

## AM Online



56% Market Share

\*Aug 2015 Figures verified by Experian Hitwise

Nearest Competitor

20.6% Market Share

## AM Leaderboard and MPU Inventory



### Monthly Averages:

- Impressions 322k
- Visits 124k
- Unique Users 69.5k

### AM Leaderboard & MPU Inventory

ROS brand advertising is available on the AM website with leader board and MPU positioning. The AM website is the leading platform to digitally engage with Franchised Dealers as verified by Experian Hit wise.

AM currently attracts 58.4% industry traffic with the nearest competitor attracting 19.5% market share .

Advertising is sold on a cpm basis. We would advise booking between 50 -80k impressions per month for a high visibility campaign and between 30 – 50k for a mid-weight campaign.

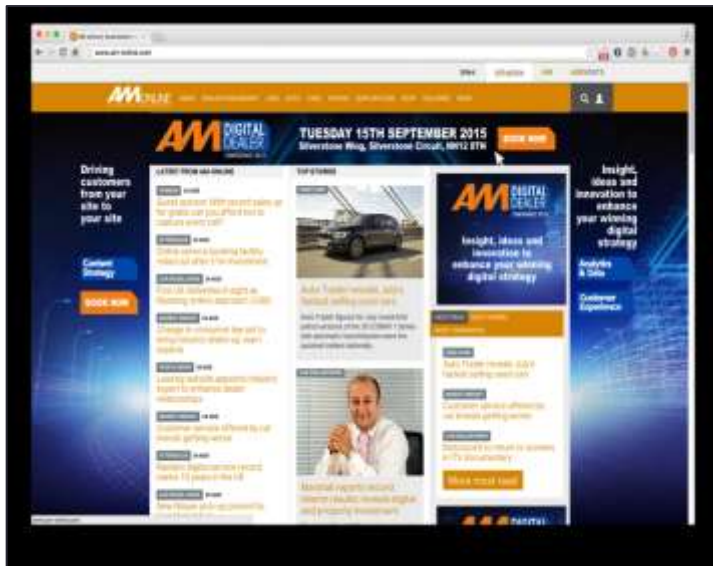
Creative will need to be provided in both FULL screen and mobile sizes to ensure full delivery of your campaign. Sizes on request.

### Cost :

**Run of site MPU / Leader boards £20 cpm**

**Limited opportunity to display expandable creative £25 cpm**

# AM Homepage Takeover



## AM Homepage Takeover

Create maximum impact with a 5 day homepage takeover.

A homepage takeover provides instant stand out with all standard ad placements on the homepage along with a full framed sticky skin.

The sticky frame remains in place on the page with the content scrolling behind it ensuring that your company branding and messages remains on the screen as a visitor scrolls down the page.

A home page takeover consists of:

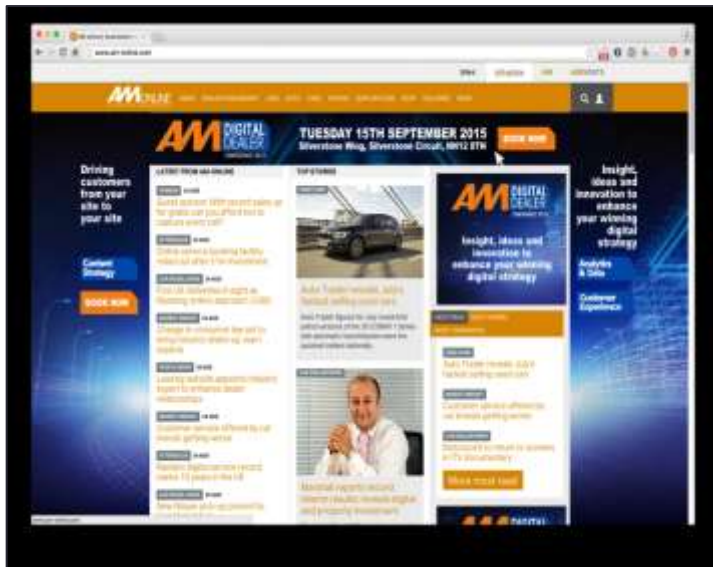
- 2 x MPU placements
- 1 x leader board
- 1 x sticky frame

12,000 average page impressions across a 5 day period  
(48,000 exposures)

Available every other week

**Cost £4,000**

# AM Section Takeover



## AM Section Takeover

Create high impact & exposure with a 5 day section takeover. Section takeovers are available on the dealer news, manufacturer news and job areas of the website.

A section takeover provides instant stand out with all standard and placements throughout the section along with a full framed sticky skin on the lead page. The sticky frame remains in place on the page with the content scrolling behind it ensuring that your company branding and messages remains on the screen as a visitor scrolls down the page.

Section takeovers include 2 x MPU placements, 1 x Leaderboard and 1 x sticky frame.

### Cost

- **Job Section** – approx. 5k page impressions (20,000 exposures) £1,000
- **Manufacturer News** – approx. 6k page imp (24,000 exposures) £2,000
- **Dealer News** – approx. 8k page imp (32,000 exposures) £3,000

# AM Online Advertorial News Box

## AM Online Advertorial News Box

Hosted on the news pages of the website – AM online advertorial boxes are exposed to approx. 120-140k page impressions per month making these an excellent opportunity to share a key message, special offer etc. to the dealer audience.

Use the news box to display a company logo and compelling strapline/heading sentence to encourage traffic to click through to a full page of bespoke advertorial content /exposure on your company.



- **Advertorial Newsbox 1- Cost £1200 per month**
- **Advertorial Newsbox 2- Cost £1000 per month**
- **Advertorial Newsbox 3- Cost £800 per month**

## *AM Daily Newsfeed Sponsorship*



### **AM Newsletter Sponsorship**

Exclusive sponsorship of the daily newsletter (Monday – Friday) provides company branding and association with the latest news to approx. 10,000 members of the industry on a daily basis.

Sponsorship includes logo placement and 3 x leader board advertisements. Please note an additional leader board (bottom of newsletter) will be used solely to promote AM events and products.

Newsletter sponsorship only available as monthly bookings.

**Cost £2000 per month**

## AM Saturday Roundup Sponsorship



### AM Saturday Newsletter Sponsorship

Sponsorship of the Saturday Newsletter will exclusively associate your company with keeping dealers in the know and ensuring that they have not missed any of the latest news/ developments and acquisitions across their industry platform from the previous 7 days.

The AM Saturday Roundup was created at request of dealers.

Exclusive Sponsorship includes logo placement and 3 x leader board advertisements. Please note an additional leader board (bottom of newsletter) will be used solely to promote AM events and products.

**Cost £1000 per month**

# AM Sector Bulletin



## AM Sector Bulletin

Exclusively represent your sector by partnering AM editorial to deliver sector specific news to the AM database on a 6 monthly basis. Bulletins will include content from the following - latest biggest stories and developments across a specific sector, related features, insight and or analysis. Content is controlled by AM editorial

Sponsors will receive logo branding, 1 x leader board advertisement, 150 word advertorial/company message and image.

Available Broadcast topics:

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

**Cost 1 x bulletin £1500**

Sponsoring 2 x bulletins will give you exclusivity over your topic for the year.

**Cost 2 x bulletin £2700 (£1350 per bulletin)**



# AM Dedicated HTML or Video Mail



## AM Dedicated HTML/Video Mail

A HTML communication provides the opportunity to send a bespoke message, offer, white paper document or video to the AM audience.

This communication is available to send out to our database of approx. 10,000 individuals who have actively registered to receive further communication from the AM brand.

Although a highly popular communication tool, AM HTML's are limited to 1 per week to protect the engagement levels of our audience and response rates for our clients.

**Cost £1500**