



MARKETPLACE RATE SHEET

With **1,5 million unique visitors** per year and **70.000 pageviews per day** 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:

COACHBUILD & COLLECTIBLE CARS MARKETPLACE advertising rates 2018				
		Contract runtime		
		3 months	6 months	12 months
ADVERTISEMENT POSITIONS *)	Discount:	10%		20%
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.
PROMOTION				
Company button logo image + link to your inventory listing		n.a.	included	included
Company profile page company overview (text, images, video, link to inventory)		€ 250	€ 150	included
Promotional Banner 275 x 400 pixels banner + text + link to inventory listing		€ 750	€ 1.350	€ 2.400
Promotional Feature Slide 1200 x 469 pixels grand banner + link to inventory listing		€ 1.125	€ 2.025	€ 3.600
Social Media ads promotion on Facebook		included	included	included

Advertisement content delivery

- Send us your ad specifications, texts & photos (email or WeTransfer) or just the links to your online ads (email).
- We will create the advertisements in our database for you.
- *) 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.

Pricing

- All prices are in Euros, excl. VAT / BTW.
- VAT not applicable outside the Netherlands.
- After acceptance we send you an invoice.

Contact

See details below.

Statistics

- up to 140.000 unique visitors per month
- of which 83,3% are first time visitors
- generating > 2 million pageviews / banner impressions per month

Visitors demographics

- 49% to 53% Europe
- 20% to 25% North America
- 5% to 8% South America
- 14% to 26% other