUKI, SUZUKI – AERIO, SUZUKI – ESTEEM, SUZUKI – FORENZA, SUZUKI - GRAND VITARA, SUZUKI – RENO, SUZUKI – SAMURAI, SUZUKI – SIDEKICK, SUZUKI – SWIFT, SUZUKI – VERONA, SUZUKI – VITARA, SUZUKI - X-90, SUZUKI - XL 7

TOYOTA, TOYOTA - 4RUNNER, TOYOTA – AVALON, TOYOTA – CAMRY, TOYOTA – CELICA, TOYOTA – COROLLA, TOYOTA – CRESSIDA, TOYOTA – Echo, TOYOTA – Highlander, TOYOTA - LAND CRUISER, TOYOTA – Matrix, TOYOTA - MR2, TOYOTA – PASEO, TOYOTA – PICKUP, TOYOTA – PREVIA, TOYOTA – Prius, TOYOTA - RAV4, TOYOTA – Sequoia, TOYOTA – Sienna, TOYOTA – SOLARA, TOYOTA – SUPRA, TOYOTA - T100, TOYOTA – TACOMA, TOYOTA – TERCEL, TOYOTA – Tundra, TOYOTA - VAN

VOLKSWAGEN, VOLKSWAGEN – BEETLE, VOLKSWAGEN – CABRIO, VOLKSWAGEN – CABRIOLET, VOLKSWAGEN – CORRADO, VOLKSWAGEN – EUROVAN, VOLKSWAGEN – FOX, VOLKSWAGEN – GOLF, VOLKSWAGEN – GTI, VOLKSWAGEN – JETTA, VOLKSWAGEN - NEW CABRIO, VOLKSWAGEN - NEW GOLF, VOLKSWAGEN - NEW JETTA, VOLKSWAGEN - NEW PASSAT, VOLKSWAGEN – PASSAT, VOLKSWAGEN – PHAETON, VOLKSWAGEN – QUANTUM, VOLKSWAGEN – SCIROCCO, VOLKSWAGEN – TOUAREG, VOLKSWAGEN - VANAGON

VOLVO, VOLVO – 240, VOLVO – 740, VOLVO – 760, VOLVO – 780, VOLVO – 850, VOLVO – 940, VOLVO – 960, VOLVO - C70, VOLVO – COUPE, VOLVO - S40, VOLVO - S60, VOLVO - S70, VOLVO - S80, VOLVO - S90, VOLVO - V40, VOLVO - V50, VOLVO - V70, VOLVO - V90, VOLVO - XC90



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