



## ADVERTISING & SPONSORING RATES 2017

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 **classic and contemporary automotive pièces-uniques**. The interest, individuality, wealth and distinguished nature of our audience may therefore perfectly fit your company's target clientèle.

By offering you to advertise on Coachbuild.com we provide you with a unique opportunity to bring your message and raise your brand or event awareness amongst our wide audience through a well focused international exposure.

We offer the following advertising and sponsoring options:

### COACHBUILD.COM advertising & sponsoring rates (2017)

YOUR PRESENCE	POSITION	BANNER	FEATURE SLIDE	SPONSOR	SIGNATURE SPONSOR
<b>Banner</b> 275 x 400 pixels banner + text + link	all pages, centre/right	✓		✓	✓
<b>Feature Slide</b> 1200 x 469 pixels grand banner + text + link (rotating slideshow, max 10 images)	all pages, top centre		✓	✓	✓
<b>Credit statement</b> Credit statement on colophon page + link	colophon page			✓	✓
<b>Advertorial</b> Sponsored article on home page (text, images, video, link)	home page article list			✓	✓
<b>Social Media</b> Product / event promotion on Facebook	Coachbuild News Facebook Page			✓	✓
<b>Data feed</b> Realtime data feed possible on request	special page			✓	✓
<b>Header logo</b> Your logo/company name in all headers + link	header on all pages				✓
	<i>Discount:</i>				
<b>Cost / 3 months (total)</b>		€750	€1.125	€2.656	€3.906
<b>Cost / 6 months (total)</b>	- 10%	€1.350	€2.025	€4.722	€6.944
<b>Cost / year</b>	- 20%	€2.400	€3.600	€8.500	€12.500
You reach a total number of <b>unique visitors</b> :		> 1.500.000 / year			
Number of <b>impressions</b> of your company:		> 12 million / year			

#### Statistics

- up to 140.000 unique visitors per month
- of which 83,3% are first time visitors
- generating > 1,8 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

#### Pricing

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

#### Delivery

Client delivers ad materials to COACHBUILD.com by email or WeTransfer (info@coachbuild.com).

#### Contact

See details below