

Contact Ustrade@motorsportads.com

+44 (0)1782 436029



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 **500,000 page views/month**, and **80,000 visitors/month**, an average of 6 page views/visitor. 55% of visitors are UK & Ireland based, 20% USA & Canada, 14% Europe (non-UK), 11% rest of world.

DETAILED VISITOR STATS

Month	Visitors	Page Views	Aver Pages/Visit
Jan 2010	87,972	688,642	7.8
Dec 2009	76,757	619,438	8.1
Nov 2009	80,458	609,425	7.6
Oct 2009	81,791	594,353	7.3
Sep 2009	71,731	534,292	7.4
Aug 2009	74,369	572,441	7.7
Jul 2009	77,147	378,992	4.9
Jun 2009	77,463	420,464	5.4
May 2009	84,668	452,263	5.3
Apr 2009	82,215	444,628	5.4
Mar 2009	83,963	469,776	5.6
Feb 2009	73,927	467,341	6.3
Jan 2009	82,121	559,176	6.8

Stats produced using Urchin Software from Google

Data from registered users show involvement in motorsport as follows:

Competitors	60.4%
Teams	12.5%
Fans	8.1%
Suppliers	6.3%
Officials & organisers	4.3%
Other	8.5%

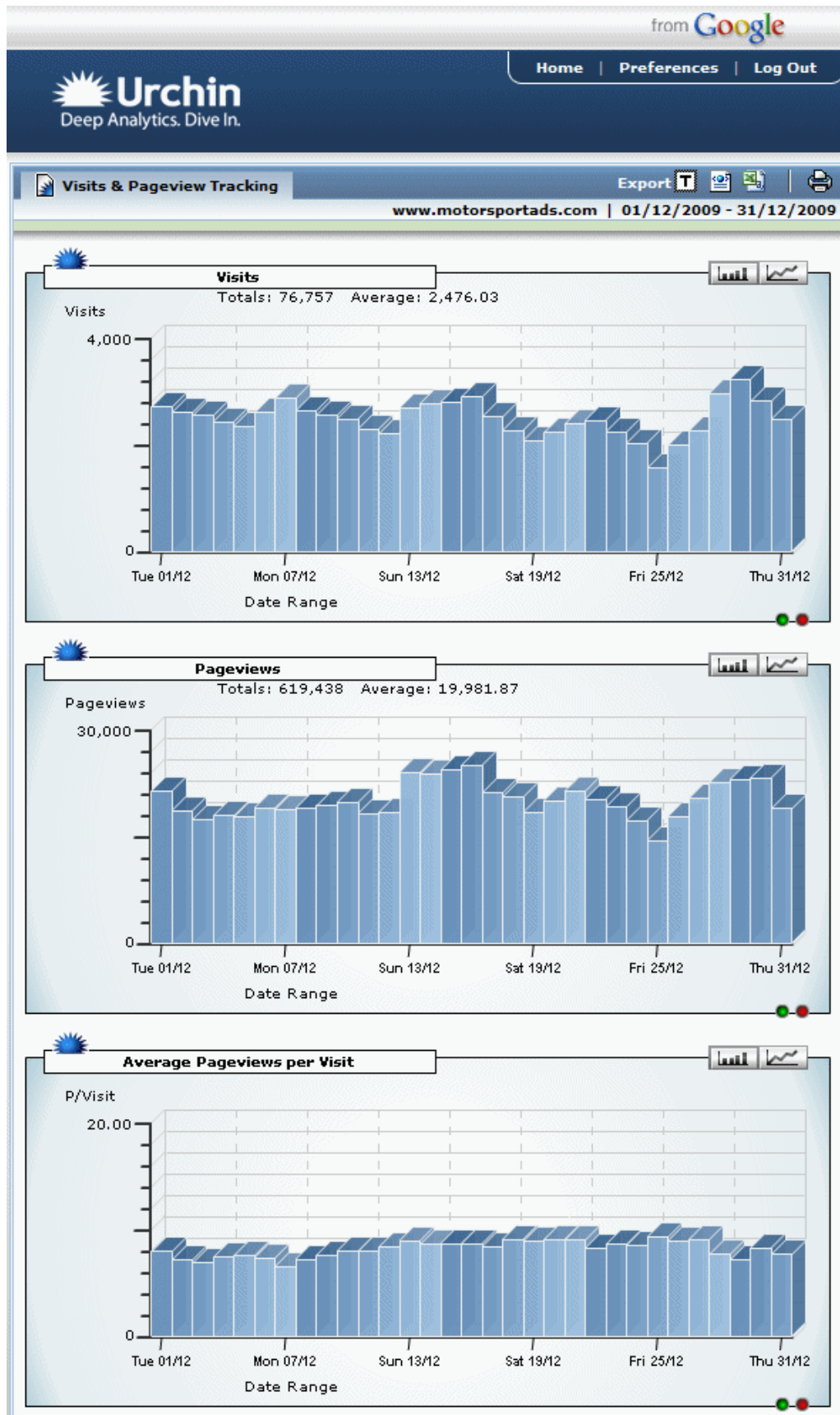
Contact Us

trade@motorsportads.com

+44 (0)1782 436029



DETAILED VISITOR STATS (cont)



Contact Ustrade@motorsportads.com

+44 (0)1782 436029



Google searches carried out from the UK on 01/11/2009 gave the following results:

Search Term	Position in Organic Results
motorsport advertising	1st
motorsport adverts	1st
buy race cars	1st
sell race cars	1st
race car for sale	1st
buy rally cars	1st
sell rally cars	1st
rally car for sale	3rd
buy karts	2nd
go-karts for sale	1st
sell race motorbike	3rd
race motorbike for sale	1st
motorsport trailers	1st
race trailers	1st
rally trailers	1st
paddock vehicle for sale	1st
race motorhome	2nd
motorsport awning for sale	1st
motorsport transporter for sale	1st
race transporter for sale	1st
rally transporter	2nd
race car parts	3rd
motorsport parts for sale	1st
competition parts for sale	1st
motorsport tools for sale	1st
motorsport memorabilia for sale	3rd
motorsport championships	3rd
motorsport jobs	2nd
motorsport job wanted	1st
motorsport job available	1st
motorsport promo model	2nd
how to start racing	1st
how to start rallying	1st
how to start karting	3rd
motorsport test dates	2nd

Contact Us

trade@motorsportads.com

+44 (0)1782 436029



ADVERTISING OPPORTUNITIES

The screenshot displays the MotorsportAds website layout with several advertising spots highlighted:

- Main Banner (468x60)**: Located at the top right of the page.
- Top Button (120x90)**: Located in the top left corner.
- Top Leaderboard (728x90)**: A large horizontal ad space at the top center.
- Medium Rectangle (300x250)**: A vertical ad space on the left side.
- Sky (120x600)**: Two vertical ad spaces on the right side.
- Bottom Button (120x90)**: Located in the bottom left corner.
- Bottom Leaderboard (728x90)**: A large horizontal ad space at the bottom center.

The website header includes the MotorsportAds logo and tagline 'cars.bikes.karts.tools.parts.jobs.stuff', along with navigation links: Home | How to Advertise | FAQ | T & C | Contact Us, and user links: My Account | Place Ad.

The left sidebar contains a 'QUICK LINKS' section with 'Latest Ads' and 'Test & Track Day Diary', and a list of categories: CARS, BIKES & KARTS; TRANSPORT; PARTS, TOOLS & BITS; INFORMATION & SERVICES; JOBS, GRID GIRLS & COMMERCIAL. Below this is a 'SOLD ADS' section with links for 'UK MOTORSPORT INFORMATION - ESSENTIAL INFO' and 'UK MOTORSPORT INFORMATION - HOW TO START'.

The main content area features 'SUPER FEATURE ADS' and 'RACE CARS FOR SALE, RALLY CARS, MOTORBIKES, KARTS & LOADS MORE...'. A 'FEATURE ADS' section is located at the bottom of the main content area.

The footer contains copyright information: © Copyright 2009 Motorsport Information Services Ltd, and links for Terms and Conditions, Contact Us, Links, How to Advertise, and Faq. It also includes 'Car Insurance | Car Insurance'.

Contact Ustrade@motorsportads.com

+44 (0)1782 436029

**ADVERTISING SIZES & FORMATS****SIZES:** (in pixels, width x height)

Leaderboard: 728x90

Medium Rectangle: 300x250

Main Banner: 468x60

Sky: 120x600

Button: 120x90

FORMATS:

.jpg

.gif (inc animated)

.swf (flash)*

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).

Contact Ustrade@motorsportads.com

+44 (0)1782 436029

**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.

Contact Us

trade@motorsportads.com

+44 (0)1782 436029

**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)1782 436029, or email trade@motorsportads.com

MotorsportAds
The Old Vicarage
Cotes Heath
Staffs., ST21 6RX UK

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 MotorsportAds.
- ⇒ 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.motorsportads.com/terms-conditions.htm