



<u>am-online.com</u> 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.





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- > 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 £20 CPM** MPU

BILLBOARD DOUBLE MPU £40 CPM £40 CPM

# TAKEOVERS

AMOLNE

The UK's

most

effective

online

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JudgeService<sup>O°</sup>

LATEST FROM AN-ONLIN

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1100

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

**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

8935 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

#### MANUFACTURER NEWS TAKEOVER

Get your 5 STAR Reviews with JudgeService

\*\*\*\*

**ReAct**<sup>®</sup>

I shat your outloman o

ludge

Snap

'n'@ Share

Capture and

share the handover

instantly

Source: Google Analytics

Includes all ad positions in the Manufacturer News Section.

#### **£1500**+vat



#### JOB SECTION TAKEOVER

Includes all ad positions in the Jobs Section.

#### **£900**+vat

AVERAGE PAGE

OVER 5 DAYS

# HTML EMAIL BROADCAST

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



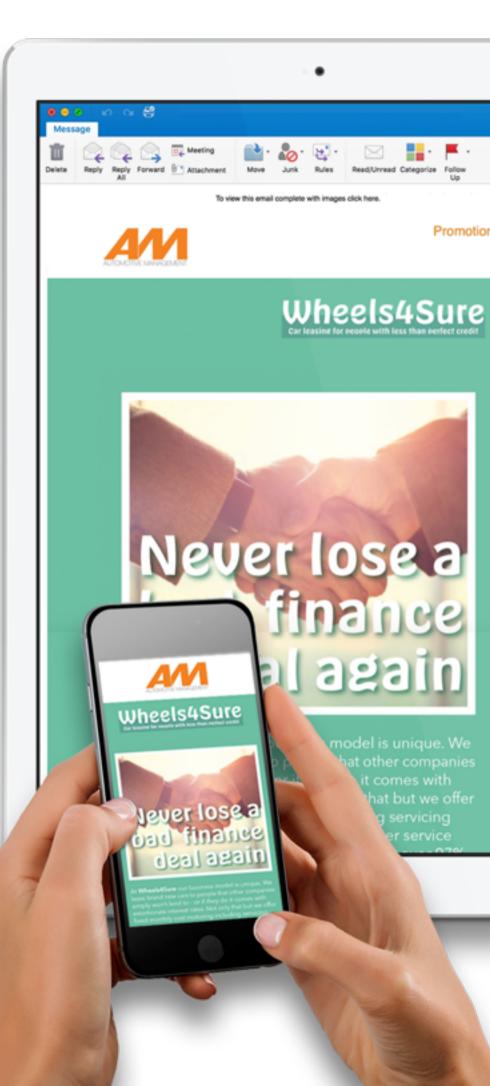




Although popular AM limit HTML opportunities to one per week to protect engagement levels with the audience and open rates for the advertiser

#### £1500 +vat

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



# THEMED BROADCAST



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Messag

## 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

Exclusivity

align your company as a leading player within your

sector dedicated to keeping the market well informed

Targeted broadcasts will not

topic more than once every

six months. Book two and you will have exclusivity on

be repeated on a single

your topic for the year.

90% of car buyers read online reviews before deciding which car to buy, and where.

C Meeting

Reply Forward

Don't Miss And

Read/Unread Cateo

reputation.com\*

To view this email complete with images click here.

The Only Complete Online Reputation Management Platform for Auto

#### Take Control of your Online Reputation and Turn Customers into Brand Champions



#### Great Online Reviews Car Sales

In today's digital marketplace, ma reputation is essential. The inform about you online is what stands b marketing efforts and increased re

Your online reputation influer journey such as online review business listings accuracy ar engagement.

Another

Read More

### **AVAILABLE TOPICS**

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

#### COSTINGS

1x BULLETIN 2x BULLETINS £1500 £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.

## $\uparrow$

## **High Impact**

limited in availability to provide high impact.

#### Technology investment 'a three X

www.am-online.com/news/technology/2017/09/14/technology-investment-a-threat-to-



Technology investment 'a threat' to profitability, says dealer survey

14/09/2017 in Technology



Was this article useful? Click the thumbs up >

A third of car dealers believe the cost of technology investment is a threat to their business's future growth and profitability, according to new research from Santander Consumer Finance.



Santander Consumer Finance's research showed that dealers do provide real value, with 64% of buyers stating that the service they received from dealers was very good when they last bought.

But dealers admitted they need to do more to strengthen their relationship with customers. More than half (55%) believe rivals have better customer contact

#### **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)

## 

≡ Menu



IS YOUR BUSINESS IDD REAL

#### Using Online Reputation Management fo Customer Experience Success

MARKING ST

reputation.com

24/07/2017 in Latest News



Was this article useful? Click the thumbs up >

#### Advertisement feature from Reputation.com



Today's Customer Journey starts on t internet through search engines, map and social media where online review are omnipresent; and ends with feedback left on third party websites such as Google. How should you integrate Online Reputation Management to your Customer Experience strategy and what insight

can your business gain from these ubiquitous online feedbacks?

The New Digital Customer Journey

cap hpi

# 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.



## 

#### ⊟ Menu

Corkills acquires TWG Hyundai in £2.5m takeover

27/09/2017 in Car Dealer News

ADVERTISEMENT FEATURE



Was this article useful?



TWG Hyundai is preparing for expansion of its used car operation after becoming part of the Corkills Group in a £2.5 million acquisition completed this week.

The solus operation on Hargreaves Road, Northwich, Cheshire, claims to be "the longest established Hyundai

dealership in the UK" and will continue to trade under its current TWG name following the deal, which was completed yesterday (September 26).

Corkills, which is owned by Adrian Kermode, already operates Volkswagen franchises in Wigan and Southgate and has appointed former Volkswagen regional network development manager Jenny Bell as dealer principal for its new venture with the Korean brand.

Bell, who took up her post this week, told AM: "I was network development manager working with Adrian Kermode's existing businesses and was approached about this project. I helped with the acquisition, working in my spare time, and have now taken up the role as dealer principal.

"This is a new challenge for me. I've obviously made the move from Volkswagen and I had been in a similar role with Mazda for ten years before that."

Bell, who has worked in the motor industry for 25 years and was the first female recipient of Hyundai's President's Award, added: "It's an exciting time for the



# 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

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#### TOP STORIES

Listers Group opens its first Volvo franchise in Worcester

Used diesel car values drop by almost 6% in Q3

#### LATEST NEWS FROM AM-ONLINE

Glyn Hopkin kicks off careers campaign for autism sufferers

Kia UK 'founding father' retires after 45 years

Ford reveals new Mustang for 2018 (gallery)

Wendi aims to create 'industry standard' for measuring online finance performance

TecAlliance reacts to negative Warrantywise aftersales survey results

EV will fail due to 'serious lack of infrastructure', IMI warns Government

BCA invests in Market Price valuation tool

GForces and JudgeService launch official partnership

DEALER MANAGEMENT

Diversification: Cast a wider net for workers

#### AUTOMOTIVE JOBS

General (2)

AM EVENT

#### Automotive Management Live 2017

9th November 2017, NEC, Birmingham Automotive Management LIVE is the UK's only annual event to deliver: Delivering eight best practice seminars and

three theatre sessions presented by experts in their field - for senior decision-makers, managers & operational executives in automotive retail businesses from groups of all

types and sizes. These free-to-attend sessions will deliver an

unparalleled level of knowledge and insight in to:

- Developing consumer communication through website, social media, live chat & customer reviews
- Increasing profit in new & used car sales and aftersales retention
- Latest and most innovative finance

Educate visitors about the uncomine ODPP



## **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.

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# **AM WEBINAR**

Communicate directly.

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



MacBook Air

121

## 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 preregistrations to the webinar.



## Q&A

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



"A seamless consumer experience requires all players in the industry to co-operate to service the consumer.

"Those that do will win their trust and loyalty. Those that do will optimise their dealer operations."

Paul Inness

🕹 🙀 🖂 💷 Meeting

Reply Forward

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What can we expect automotive retail to look like in the near future and what factors are coming into play from retailers in other manads are key considerations in AM's first webinar, in association with CEM Global, entitled "the Future of Motor Relating".

Topic areas will include dealers, OEMs, consumers and technology in our 40 minute webinar, which takes place on October 25, from 11.00-11.40am.

Draining the event is AM editor Tim Rose and our guest presenter is CDK Global director of international strategy Paul Innexe.

We won't just be looking at domestic trends," inness said. "As technology knows no boundaries we must look at global influences."

"In Europe there is an emerging trend of OEMs changing contracts, making dealers their agents. They are rewarded on how well they keep and convert leads, customer leyady and the consumer experience. Dealers operate in a closed loop with manufactures measuring their certificance income holdscalar, and considering."

resentation in our webinar will conclude by answering for dealers the question, "What should I do now to ensumy business is fit for the future?".

#### ----->> REGISTER NO

#### 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



### 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.



### **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 **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

## 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

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.



## COST

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

# INDEPENDENT MONTHLY NEWSLETTER

Delete

Reply Forward 8 Attachment

#### 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



as a key service provider to the independent market



## Exclusive Promotion

as the only advertiser to appear on the newsletter

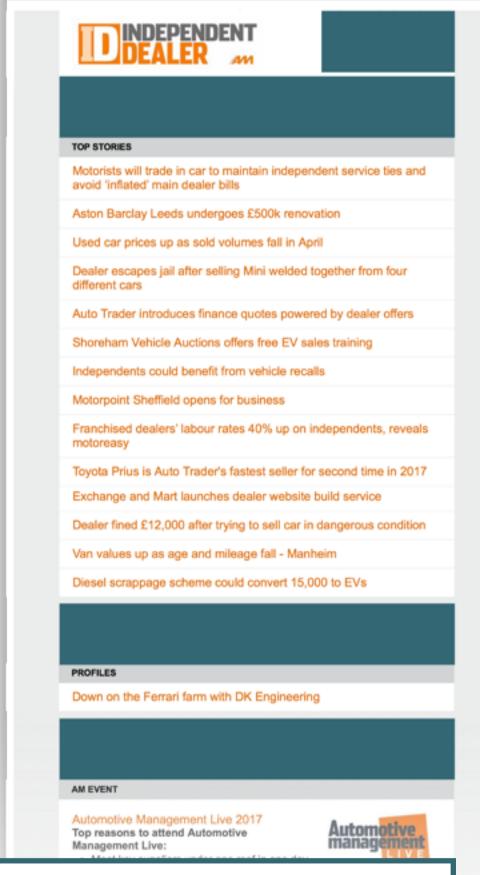


## Reach 3.5k

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



Read/Unread Categorize

## 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**

COST

**£3000** for full 12 month period

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

