

MOTORSPORTADS Display Advertising Opportunities

MOTORSPORTADS provides an exceptional opportunity to directly target people involved in motorsport.

The MOTORSPORTADS website is focussed on buying, selling and promoting everything and anything to do with motorsport. It receives **700,000 page views/month**, and **80,000 visitors/month**, an average of 8 page views/visitor. 63% of visitors are UK & Ireland based, 10% USA & Canada, 9% Europe (non-UK), 18% rest of world.

Detailed Visitor Stats

The visitor stats from the last 3 months are available on the home page of the MOTORSPORTADS website with the breakdown of how our registered users are involved with motorsport is as follows:

Competitor	51%
Teams	15%
Fans & Spectators	10%
Suppliers	6%
Officials & Organisers	3%
Other	8%

The data from registered users show involvement in motorsport March 2014.

Why advertise with MOTORSPORTADS?

Major investment in marketing and product development constantly takes place with MOTORSPORTADS to maintain and continue the on-going success we have for our advertisers, the site has just re-launched with great success and with 300,000 unique visitors each year who view 1.8 million pages there really is no better place to advertise your motorsport related business, products and services.

There are five main types of display adverts, and each type is available for "Site Wide" or "Category Specific" display as described below:

Site Wide Display Ads

These ads are shown in rotation on every page of the website and provide the maximum visibility to site visitors. With many individual adverts being listed on Google or shared on social networking sites we can never say which page on MotorsportAds website a visitor will see first. As such Site Wide ads provide a great opportunity to ensure your ad can be seen by each new visitor.

Category Specific Ads

These are the same ad locations, however category specific adverts are only displayed in the selected categories, meaning you can tailor your ads to focus on visitors looking at specific categories.

Ad Pricing

Main Banner Ad 468 x 60 pixels (width x height)

Monthly	3 Months	6 Months	12 Months
£50	£135	£240	£450

- Medium Rectangle 300 x 250 pixels (width x height)

Monthly	3 Months	6 Months	12 Months
£75	£200	£375	£700

- Skyscraper Position 120 x 600 pixels (width x height)

Monthly	3 Months	6 Months	12 Months
£75	£200	£375	£700

- Category Skyscraper pixels (width x height)

Monthly	3 Months	6 Months	12 Months
£50	£135	£240	£450

- Top Button 120 x 90 pixels (width x height)

Monthly	3 Months	6 Months	12 Months
£30	£80	£150	£250

- Bottom Button 120 x 90 pixels (width x height)

Monthly	3 Months	6 Months	12 Months
£15	£40	£75	£120

ADVERTISING OPPORTUNITIES

Home Page - Ad Positions



The screenshot shows the MotorsportAds website layout with the following ad positions:

- Main Banner (468 x 60)**: Located at the top right of the page.
- Top Button (120x90)**: Located at the top left and top right corners.
- Top Leaderboard (728 x 90)**: A horizontal banner area below the top buttons.
- Sky Scraper (120x600)**: Two vertical ad positions on the left side of the page.
- Medium Rectangle (300 x 250)**: A large rectangular ad position on the right side of the page.
- Bottom Button (120x90)**: Located at the bottom left and bottom right corners.
- Bottom Leaderboard (728 x 90)**: A horizontal banner area at the bottom of the page.

All Other Pages - Ad Positions



The screenshot shows a web browser window displaying the MotorsportAds website. The browser's address bar shows the URL 'moto01.pre64.co.uk'. The website layout includes a main banner at the top (468 x 60), a navigation menu with links like Home, Latest Ads, For Sale, Track Day Diary, Advertise, Info, Login, and Register. Below the navigation, there are top buttons (120x90) and a top leaderboard (728 x 90). A central section features a 'CURRENT FEATURED ADS' sidebar with a 'Sky Scraper' (120x600) and a 'Medium Rectangle' (300 x 250). Below this is an 'INDIVIDUAL AD TITLE' section with social sharing options and a 'Change Currency' dropdown. A 'Specifications' table is visible, listing fields like Ad Type, Make, Model, Year, Engine Size, and Price. At the bottom, there are bottom buttons (120x90) and a bottom leaderboard (728 x 90). The footer contains links for Car Insurance, Van Insurance from Autonet, How to Advertise, Register | Login, Terms & Conditions, FAQs, Links, and Contact Us, along with social media icons for Facebook and Twitter.

ADVERTISING SIZES & FORMATS

SIZES: (in pixels, width x height)	FORMATS:
Leaderboard: 728x90	.jpg
Medium Rectangle: 300x250	.gif (inc animated)
Main Banner: 468x60	.swf (flash)*
Sky: 120x600	
Button: 120x90	max file size 100kb
	*=Flash only: for click counting, we provide a specific URL to be used

A Display Ad is a graphical advertisement that provides links to any web page (URL) of your choice.

Display Ads build and enhance brand/product awareness (measured by numbers of impressions – number of times the ad is shown on the page), and generate traffic to your website i.e. prospects (measured by numbers of clicks – number of times your ad has been clicked on).

ADVERTISING PRICES

Pricing is based on 'cost per thousand impressions', known as CPM. This means the price for displaying an ad 1000 times.

Ad Type	CPM
Top Leaderboard	£12
Medium Rectangle	£10
Main Banner	£6
Sky	£6
Top Button	£4
Bottom Leaderboard	£4
Bottom Button	£1

For example, a monthly budget of £240 would provide the following number of impressions per month for your advertisement, depending on which type of ad you choose:

Ad Type	£240 buys:
Top Leaderboard	20,000 impressions
Medium Rectangle	24,000
Main Banner	40,000
Sky	40,000
Top Button	60,000
Bottom Leaderboard	60,000
Bottom Button	240,000

All ads are normally implemented on a site-wide basis. If however you prefer your ad to be displayed within a specific section or sections, we can do this subject to availability. Ads placed within a specific section or sections are subject to an agreed minimum fee per section.

AD CREATION

We can create your ad for you, using electronic artwork provided by you and/or freely available from other sources. Typical price is around £120.

CONTACT US

To discuss your advertising, please:

Call us on +44 (0) 1299 406961, or email simon@motosportads.com

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TERMS & CONDITIONS

- ⇒ All prices are subject to VAT.
- ⇒ Payments are made by debit or credit card.
- ⇒ Ads are purchased on a recurring monthly basis, subject to two weeks' notice of termination.
- ⇒ The minimum monthly payment is £50 plus VAT.
- ⇒ Ads may be purchased for a 12 month period, for the price of 10 monthly payments, paid in advance.
- ⇒ Impressions in a month may be more than the number purchased – no charge is made for this.
- ⇒ Impressions in a month may sometimes be less than the number purchased – other than subject to the clause below in such circumstances a corresponding increase will be made for the subsequent month or pro-rata reduction will be made on the next month's payment, the choice of which is at the discretion of MotosportAds.
- ⇒ The above clause does not apply to the minimum fee for ads placed in a specific section or sections
- ⇒ Advertising is subject to our terms and conditions – please see www.motosportads.com/terms-conditions.htm