

AM

ONLINE

OPPORTUNITIES



am-online.com is the industry leading website for the UK dealer market to access news, information and best practice.

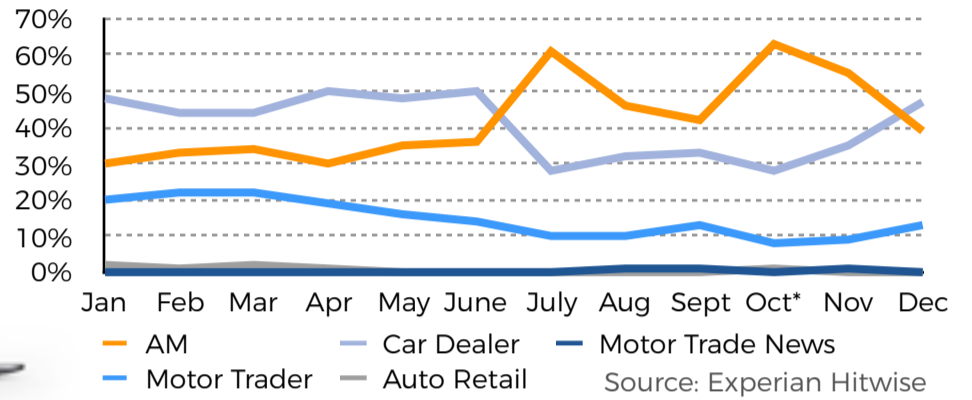
With over **125k** visitors per month, am-online offers the perfect platform to promote your company, products and services to the dealer audience across a variety of creative solutions.



Consistently, the most visited website in the dealer market as verified by Experian Hitwise



ONLINE MARKET SHARE JANUARY-DECEMBER 17




13,700+
TWITTER FOLLOWERS



125,289

Average Monthly Users

JANUARY - DECEMBER 2018

Source: Google Analytics

17,300+

Industry subscribers register to receive our daily newsletter

CONTENT

- > Standard Creative
- > High Impact Takeovers
- > Bespoke HTML
- > Online Advertorials
- > Newsfeed Promotion
- > Daily Newsletter

- > Saturday News Roundup
- > Tead (Video Content)
- > Webinar
- > Independent Dealer Roadblock
- > Independent Dealer Newsletter



STANDARD CREATIVE

Leader boards, MPU, Billboards & Double MPU

Keep your brand front of mind within the dealer market



LEADER BOARDS - sit at the top of a page and are sold on a run of site (ROS) basis meaning they will appear across all sections of the site.

BILLBOARDS - sit in place of a leader board but at nearly three times the size offer extremely high impact. Limited availability

MPU - two positions appear on each page of the website. Campaigns will run ROS across both positions but only appear once per page

DOUBLE MPU - sits in place of the top MPU position and at twice the size offers maximum exposure. Limited availability

COSTINGS

LEADER BOARD **£20 CPM**
MPU **£20 CPM**

BILLBOARD **£40 CPM**
DOUBLE MPU **£40 CPM**



TAKEOVERS

Create maximum impact and brand awareness over a 5 day period with every advertising position on the page



Source: Google Analytics

1 ADVERTISER

5 DAY TAKEOVER
2 MPU POSITIONS

1x LEADER BOARD POSITION
1x STICKY FRAME

DEALER NEWS TAKEOVER

Includes all ad positions in the Dealer News Section.

£2995+vat

89335 AVERAGE PAGE IMPRESSIONS OVER 5 DAYS

MANUFACTURER NEWS TAKEOVER

Includes all ad positions in the Manufacturer News Section.

£1500+vat

74445 AVERAGE PAGE IMPRESSIONS OVER 5 DAYS

AM HOMEPAGE TAKEOVER

Includes all ad positions on the homepage of fleetnews.co.uk

£2995+vat

14,843 AVERAGE PAGE IMPRESSIONS OVER 5 DAYS

JOB SECTION TAKEOVER

Includes all ad positions in the Jobs Section.

£900+vat

3385 AVERAGE PAGE IMPRESSIONS OVER 5 DAYS

HTML EMAIL BROADCAST

Take your message directly to the inboxes of opted in subscribers from across the industry.



Reach 10.5k*

opted in audience from the automotive industry



Communicate

a bespoke message, special offer, whitepaper or video.



Drive Traffic

to your website

Although popular AM limit HTML opportunities to one per week to protect engagement levels with the audience and open rates for the advertiser

£1500 +vat

*Numbers will fluctuate due to unsubscribes and new opt ins





THEMED BROADCAST

Align your company with a particular subject matter



Reach 14k+*

opted in audience from the automotive industry



Update dealers

with the latest news, key developments and best practice from across your industry sector



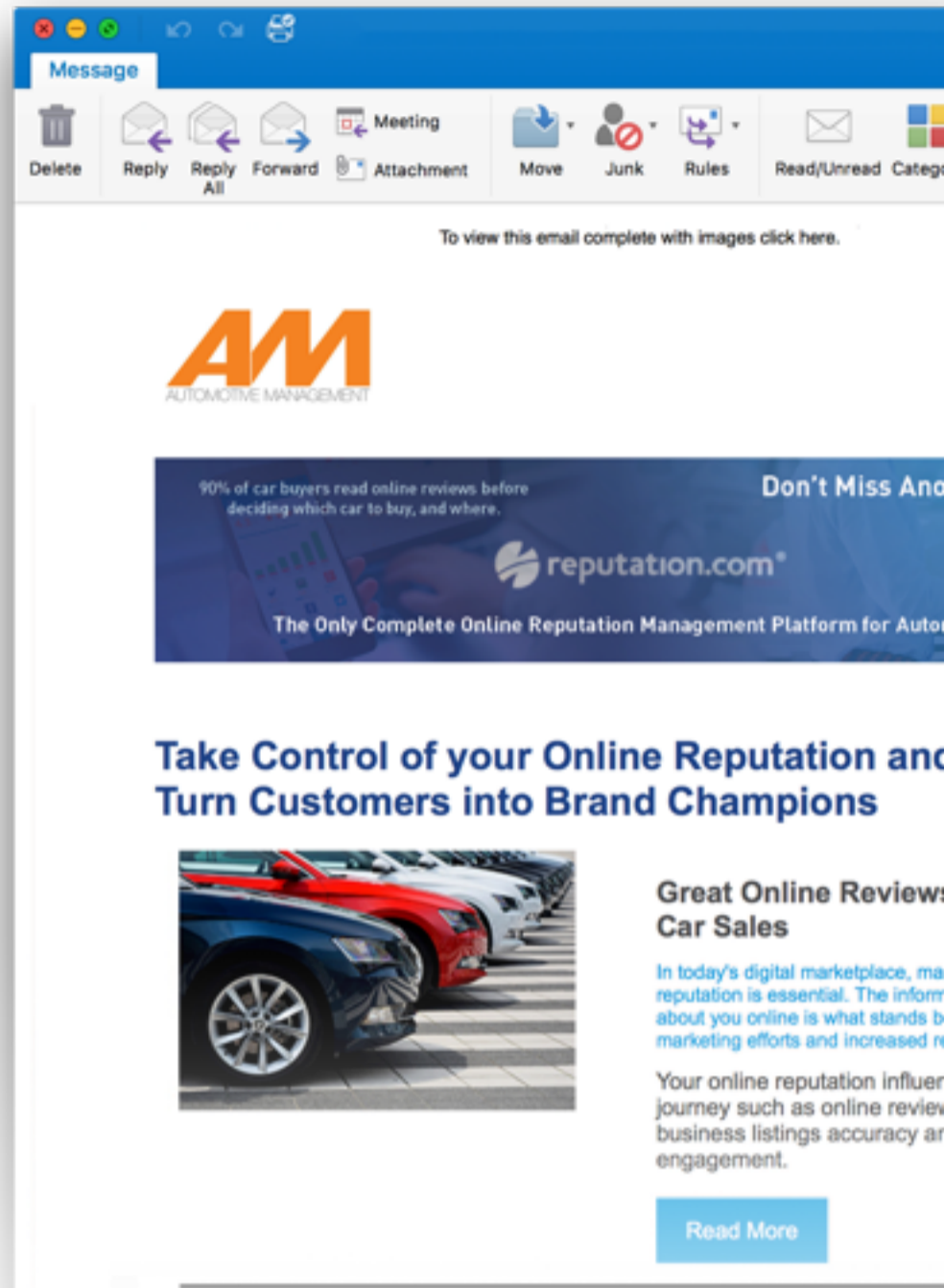
Thought Leadership

align your company as a leading player within your sector dedicated to keeping the market well informed



Exclusivity

Targeted broadcasts will not be repeated on a single topic more than once every six months. Book two and you will have exclusivity on your topic for the year.



AVAILABLE TOPICS

- > Sales (new & used car)
- > Aftersales
- > F & I
- > Digital Marketing
- > Dealer News
- > People

COSTINGS

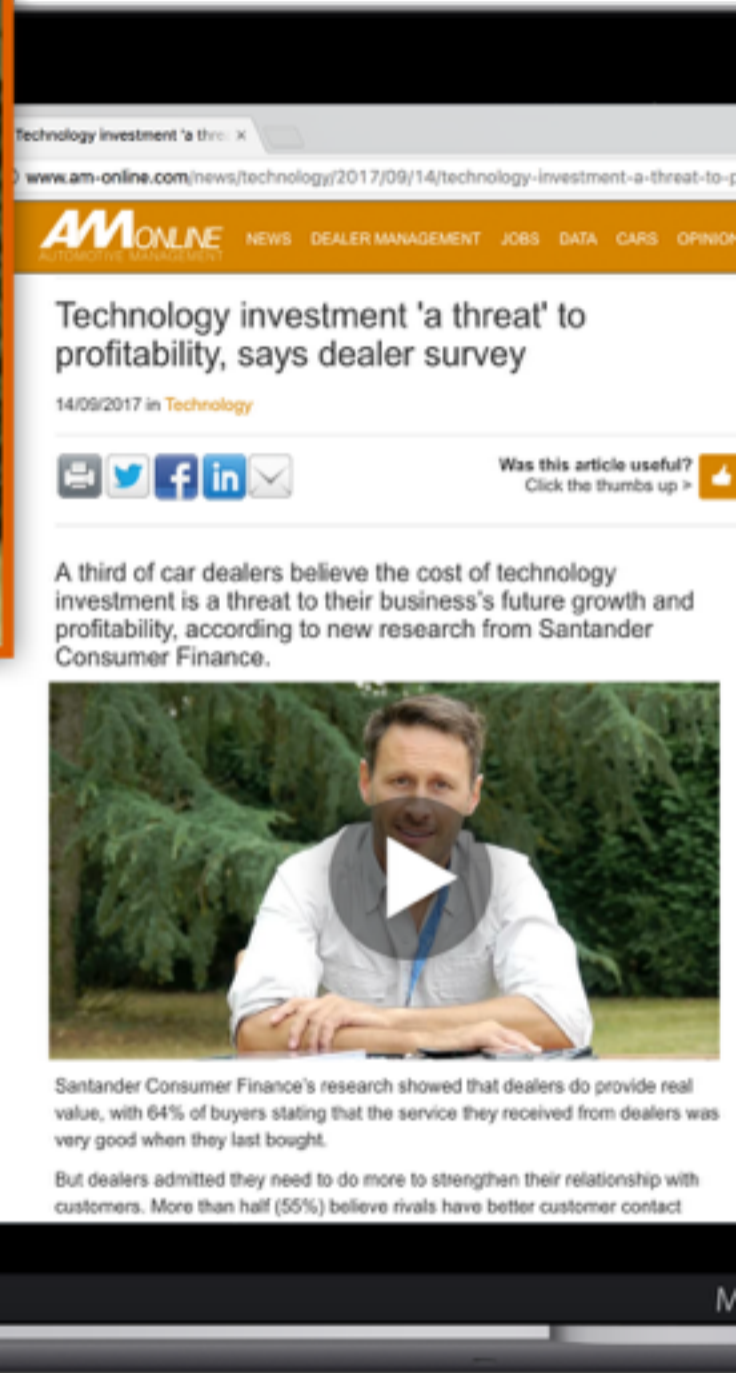
1x BULLETIN	£1500
2x BULLETINS	£2700

Content is controlled by editorial and will consist of the latest news etc. from across the sector. As a sponsor you will receive logo branding,leaderboard advertisement and 150 word advertorial/ company message/image and URL.

*Numbers will fluctuate due to unsubscribes and new opt ins.

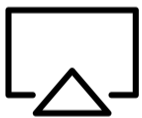
IN CONTENT VIDEO

Teads Promote your video to the dealer market



30 second Video

to sit in the heart of editorial content.



Interactive Engagement

with the visitors at am-online.com



Engagement tracked

how many viewed the video at **25%, 50%, 75%** and to completion.



High Impact

limited in availability to provide high impact.

AVAILABILITY

am-online.com

has maximum capacity to carry 60,000 teads per month

Available to book in blocks of 10,000.

Cost **£500** per **10,000 imp**



ONLINE ADVERTORIALS

Effectively promote your offering in detail for a month long period.



High Visibility

your company logo and call to action on every page of the News section.
(Approx. 150k impressions per month)



Your story - your words

News boxes click through to a full page advertorial/ content from your company.



Limited availability

3 advertorials available to run across the full month.

Cost £800 or £500*
when booked in conjunction with a full page print advert
(print & online advertorial to appear in the same month)



NEWSFEED PROMOTION

Add your news to the most popular area of the AM website.



Guaranteed coverage

of your company news or press release.



Limited availability

only 1 newsfeed promotion loaded per day to sit within the latest news stories from across the industry.



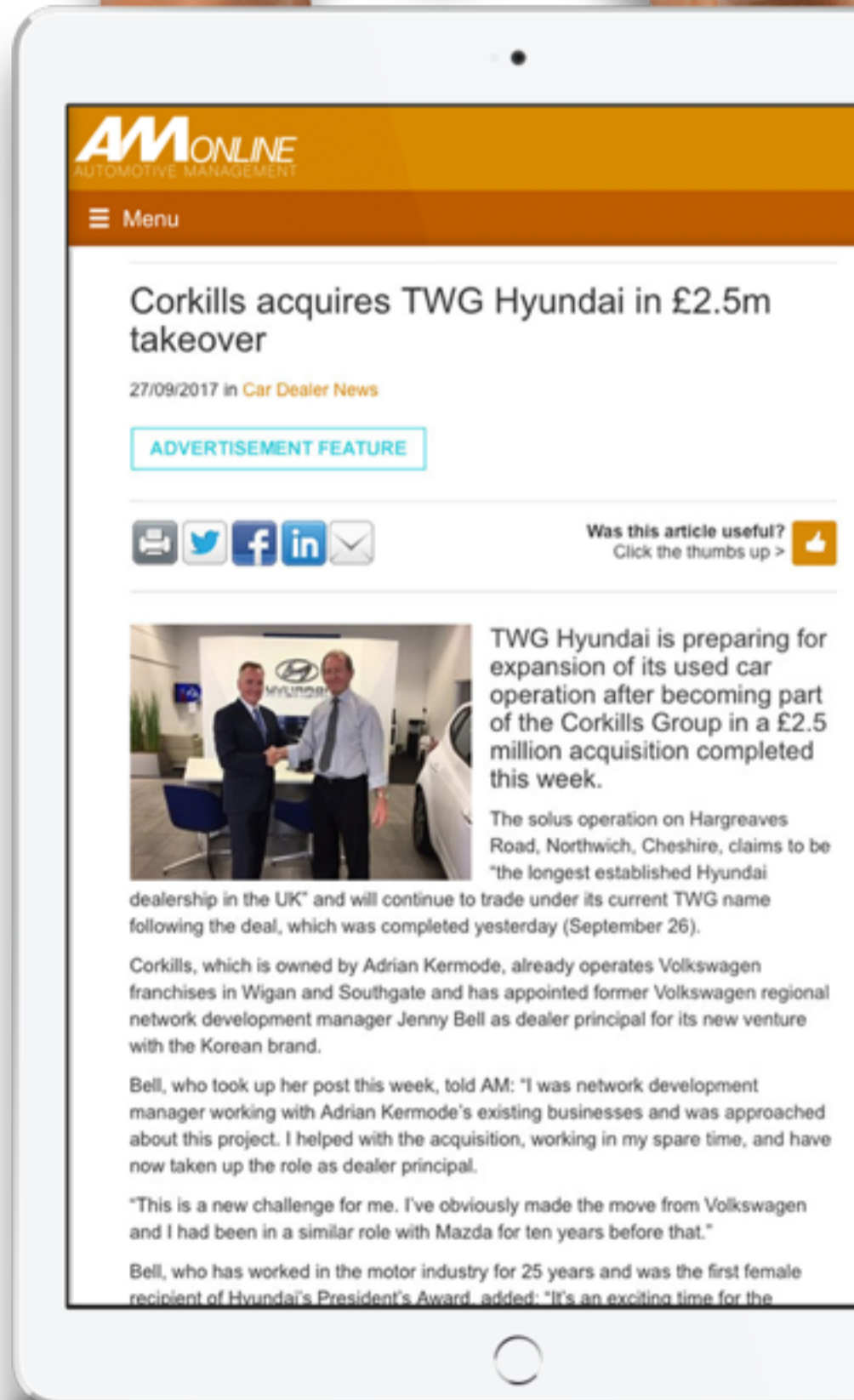
High Visibility

News is the biggest generator of traffic to the am website.

COST

Your headline will appear on the daily newsfeed tagged **“advertisement feature.”** This will click directly through to the full article and images.

£300



DAILY NEWSLETTER

Exceptional brand awareness
across the industry



Exclusive branding

you will appear as the only
advertiser on the newsletters
for a month long period



Reach 17k*

approx. 17,000 of the industry on
a daily basis (Monday - Friday)



High Visibility

across the dealer market. The
daily newsletter is the largest
driver of traffic to the AM
website and therefore a much
used industry resource.

COST

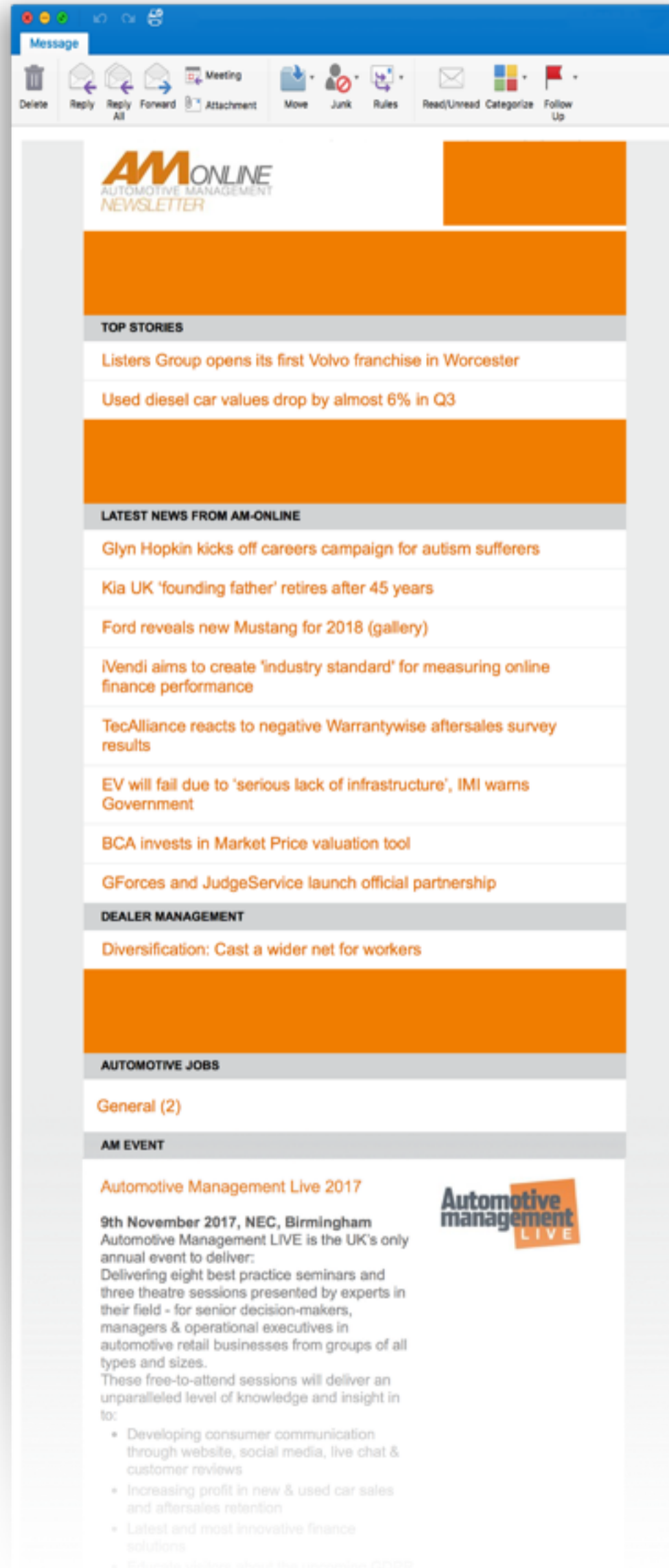
Available on a monthly basis

£2000 +vat

Advertiser receives logo placement at top of
Newsletter & 3 banner adverts.

Please note a 4th banner will appear to
promote AM projects/ events only

*Numbers will fluctuate due to unsubscribes and new opt ins



SATURDAY NEWS ROUNDUP

Exceptional brand awareness across the industry



Exclusive branding

you will appear as the only advertiser on the Saturday Roundup for a month long period



Reach 17k*

approx. 17,000 of the dealer industry



Created at the request of dealers

to provide an overview of the biggest news from across the last week

COST

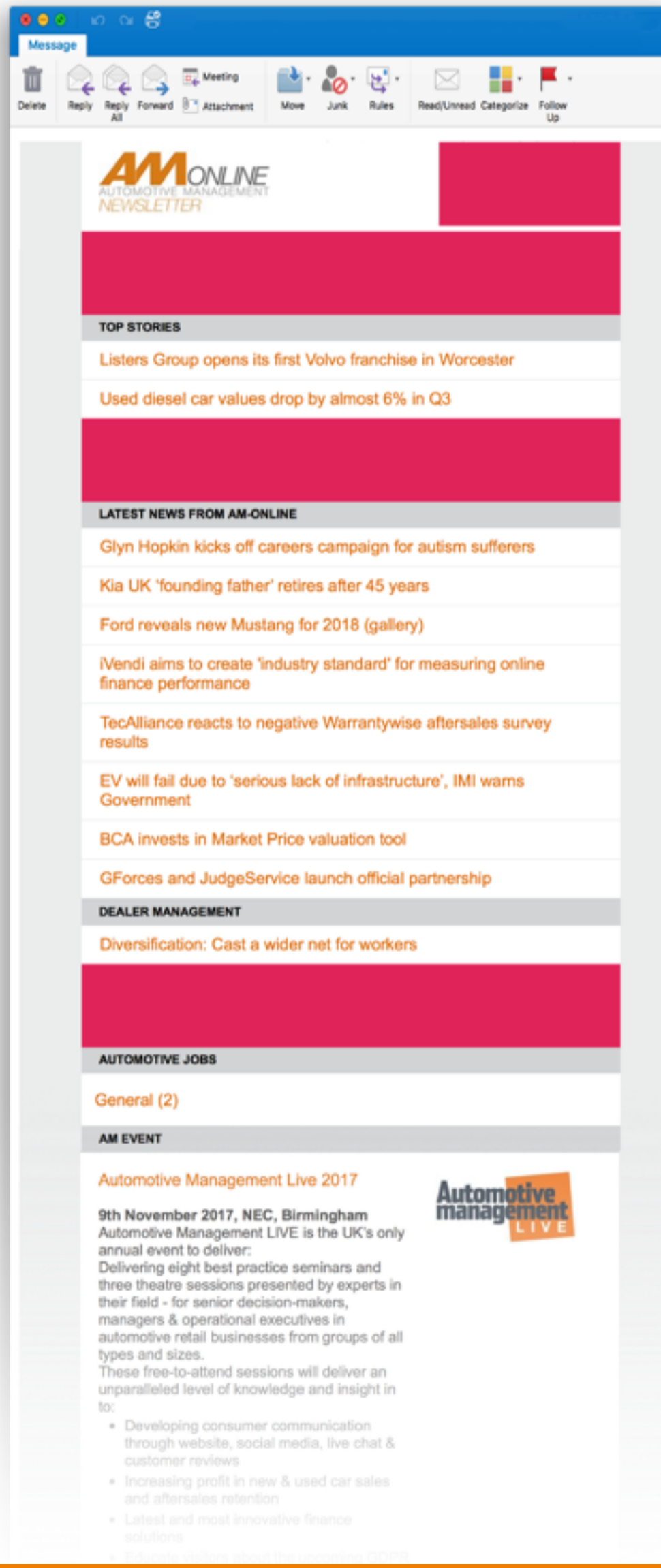
Available on a monthly basis

£1000 +vat

Advertiser receives logo placement at top of Newsletter & 3 banner adverts.

Please note a 4th banner will appear to promote AM projects/ events only

*Numbers will fluctuate due to unsubscribes and new opt ins





AM WEBINAR

Communicate directly.

Position your company as industry experts & thought leaders on a key area of automotive.



Deliver your own presentation

Hosted by AM editorial, your industry expert will be introduced to deliver your own content/presentation.

(Industry topic and content to be agreed with AM editorial)



20/25 minutes

Webinars are approx. 45 minutes in length allowing you 20/25 minutes to present your own content



AM attract an audience

AM will use the AM portfolio to promote the time, date and subject matter to attract pre-registrations to the webinar.



Q&A

The Webinar audience will be invited to post questions to receive direct contact from your experts.



COST - £3,500

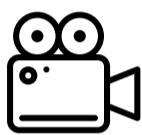
By registering for an AM webinar, registrants are agreeing for their details to be passed to the webinar sponsor. Sponsors will receive these details post event

(please note registrants do have the option to opt out of their details being passed on)



PROMOTIONAL VIDEO

Utilise this new service from AM to film, edit and produce engaging video content to promote your brand, company service or products.



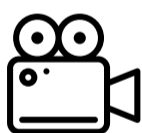
Increase engagement

Video allows visitors to consume more content, faster and is becoming one of the most preferred formats to access information digitally.

With **visitors more likely to engage with video than static text**, creating interactive and visual content is essential to increase engagement

YOUTUBE's popularity is evidence of how people are consuming content. Now the largest online video network and second largest search engine in the world YouTube report:

- > 1 billion unique users monthly
- > Over 6 billion hours of video watched on YouTube monthly - that equates to almost an hour for every person on earth
- > The hours of video watched has increased by 50% on the previous year



Increase SEO rankings

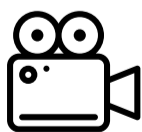
The length of time a visitor spends on a website is an important factor in determining SEO rankings. **Video content is proven** to increase the length of visit.

THE PACKAGE

1 day of filming at a single GB location.

Editing of the content to create:

- > 3 - 5 minute video
- > 2 x 30 second trailers/teasers to promote full video
- > Video provided in MP4 format Video promoted on the AM website in the form of a daily news story



Sharable Content

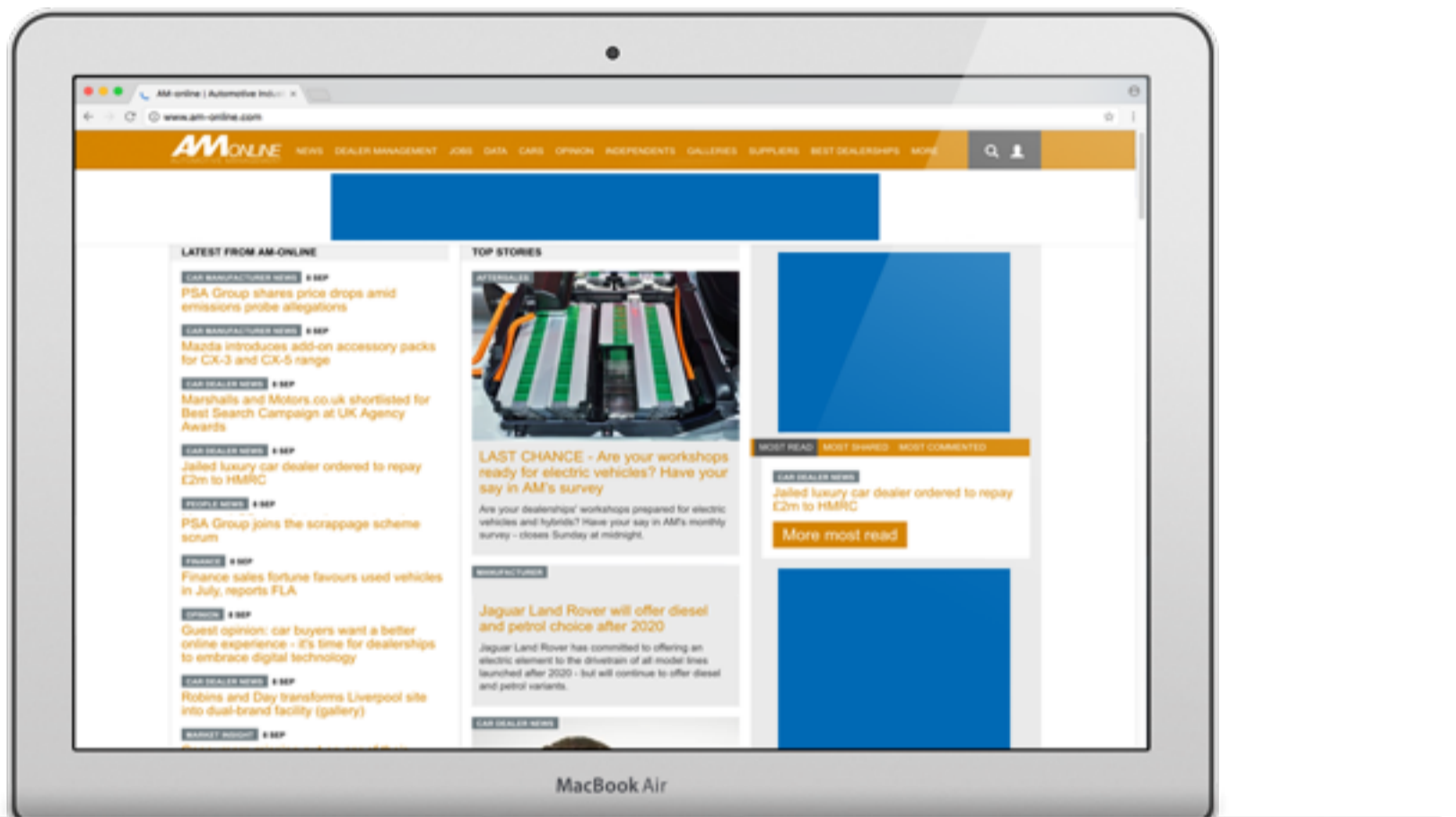
Video provides **easy to share and highly engaging brand content** for your website, social media channels and html email distribution. Videos than with static text, so creating more interactive and visual content is essential

Cost **£2500**



INDEPENDENT SECTION ROADBLOCK

Targeted advertising to the Independent Market



The Independent Section of the AM website pulls together the latest news, insight & analysis from across the industry providing a portal for the independent market to keep up to date with the things that matter.



Align your company

as a key service provider to the independent market



Exclusive Promotion

with all advertising positions across the section for a full month

COST

Available on a monthly basis **£600**
Book an independent dealer roadblock and
Independent Newsletter promotion for **£950** per month

INDEPENDENT MONTHLY NEWSLETTER

Targeted advertising to the Independent Market

Complementing the Independent publication and online section, the AM independent Newsletter provides latest updates and industry news directly to the independent dealers inbox on a monthly basis



Align your company

as a key service provider to the independent market



Exclusive Promotion

as the only advertiser to appear on the newsletter

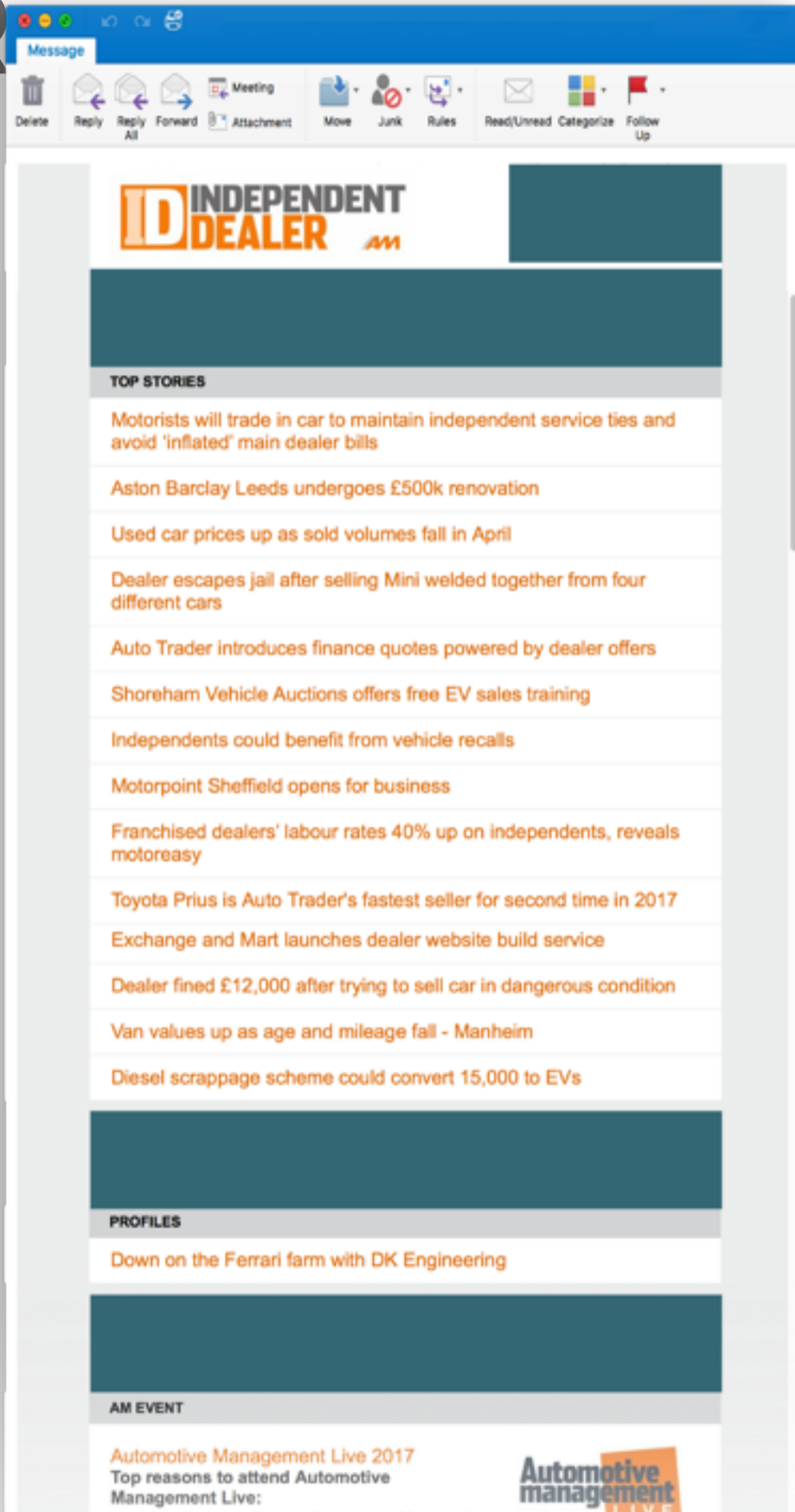


Reach 3.5k

approx. 3.5k independent dealers

Advertiser receives logo placement at top of Newsletter & 3 banner adverts.

Please note a 4th banner will appear to promote AM projects/ events only



COST

Available on a monthly basis **£500**
Book an independent dealer roadblock and
Independent Newsletter promotion for **£950** per month



SECTOR EXCLUSIVE HUB SPONSORSHIP

Target dealers activity looking for best practice guides and in- depth analysis from your sector



Hub sector

Sector hubs provide latest news, best practice and developments from specific industry sectors (e.g finance & insurance, Retailing, Digital Marketing)



Exclusivity

Exclusive targeted promotion - sponsoring a hub will ensure you are the only advertiser on the hub homepage allowing you to reach decision makers actively interested in your sector and block competitor activity.



High Visibility

You will receive a sponsor intro, logo, 2 x MPU positions, 2 x leader boards and an advertorial about you company creating high visibility.

COST

£3000 for full 12 month period

