



## ADVERTISING & SPONSORING RATES 2021

With **2,5 million unique visitors** per year and up to **100.000 pageviews per day** the acclaimed Coachbuild.com online **classic car encyclopedia and forum community** has evolved into the world's most comprehensive resource for connoisseurs, enthusiasts, owners, heirs, buyers and collectors of **unique classic and contemporary automobiles**. The interest, individuality, wealth and distinguished nature of our passionate audience will therefore perfectly fit your company's target clientèle. By offering you to advertise on Coachbuild.com we provide you with the unique opportunity to bring your product message and raise your brand or event awareness amongst our worldwide audience through an efficiently targeted international exposure.

### COACHBUILD.COM advertising & sponsoring rates 2021

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)	all pages, top centre		✓	✓	✓
<b>Your logo</b> Logo + link in logo block	all pages			✓	✓
<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 Page			✓	✓
<b>Newsletter</b> Your logo/banner/advertisement in our monthly Newsletter	monthly Newsletter			✓	✓
<b>Your logo in site header</b> Your logo/company name in all headers + link	header on all pages				✓
<b>Your logo in media partner advertisements</b> Your logo/company name credited in our advertisements (Concours d'Elegance etc.)	your logo in our advertisements				✓
<b>Cost / 6 months</b>		€ 270	€ 720	€ 1.620	n.a.
<b>Cost / 12 months</b>	discount 16,7%	€ 450	€ 1.200	€ 2.700	€ 7.500
You reach a total number of <b>unique visitors</b> :		> 2.500.000 / year			
Number of <b>impressions</b> of your company:		> 15 million / year			

#### Statistics

- over 2.500.000 unique visitors per year
- of which 83,3% are first time visitors
- generating > 2 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