



## MARKETPLACE RATE SHEET

With **1,5 million unique visitors** per year the acclaimed Coachbuild.com online **encyclopedia and community** has evolved into the world's most comprehensive resource for connoisseurs, enthusiasts, owners, heirs, buyers and collectors of **coachbuilt cars, collectibles, limited series & one-offs**. The interest, individuality, wealth and distinguished nature of our passionate audience will therefore perfectly fit your company's target clientèle. In this high-end automobile segment **differentiated exposure** is the key to visibility. By advertising your cars in our MARKETPLACE we make this possible in an effective way: creating awareness for your high-end inventory and current offerings amongst our extensive and focussed audience through a uniquely targeted international exposure.

We offer the following advertising & promotion options, from € 17,33 per advertisement per month:

<b>COACHBUILD &amp; COLLECTIBLE CARS MARKETPLACE</b>				
<b>advertising rates 2017</b>				
		<b>Contract runtime</b>		
		<b>3 months</b>	<b>6 months</b>	<b>12 months</b>
<b>ADVERTISEMENT POSITIONS *)</b>	Discount:		<b>10%</b>	<b>20%</b>
1		€ 90	€ 162	€ 288
5		€ 425	€ 765	€ 1.360
10		€ 750	€ 1.350	€ 2.400
20		€ 1.300	€ 2.340	€ 4.160
> 20		P.O.A.	P.O.A.	P.O.A.
<b>PROMOTION</b>				
<b>Company button</b> logo image + link to your inventory listing		n.a.	included	included
<b>Company profile page</b> company overview (text, images, video, link to inventory)		€ 250	€ 150	included
<b>Promotional Banner</b> 275 x 400 pixels banner + text + link to inventory listing		€ 750	€ 1.350	€ 2.400
<b>Promotional Feature Slide</b> 1200 x 469 pixels grand banner + link to inventory listing		€ 1.125	€ 2.025	€ 3.600
<b>Social Media</b> ads promotion on Facebook		included	included	included
<p><b>Advertisement content delivery</b></p> <ul style="list-style-type: none"> <li>- Send us your ad specifications, texts &amp; photos (email or WeTransfer) or just the links to your online ads (email).</li> <li>- We will create the advertisements in our database for you.</li> <li>- *) You pay for the ad positions (not the individual ads themselves), so you can change your ad e.g. after the car is sold. Fair use policy is applicable.</li> </ul> <p><b>Pricing</b></p> <ul style="list-style-type: none"> <li>- All prices are in Euros, excl. VAT / BTW.</li> <li>- VAT not applicable outside the Netherlands.</li> <li>- After acceptance we send you an invoice.</li> </ul> <p><b>Contact</b></p> <p>See details below.</p>		<p><b>Statistics</b></p> <ul style="list-style-type: none"> <li>- up to 140.000 unique visitors per month</li> <li>- of which 83,3% are first time visitors</li> <li>- generating &gt; 1,8 million pageviews / banner impressions per month</li> </ul> <p><b>Visitors demographics</b></p> <ul style="list-style-type: none"> <li>- 49% to 53% Europe</li> <li>- 20% to 25% North America</li> <li>- 5% to 8% South America</li> <li>- 14% to 26% other</li> </ul>		