April 2025

Ford Ranger® XLT (or the $47,255.00)

Drawing 4/10

**GOOGLE RESPONSIVE DISPLAY----------------------------------------------------------------**

15 Headlines [30 character max]  
1 Long Headline [90 character max]  
5 Descriptions [90 character max]

Headlines:

V1: Win Your Dream Truck!

V2: Free Ford - Grab The keys Here

V3: Ford Ranger®: The Ultimate Off-Roader!

V4: Win a Ford Ranger® at PCH

V5: Winner is Guaranteed—Act Fast

V6: FREE Truck – Get In To Win

V7: For Springtime Adventures

V8: Ford Ranger® Truck, 100% Free

V9: PCH Wants to Hand You the Keys

V10: Ford | Built for Work And Play

V11: Free Ford, No Strings Attached

V12: Choose The Ford or Take The Cash

V13: This Mid-Size Truck Does It All

V14: Ford Truck Giveaway Ends 4/10

V15: Adventure Awaits – Act Fast

Long Headline:

Springtime fun waits! Win a Ford Ranger® XLT on 4/10. Claim your FREE entry here

Descriptions:

V1: Built strong for work and play. Get in to win this free Ford F-250® XL® on 4/10

V2: Ready to win the ultimate truck? Free Ford Ranger® XLT (or $47,255), claim your entry here

V3: Tough work made easy! Claim your free entry here to win a Ford Ranger® XLT or $47,255 cash

V4: Off-roading never looked better! Claim this free shot to win this Ford Ranger® on 4/10

V5: Experience rugged power on the road with the Ford Ranger® XLT. Enter to win it free today!

**GOOGLE DEMAND GEN (Single Image Ads)------------------------------------------------------**

5 Headlines [40 character max]  
5 Descriptions [40 character max]

Headlines:

V1: Winner Is Guaranteed

V2: Free Ford Ranger® XLT. Act fast

V3: Ford Truck Giveaway

V4: Sunny Days Ahead, Ride In Style

V5: PCH Handling Over The Keys Soon

Descriptions:

V1: Ends 4/10 - don't miss out!

V2: Hurry! The race to win is on. You in?

V3: Don’t speed passed this – Get in to win

V4: Midsized Truck, 100% Free - enter now

V5: Want this truck? Better hurry, ends soon

**GOOGLE DEMAND GEN (Carousel Image Ads)------------------------------------------------------**

1 Main Carousel Headline [40 character max]

Ad Text:

3 Card Headlines [40 character max]  
3 Card Descriptions [40 character max]

Carousel Headline:

V1: PCH is Giving Away A Free Ford

Card Headlines:

V1: Take Home A Ford Ranger® On Us

V2: Win on April 10th

V3: We Need A Winner – Act Fast

Card Descriptions:

V1: Hurry! Claim your free entry at PCH

V2: Ending soon. Act fast- don't miss out!

V3: Get in the driver's seat, enter for free

**GOOGLE/BING Responsive Search Ads--------------------------------------------------------------**

15 Headlines [30 character max] – *2 headline will typically show at once, up to 3 can show at once – you can choose to pi headline in positions 1, 2, 3*  
4 Descriptions [90 character max]

Headlines:

V1: Free Ford Truck Giveaway

V2: Win A Ford Ranger®

V3: FREE FORD

V4: Take Home A Ford Ranger® ON US

V5: Ford Truck | Made In America

V6: PCH Ford Prize: Win A Pickup

V7: Strong. Capable. Ready To Win

V8: Drive Off A Winner | Act fast

V9: Ends April 10th

V10: Handing Over The Keys Soon

V11: Get In To Win This Ford At PCH

V12: Free Online Entry

V13: Power and Comfort All In One

V14: Truck or Cash—Winner Picks!

V15: Winner Is Guaranteed

Descriptions:

V1: Hurry! Don’t let this chance to take home a Free Ford Truck (or $47,255) pass you by

V2: Step up and take the wheel (or $47,255) – Claim your free entry to win here.

V3: Win on April 10th! Secure a free chance to win this Ford truck (or $47,255) before it ends

V4: Here's your chance to take the wheel (or take $47,255). Claim this free entry to win

**META-----------------------------------------------------------------------------------------------------------**

>4 Primary Texts [50 - 150 characters]  
>4 Headlines [27 character max]  
> 4 Descriptions [30 character max]

Email SLs – to be delivered with the emails

Primary text:

V1: This truck is FIRE 🔥 Win the hot and versatile Ford Ranger® XLT (or $47,255) on 4/10 – Act fast!

V2: Win the Ford Ranger® XLT Truck or $$$ Cash on April 10th. PCH is giving it away for Free– act fast!

V3: 🚦Hurry, the race to win IS ON! Take the wheel of this Free Ford Ranger ® XLT (or $47,255) on 4/10 -- claim your FREE entry here.

V4: Drive off in a new Ford Ranger® XLT. Handing over the 🔑 soon or take the ($47,255). Hurry, get in win before it's too late.

(🔥 emoji code &#128293;)

(🔑  &#128273;)

(🚦 = &#128678;)

Headlines:

V1: Winner Is Guaranteed

V2: Take Home The Truck or Cash

V3: Ford Giveaway - ends soon

V4: Driver's Seat Is Calling

Descriptions:

V1: Step up, claim your FREE entry

V2: Keys still up for grabs, hurry

V3: Hurry, don’t miss out

V4: Sunny Days Ahead | Act Fast

**NATIVE--------------------------------------------------------------------------------------------------------**

>10 Headlines [75 char max]  
> 10 Descriptions [150 char max]

Headlines:

V1: Spring Into Action | The Race To Win Is On For This Ford Truck. You In?

V2: Springtime Adventures | Hit The Road In Style With This Ford Ranger®

V3: Grab The Keys to This FREE Ford Truck

V4: Get In the Driver’s Seat of This Versatile Ford Truck

V5: Free Ford Truck – Win It April 10th

V6: Sunny Days Ahead, Ride In Style With This Ford Ranger®

V7: Handing Over The Keys Real Soon | Ford Truck

V8: Ford Ranger® XLT | Free Truck Giveaway

V9: Win the Ford Truck or $50,220 Cash - Winner Chooses!

V10: Win A Ford Ranger® XLT (or $47,255)

Descriptions:

V1: Drive off in a new Ford Ranger® XLT (or take $47,255 cash) absolutely FREE. Hurry, PCH is handing keys to the winner soon, act fast.

V2: City Streets to Mountain Peaks—whichever road you travel, this Ford Ranger® XLT gets you there in style. Get in to win (or take the $47,255).

V3: The Ford Ranger® XLT delivers off-road capability and performance for all your adventures. Claim your entry to win (or take the $47,255 cash).

V4: Built strong for style and versatility, the Ford Ranger® XLT is a win-win on and off the road. Claim your chance to win it (or the $47,255) on 4/10.

V5: Win the Ford Ranger® XLT (or the $47,255) and experience style and capability at every turn this Spring. Claim a free chance here to drive away a winner.

V6: Springtime adventure awaits and this Ford Ranger® truck will have you exploring in style on and off road. Get in to win this truck (or $47,255 cash).

V7: PCH Guarantees to award this incredible Ford Ranger® XLT (or $47,255.00) very soon. Want to win? Better hurry, get your FREE entry here.

V8: PCH Guarantees to award this compact and capable Ford Ranger® XLT truck (or the $47,595) on 4/10. Are you in? Enter here before it's too late.

V9: Camping, towing, off-roading - this midsize truck packs power and capability. Claim your free entry here to win the Ford Ranger® XLT (or the $47,255).

V10: Bet you’d look GREAT behind the wheel of this Ford Ranger® truck—only one way to find out. Enter to win it here (or $47,255 cash).