



## MARKETPLACE RATE SHEET 2021

With **2,5 million unique visitors** per year and up to **100.000 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 **unique special-interest MARKETPLACE (crosslinked to our encyclopedia)** we make this possible in an effective way. Hereby we create awareness for your high-end inventory and current offerings amongst our extensive and filtered audience via a uniquely targeted international exposure.

We offer the following advertising & promotion options, from € 15,17 per advertisement per month:

COACHBUILD & COLLECTIBLE CARS MARKETPLACE advertising rates 2021				
		Contract runtime		
		3 months	6 months	12 months
ADVERTISEMENT POSITIONS *)	Discount:		15%	30%
1		€ 90	€ 153	€ 252
5		€ 425	€ 723	€ 1.190
10		€ 750	€ 1.275	€ 2.100
20		€ 1.300	€ 2.210	€ 3.640
> 20		P.O.A.	P.O.A.	P.O.A.
PROMOTION				
<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)		€ 200	€ 150	included
<b>Promotional Banner</b> 275 x 400 pixels banner + text + link to inventory listing		€ 150	€ 255	€ 450
<b>Promotional Feature Slide</b> 1200 x 469 pixels grand banner + link to inventory listing		€ 400	€ 680	€ 1.120
<b>Social Media</b> your ads promoted on Facebook		included	included	included
<b>Newsletter</b> your ads promoted in our Newsletter (1 edition)		3 car advertisements included; 4th ad or more: € 25 per car advertisement		
<b>Advertisement content delivery</b>		<b>Statistics</b>		
<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>		<ul style="list-style-type: none"> <li>- over 2.500.000 unique visitors per year</li> <li>- of which 83,3% are first time visitors</li> <li>- generating &gt; 2 million pageviews / banner impressions per month</li> </ul>		
<b>Pricing</b>		<b>Visitors demographics</b>		
<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>		<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>		
<b>Contact</b>				
See details below.				