

FleetNews.co.uk

CommercialFleet.org



Online opportunities 2016

A run-down of the various on-line opportunities on the Fleet News and Commercial Fleet sites for 2016.

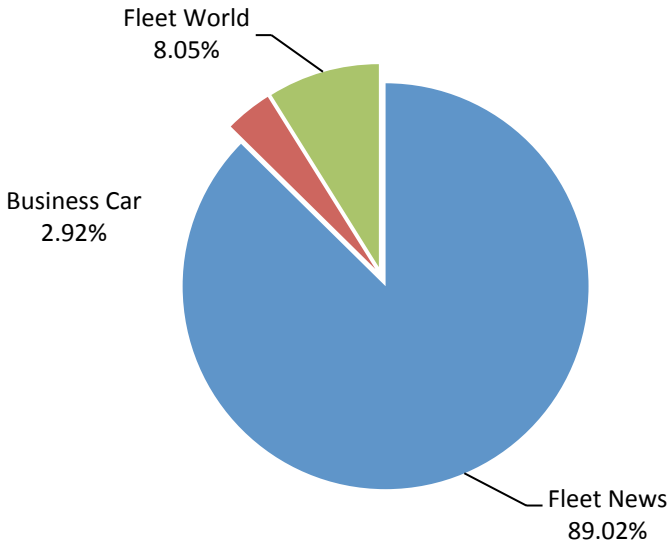
FleetNews.co.uk

- Market Share
- ROS Rates and ad positions
- Homepage Takeover
- Car Reviews Takeover
- HTML Email Broadcasts
- Sector Specific Email Broadcast
- Filmstrip/Double MPU
- Online Advertorials
- Fleet Leasing Roadblocking
- Fuel Costs Calculator Sponsorship
- Car Tax Calculator Sponsorship
- Car Running Costs Sponsorship
- Compare Fuel Prices Sponsorship
- Newsletter Sponsorship

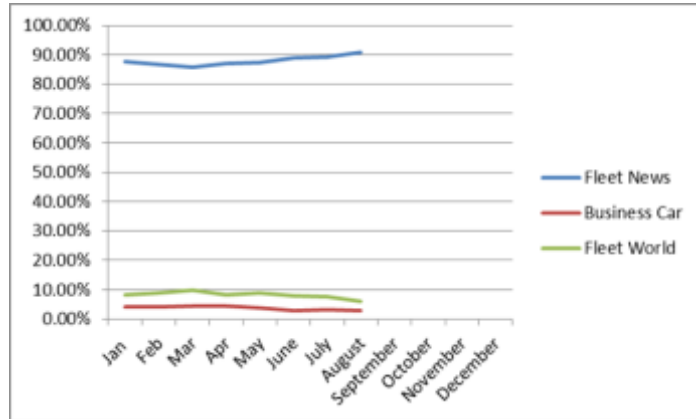
CommercialFleet.org

- ROS Rates and ad positions
- Homepage & Van Reviews 2 week takeover
- Commercial Fleet online advertorials
- Double MPU or Filmstrip
- Van Running Costs Calculator Sponsorship
- Van Tax Calculator Sponsorship
- Commercial Fleet Newsletter sponsorship

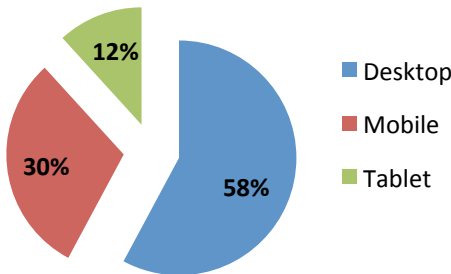
September 2015 Market Share



2015 Market Share



Traffic splits



WEBSITE OVERVIEW – September 2015

Commercial Fleet figures are now reported separately

Impressions	565,581
Imps +/- 2014	113%
Uniques	181,355
Uniques +/- 2014	122%
Visits	230,445
Visits +/- 2014	120%

FleetNews.co.uk has 4 creative ad positions:

STANDARD CREATIVE

Ratecard

Leaderboard	£90 CPM
MPU1	£90 CPM
MPU2	£90 CPM
Bottom Leaderboard	£ONLY ON TENANCY
Double MPU	£120 CPM

SUBJECT TO AVAILABILITY - it is advisable to book early to ensure the impressions are available as we regularly sell out way in advance – impressions are sold on a first come first served basis.

All sponsorship opportunities are sold on a first booked, first secured basis. We do **not** automatically offer current sponsors the chance to carry on the sponsorship on expiry, if it's available you can obviously continue with it but there is the chance someone else could secure.

IMPORTANT NOTICE: Please be aware that under-delivery due to late creative will not be compensated, you need to ensure that copy arrives on time or this could result in lost impressions. Please also be aware we ask for desktop and mobile formats to be supplied.

AGENCY COMMISSION FOR ALL ONLINE ACTIVITY IS 10%

PLEASE NOTE PRICING IS SUBJECT TO CHANGE

CURRENT ONLINE SPECIFICATIONS CAN BE FOUND HERE:

Note for leaders we require mobile creative to be supplied also

[FN-online MPU spec](#) [Click here](#)

[FN-online Leaderboard spec](#) [Click here](#)

The screenshot shows the FleetNews.co.uk website layout with various ad placements. At the top is a blue navigation bar with the site logo and menu items. Below the navigation bar is a 'LEADERBOARD (TOP)' section featuring a large article titled 'Study identifies where and when drivers most at risk' with a red car image. To the right of this article is an MPU 1 ad. Below the main article are several smaller article teasers, including 'Fleet News Awards 2014: the contenders' and 'Dashboard car camera sales double'. To the right of these teasers is an MPU 2 ad. At the bottom of the page is a 'LEADERBOARD (BOTTOM)' section with social media links for Twitter, Facebook, LinkedIn, and Advertise. Below the social media links is a footer containing office address, links, info, and subscribe information.



MEDIA

CREATIVE OPPORTUNITIES

OPTIONS THAT CREATE IMPACT,
STANDOUT OR OFFER A MORE TARGETED
APPROACH FOR YOUR ADVERTISING

The Homepage Takeover

Dominate the Fleet News Homepage and create maximum impact with your marketing message with a **Homepage Takeover**.

The takeover utilises 1 x Leaderboard, Skin (now flash enabled), 2 x MPU, the cost of this is a set price of **£6667 +vat*** for a 5 day takeover.

When booking 2 x takeovers the second takeover is discounted by 10% and both takeovers run for 7 days.

Takeovers run on a fortnightly basis so there is a clear week between each one this ensures maximum impact – please be advised that HPTO's get booked up quickly so an early decision to ensure availability is advised.

Takeover spec can be found here:

[FN-online Takeover spec](#)

[Click here](#)

GUIDE TO IMPRESSIONS - While Homepage Takeovers are sold on a tenancy basis, as a guide we say to expect around 3500 impressions per creative (Skin, Leader, MPU's), this is a conservative estimate and is likely to deliver more.



NOTE – Skin is just a mock -up

The Car Reviews Takeover

The beauty of the Car Reviews Takeover is that the visitor to that page is there for a reason and therefore in the right frame of mind to act on the advertising, they are actively looking at the reviews and therefore there is a higher chance they are in a buying frame of mind.

The takeover applies a Skin to the background and roadblocks both MPU's and leaderboard creative on all pages related to Car Reviews giving the advertiser maximum impact*.

Takeovers run for 5 days going live at 9.45am on a Monday, and running until 9.45am on the Saturday. They run alternative weeks to that of the Homepage Takeover allowing both to have maximum impact.

The cost of a 5 day takeover is **£6667+vat** these are sold on a tenancy basis. When booking 2 x takeovers the second takeover is discounted by 10% and both takeovers run for 7 days.

**Note- where Manufacturers have enhanced profile pages, their links box will still appear on their reviews regardless of any takeover running.*

GUIDE TO IMPRESSIONS - While takeovers are sold on a tenancy basis, as a guide we say to expect around 3500 impressions per creative .



HTML Bespoke email broadcast



Communicate with our registered audience in a more personal way by booking an email broadcast slot.

This email is sent out on your behalf to the Fleet News 3rd party email database, this fluctuates but is currently sitting at approximately 10,000 addresses.

The HTML is supplied by the client, or we can create this for a small charge, we then

To the right are the previous emails sent out by Peugeot and BMW recently .

£3250 +vat per broadcast

NOTE – These email slots get booked up extremely quickly so book early to avoid disappointment



Sector Specific Broadcasts

This is an exclusive opportunity for your company to sponsor a themed email.

The email will be part of a series (each covering a different area) and will contain 3 – 5 pieces of editorial content on your chosen topic, along with an introduction and links to the full stories.

This is an exclusive per sector opportunity on a first come, first serve basis.

Sponsorship will align you with your chosen topic and will enable you to share best practice giving you a digital presence in a credible and relevant way.

Cost per broadcast - £2500 gross ex vat



The screenshot shows the FleetNews website interface. At the top, there is a navigation bar with links for Home, Tools, Company Car Tax, Insurance, and Tax and Legislation News. The main header features the FleetNews logo with the tagline "HELPING COMPANIES RUN EFFECTIVE AND EFFICIENT FLEETS" and the Zenith logo with the tagline "IN ASSOCIATION WITH FLEET NEWS". Below this is a banner for "Zenith Intelligent Vehicle Solutions". The main content area is titled "Contract hire & leasing from Fleet News" and includes a paragraph stating that Zenith is pleased to be working in partnership with Fleet News to deliver the latest news from the Contract Hire and Leasing Sector. To the right of this text is an image of a silver SUV. Below the main text, there is a section titled "Contract hire & leasing news" with a sub-heading "Businesses warned of contract hire complacency" and a brief summary: "Companies who remain with the same contract hire providers without monitoring market prices could be wasting huge sums...". Further down, there is a section titled "FINANCE STATS AND TRENDS" with a sub-heading "The latest rolling 12-month new car loans data from the Finance & Leasing Association covers 2012 and reveals a total value of £9.408 billion..." and another sub-heading "Fight on motor finance fraud continues" with a brief summary: "A specialist police unit dedicated to tackling motor fraud has received funding from motor finance companies for a fifth year running..."

Double MPU or Filmstrip

DOUBLE MPU

For added impact it is possible to run a double MPU in the MPU position.

Impressions for this sort of creative are limited to 60k per month so book early to ensure availability for the period you require.

CPM RATE £120



FILMSTRIP

The Filmstrip is the first ad unit to combine both how the ad is sequenced with what a 'typical' marketing purchase journey consists of into one unit. The ad is designed to dynamically change to match how a consumer is interacting with the ad based on their mindset, which is much more relevant to the consumer. The user can interact with the ad through scrolling, hover and touch (on a tablet or mobile device).

To fully understand how this type of creative works please visit:

<http://www.youtube.com/watch?v=AMFuQktBVO8>

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CPM RATE £130



Online advertorials

Online advertorials are one of the most effective forms of digital marketing available.

Much like with print advertorials what makes them so effective is the fact that although they are clearly marked as advertisement features, online advertorials look and feel like an editorial feature and instead of coming across as commercial endorsements, they come across as an unbiased, third-party article about your product or service, and the fact that they run on fleetnews.co.uk gives them even more impact and credibility.

As a result, consumers eagerly digest them and perceive them as being more credible and trustworthy than standard advertisements – all of which translates into more effective advertising.

Sitting in the News Section of the site, these advertorials gain amazing exposure with around 100k impressions for the advertorial box promoting the advertorial alone.

Tenancy cost per month is £3000 +vat

The screenshot shows the FleetNews website interface. At the top, there's a navigation bar with 'FleetNews' and various menu items. Below that, a search bar and a 'Sign up' button are visible. The main content area features a large advertorial for Barclaycard. The advertorial has a blue header with the text 'How secure is your fuel payment solution?' and a sub-headline 'How secure is your fuel payment solution?'. Below this, there's a line graph showing a downward trend in fuel costs over time. The advertorial is clearly marked as an advertisement with a 'Barclaycard' logo and a 'How secure is your fuel payment solution?' headline. A red arrow points to the headline. The website layout includes a navigation bar, a search bar, and various other content blocks like 'Advertisement features from Barclaycard', 'Telogis', and 'Alphabet'. At the bottom, there's a 'Comment as guest' section with a name field and a 'Login / Register' button.

FleetLeasing Roadblock

Are you looking to target the lucrative Leasing industry?

The top 50 leasing companies in the UK (FN50) currently funds approximately 978,000 vehicles and acquire more than £4bn of new vehicles each year so this is a highly sought after audience to appear in front of.

Dominate the Fleet Leasing area of the website by roadblocking designated areas of this section – 2 x Leaderboards & 2 x MPU's.

Current estimated Fleet Leasing impressions are around 12.5k per month.

Tenancy cost per month is £5000 +vat

Please note this is an introductory rate and will be reviewed .

The screenshot shows the FleetLeasing website interface. At the top, there's a navigation bar with 'FleetLeasing' logo and menu items like 'LEASING NEWS', 'MARKET INTELLIGENCE', 'ABOUT', 'PEOPLE', 'CAR & VAN', and 'LEASING TOOLS'. Below the navigation, there are several news articles under 'LATEST FROM FLEET LEASING' and 'TOP STORIES'. A prominent article features 'GE Capital' with the headline 'Business as usual' for GE Capital Fleet Services as GE announces it is up for sale. Another article mentions 'LeasePlan' with the headline 'LeasePlan's 2015 fleet management strategy'. Below the news, there's a 'FEATURES' section with four articles: 'Leasing investment in service - updates in sales', 'Winful LCV conditions to continue for 2015', 'Van residual values set to 'yellows' in 2014', and 'Leasing companies urged to take 'cautious' view on residual forecasts'. At the bottom, there's a table titled 'NEW TOP-10 CONTRACT HIRE & LEASING COMPANIES IN THE UK' with columns for Rank, Firm, Company, Fleet size, Fleet growth, and Parent company. The table lists the top 5 companies: 1. Law Autotech, 2. LeasePlan, 3. Alphabet, 4. ALD Automotive, and 5. Arval. Below the table, there are social media links for Twitter, Facebook, LinkedIn, and Advertise, along with an 'Office Address' section and a 'Subscribe' section.

Rank	Firm	Company	Fleet size	Fleet growth	Parent company
1	1	Law Autotech	28917	23220	Lloyds Banking Group
2	2	LeasePlan	12959	12415	LeasePlan Corporation
3	3	Alphabet	12052	12198	BNP
4	4	ALD Automotive	9855	8812	Bankia Generale
5	5	Arval	9810	8587	BNP Paribas



MEDIA

SPONSORSHIP OPPORTUNITIES

ALIGN YOUR BRAND WITH ONE OF OUR
HANDY TOOLS AND BE SEEN AS HELPING
THE FLEET MANAGER

Sponsorship of the Fuel Costs Calculator



With the constant fluctuation in fuel prices, the fuel cost calculator has seen a significant increase in traffic and therefore sponsoring this area is highly sought after. Impression levels for this calculator have leapt from 44k per month to 116k in January 2015.

Given that the calculator attracts this amount of impressions sponsorship offers great value for money.

£5000 +vat per month – based on committing to 3 months, or alternatively commit to the full year and the rate drops to **£4500 +vat per month**.

Based on a CPM of £90 it would cost £10,440 to buy 119k impressions so this represents amazing value for money, that is without the value from being associated with the most popular tool on our website.

Please note that this is sold as a tenancy and as such we do not guarantee impression levels.

This sponsorship does **NOT** roadblock this area so no ad positions are included.

Spec can be found here:

<http://static.fleetnews.co.uk/files/PMs/Specs/Fleet%20News-%20Fuel%20Cost%20Calculator%20Spon.pdf>

The screenshot shows the FleetNews website's Fuel Cost Calculator interface. At the top, there's a navigation bar with 'FleetNews' and various menu items. Below the navigation, there's a banner for 'The new Passat SE Business' with a 'Find out more' button. The main heading is 'Fuel Cost Calculator', sponsored by SEAT, with a red SEAT car image. The interface is divided into two main sections: 'Calculate Your Fleet' and 'Alternatively, you can perform a quick calculation below'. The 'Calculate Your Fleet' section has four steps: 1. Select fuel type (with a dropdown menu), 2. Set your mileage (with a text input), 3. Build your fleet (with dropdowns for Manufacturer, Model, and Derivative, and a quantity input), and 4. Select a fuel price by region (with a dropdown for Area). The 'Quick calculation' section has inputs for MPG, Mileage, Fuel Type, and Area, with a 'Calculate' button. Below the calculator, there's a 'Powered by KWIKcarcast' logo and a section for 'Our new Journey Cost Calculator'. At the bottom, there are three buttons: 'Fleet recruitment', 'Car tax calculator', and 'Car reviews', each with a 'Use the tool' sub-button and an icon.

Sponsorship of the Car Tax Calculator



Looking to target user choosers as well as the fleet decision maker?

Due to the nature of the calculator, this tool is also likely to be used by the user chooser who is looking for the most cost effective option when choosing what vehicle to go for from their choice list .

The visual shown is a mock up sponsorship on the Car Tax Calculator that ran previously.

Car Tax Calculator guide to average monthly impressions is now 33-35,000.

Cost per month £2700 +vat (minimum commitment 3 consecutive months)

NOTE – This sponsorship **does not** roadblock any ad positions.

Spec can be found here:

<http://static.fleetnews.co.uk/files/PMs/Specs/Fleet%20News%20Car%20Tax%20Calculator%20Spon.pdf>

Monthly stats from a previous sponsorship that ran in 2015:

Sponsorship Type	Creative Type	Reported impressions	Clicks	CTR %
Car Tax Calculator	Desktop/tablet banner	20,809	578	2.78%
	Mobile banner	5,765	4	0.07%
	Totals >	26,574	582	2.19%

The screenshot shows the FleetNews website interface. At the top, there's a navigation bar with 'FleetNews' and various menu items like 'HOME', 'SUBS', 'FLEET MANAGEMENT', etc. Below the navigation is a banner for 'WISAP 100% ELECTRIC SWITCH TO THE ELECTRIC SIDE' with a 'FIND OUT MORE' button. The main content area features the 'Car Tax Calculator' tool, which is split into two columns for comparing two cars. Each column has dropdown menus for Make, Model, Destination, and Operating Cycle. Below the calculator, there's a 'Powered by' logo for 'KWIKcarcost' and a detailed explanation of how the calculator works, including a breakdown of tax costs for employer and employee. To the right of the calculator, there's a sidebar with several widgets: a poll titled 'Would you vote to leave the EU?', a newsletter sign-up form, another 'WISAP 100% ELECTRIC' banner, a 'Most read' section with links to articles about small businesses, a 'Most viewed' section with a link to a salary scheme, and a 'Most seen' section with a link to a 2015 award winner. At the bottom of the page, there are three buttons: 'Fleet remarketing Use the tool', 'Fleet Strategy Use the tool', and 'Car reviews Read reviews'. The footer contains information about the 'Fleet News Company Car Tax Calculator' and a 'Fleet Management LIVE' event.

Sponsorship of the Car Running Costs Calculator



The opportunity to sponsor the Fleet News Running Costs Calculator is available.

Due to the nature of the calculator, **whilst this tool is used by fleet decision makers**, it is also likely to be used by the **user chooser** who is looking for the most cost effective option when choosing what vehicle to go for on their choice list

Car Running Costs Calculator guide to page impressions per month 23,000

This **does not** roadblock the ad positions

Tenancy cost per month £1380+vat (minimum commitment 3 consecutive months)

Sponsorship of the Compare Fuel Prices tool

With the cost of fuel ever changing the Compare Fuel Prices tool is a popular area of the site allowing the Fleet Manager/User chooser to easily compare the best prices across the country.

Page impression levels per month are in the region of 9,500 and visitors spend on average 2.24 minutes on this page.

Tenancy per month £1000 +vat
(minimum commitment 3 consecutive months)

NOTE: Visual shows the RAC sponsorship that previously ran. This **does not** roadblock the standard ad creatives.

Spec can be found here:

<http://static.fleetnews.co.uk/files/PMs/Specs/Fleet%20News%20Compare%20Fuel%20Prices%20Spon.pdf>



The screenshot shows the FleetNews website interface. At the top, there's a navigation bar with 'FleetNews' and various menu items like 'NEWS', 'FLEET TOOLS', 'FLEET MANAGEMENT', 'CARS', 'SUPPLIERS', 'JOBS', 'FAQ', 'RSS', 'SHOP', and 'ABOUT'. A search bar and user profile icon are on the right. Below the navigation bar, there's a banner for 'DISCOVER MORE' with a Mercedes-Benz logo. The main content area is titled 'Compare Fuel Prices' and is sponsored by RAC Business. It features a map of the UK with fuel price markers and a search bar. A red box highlights the RAC Business logo, and a red arrow points to a 'Zoom in for more stations' button on the map. The page also includes a newsletter sign-up form and a political poll.

Newsletter Sponsorship

Gain maximum exposure to the core fleet news online audience by sponsoring the Fleet News Newsletter.

Sponsorship consists of a logo and all but one* of the banners situated between editorial content.

The Fleet News Newsletter is distributed to approximately 12,000 contacts Monday – Friday.

*Please note the 3rd banner is utilised for internal promotions/partnership promotions

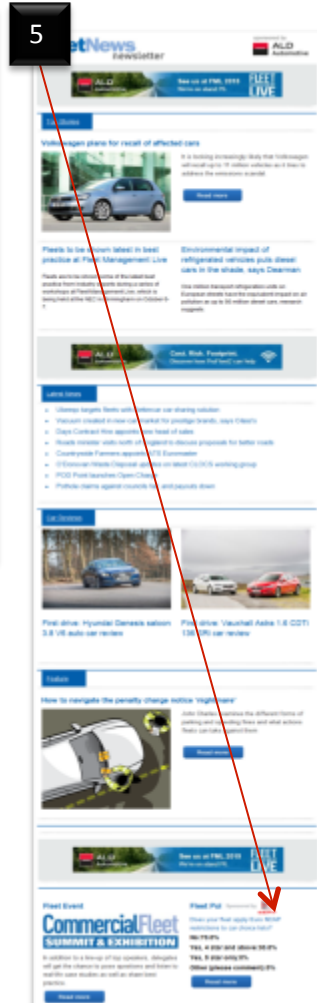
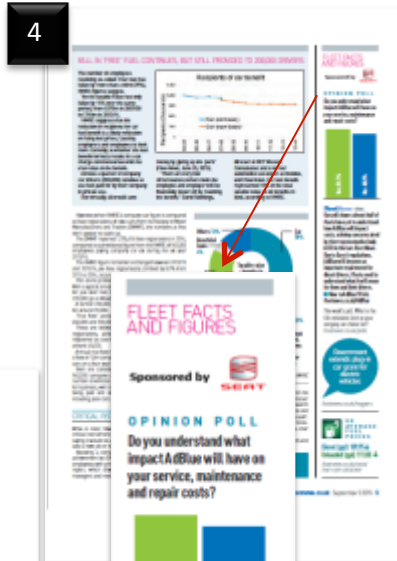
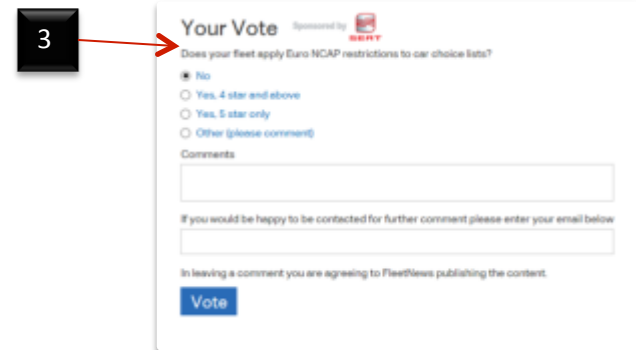
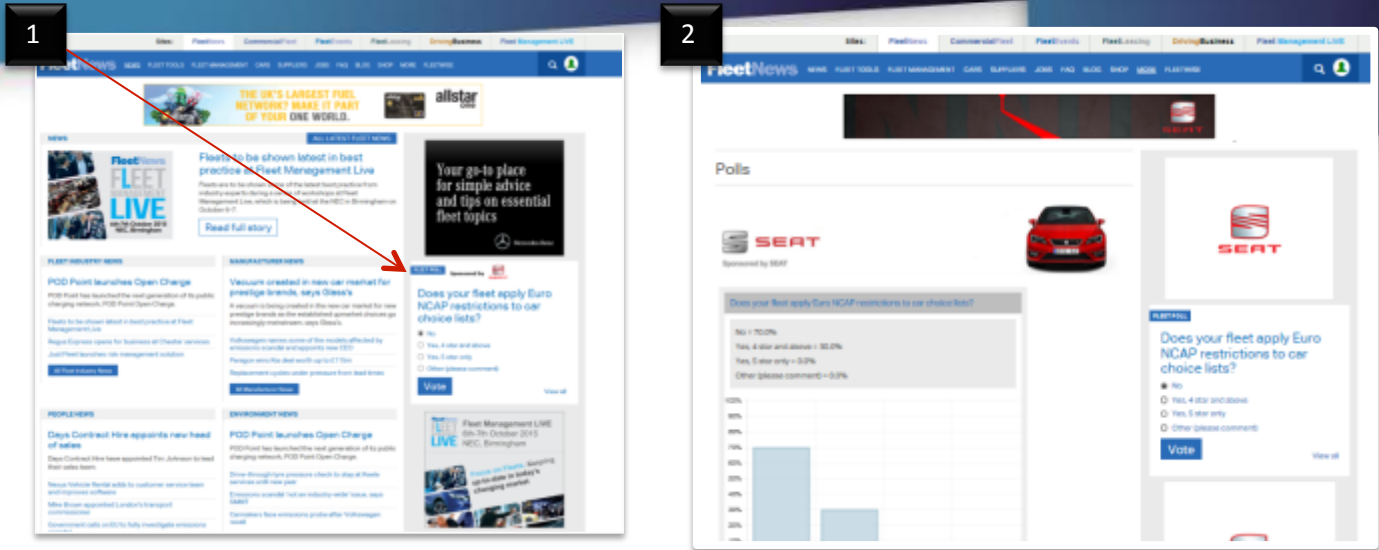
Cost to sponsor this would be:

12 month commitment	£2750/month +vat
6 month commitment	£3000/month +vat

NOTE - THIS OPPORTUNITY IS SOLD UNTIL JANUARY 2016 SO IS NOT CURRENTLY AVAILABLE

The screenshot displays the Fleet News newsletter interface. At the top, it features the 'FleetNews newsletter' logo and the 'chevin' sponsor logo with the tagline 'Leading the way in fleet management software'. Below this is a 'Top Stories' section with an article titled 'Police have "almost given up" investigating car crime says HMIC', accompanied by a photo of a person in a dark jacket. Other articles include 'CCTV footage shows reckless driving at roadworks' and 'BCA appoints Robert Hazelwood as commercial director'. A 'Latest News' section lists several items, such as 'Jaguar XF tops company car driver wish list' and 'Glory takes delivery of 36 C4 Picasos'. There are also 'Car Reviews' for the 'Skoda Octavia Scout 2.0 TDI 150' and 'Audi A7 Sportback SE Executive car review'. A 'Features' section highlights the 'Fleet News award winner 2014: fleet dealer of the year - Norton Way Corporate Sales'. At the bottom, there are promotional banners for a 'Journey cost calculator', 'Expert opinion', and a 'Fleet Event' titled 'Running a Low Carbon Fleet'. The footer includes social media links, the 'chevin' logo, and contact information for Baser Automotive.

Sponsorship of the online poll



A great branding opportunity covering both online and print.

On-line poll sponsorship consists of:

1. Logo on the 'FLEET POLL' box which appears on virtually every page of the website (approx x-page impressions guide)
2. Logo's on the 'FLEET POLL' page and all ad's roadblocked 2x Leaders 2 x MPU's (approx. 1000 page impressions)
3. Logo on the 'FLEET POLL' pop up vote box
4. Logo on the results section that appears in Fleet News every fortnight .
5. Logo on the FN Newsletter 'FLEET POLL BOX' –emailed out to our database of approx. 13k contacts every day.

Total cost per month £1950 gross ex vat
 This is sold as a tenancy impression levels are not guaranteed .

Please note editorial will consider suggestions for the poll question but ultimately they will make the decision on what is asked.

CommercialFleet.org



Online opportunities 2015

Run of Site

Traffic overview – September 2015

Impressions	57,306
Sessions	25,636
Users	19,888

STANDARD CREATIVE RATES

Ratecard

Leaderboard	£90 CPM
MPU1	£90 CPM
MPU2	£90 CPM
Bottom Leaderboard	£90 CPM

DOUBLE MPU1 £120 CPM

SUBJECT TO AVAILABILITY - it is advisable to book early to ensure the impressions are available as we regularly sell out way in advance – impressions are sold on a first booked, first secured basis.

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IMPORTANT NOTICE: Under-delivery due creative arriving late will not be compensated, you need to ensure that copy arrives by the deadline given or this could result in lost impressions.

AGENCY COMMISSION FOR ALL ONLINE ACTIVITY IS 10%

CURRENT ONLINE SPECIFICATIONS CAN BE FOUND HERE:
Note for leaders we require mobile creative also

[FN-online MPU spec](#) [Click here](#)
[FN-online Leaderboard spec](#) [Click here](#)

The screenshot displays the CommercialFleet.org website interface. At the top, there's a navigation bar with 'CommercialFleet' and various utility links. The main content area is divided into several sections:

- TOP LEADERBOARD:** A large empty box at the top.
- Featured Article:** 'Fleets run vans for longer and further than five years ago but are worth more when defleeted, says Manheim'. It includes an image of a man and a 'Read full story' link.
- LATEST FROM COMMERCIAL FLEET:** A list of news items with 'LATEST NEWS' and 'NEWS' tags. Topics include 'Tories 'miles ahead' in industry poll', 'British Gas appoints My Green Fleet to supply pre-owned vehicle parts', 'Manheim launches mobile auction unit', and 'Orion Express Services adds two Renault 44-tonne T400s to its fleet'.
- TOP STORIES:** A section with 'TOP NEWS' and 'TOP STORIES' tags. It features an image of a driver and articles like 'FTA and RHA launch manifestos at CV Show' and 'Renault-Nissan Alliance partnership with Mercedes-Benz for one-ton pickup'.
- MPU1 and MPU2:** Two large empty boxes for MPU advertising.
- COMMERCIAL FLEET MANAGEMENT:** A section with 'COMMERCIAL FLEET MANAGEMENT' and 'COMMERCIAL FLEET TOOLS' tags. It includes articles like 'Van fleet profile: Pirnicco Plumbers' and 'Van fleets drive new standards for SMRT', along with tools like 'Van Fuel Cost Calculator' and 'Van Tax Calculator'.
- Bottom Leaderboard:** A large empty box at the bottom.
- Footer:** Social media links for Twitter, RSS, LinkedIn, and Advertise. It also includes an 'Office Address' section, 'Links', 'Info', and 'Subscribe' options.



MEDIA

CREATIVE OPPORTUNITIES

OPTIONS THAT CREATE IMPACT,
STANDOUT OR OFFER A MORE TARGETED
APPROACH FOR YOUR ADVERTISING

Introducing the Van Homepage & Reviews 2 week takeover



Dominate the Commercial Fleet Homepage and Van Reviews pages for 2 consecutive weeks.

Create maximum impact with your creative. The takeover utilises Leaderboard, Skin, 2 x MPU, the cost of this is a set price of **£6667 +vat*** for a **14 day** takeover.

When booking 2 x takeovers the second takeover is discounted by 10% and both takeovers run for 7 days.

Takeover spec can be found here:

<http://static.fleetnews.co.uk/files/PMS/Specs/Fleet%20News%20Takeover%20spec.pdf>



Skin

MPU1

MPU2

Leaderboard

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Double MPU or Filmstrip

DOUBLE MPU

For added impact, it is possible to run a double MPU in the MPU position.

Impressions for this sort of creative are limited to 20k per month so book early to ensure availability for the period you require.

CPM RATE £120

FILMSTRIP

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CPM RATE £130





MEDIA

SPONSORSHIP OPPORTUNITIES

ALIGN YOUR BRAND WITH ONE OF OUR
HANDY TOOLS AND BE SEEN AS HELPING
THE FLEET MANAGER

Sponsorship of the Van Running Costs Calculator



Be seen as helping the **LCV operator** by being associated with one of our extremely useful tools on our website.

Traffic to this page is targeted in that generally the only people visiting this page are people who are operating van fleets.

Guide to impressions on the Van Running costs calculator, in the region of 5000 page impressions per month – 25,000 impressions across the 4 creatives & sponsorship.

This is a tenancy sponsorship; the cost per month is **£2000 +vat**

This sponsorship also roadblocks the ad positions on the page – 2 x Leaderboard, 2 x MPU's.

CommercialFleet NEWS TOOLS REVIEWS FLEET MANAGEMENT ACCREDITATION SALES/LEASURES MAGAZINE ABOUT Sites 🔍 👤

Quartix has been installed in over 80,000 vehicles
Award Winning Vehicle Tracking

Van Running Costs

Sponsored by

Quartix
Award Winning Vehicle Tracking

Vauxhall Corsa Light Commercial running costs over 36 months and 60000 miles

Filter: Operating Cycle: 36 Months, 60000 Miles | Manufacturer: Vauxhall | Model: Corsa

Advanced Search

Model	Excise/Duty	List/SD	Fleet Price/Initial	Depreciation (36-60)	LI	LR	LR	VR	RR	IL	TD	CO2	MG	Fuel	Repair	SMR	TOT
Corsa Corsa Van 1.2 70 66 15MY	11758.33	70	86	1.26	1.26	0.92	1900	1606	486	950	126	61.4	9.98	15.22	2.41	27.61	
Corsa Corsa Van 1.3 CDTi 75 DPF 55 45 15MY	13099.33	75	140	1.26	1.26	0.92	1900	1696	496	1200	132	72.4	7.45	16.1	2.34	26.86	
Corsa Corsa Van 1.3 CDTi ecoFLEX 95 DPF 55 45 15MY	13459.33	95	140	1.26	1.26	0.92	1900	1696	496	1250	90	63.1	6.49	16.56	2.34	25.36	
Corsa Corsa Van 1.3 CDTi 95 DPF 55 45 Sportive 6Spd 15MY	14459.33	95	188	1.26	1.26	0.92	1900	1720	488	1260	133	72.4	7.45	17.86	2.76	27.77	

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trusted by over 5,000 UK fleets

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The Commercial Fleet Van Running Costs Calculator

The Commercial Fleet van running costs calculator is designed to help fleet operators' research costs and other important information relevant to purchasing and using vehicles such as CO2 emissions, insurance groups and depreciation.

To begin your search select the manufacturer, model and operating cycle from the dropdown boxes above. The results will be displayed in a table like below and broken down all the traditional running costs for a van including depreciation, SMR (service, maintenance and repair) costs and fuel from all available models and derivatives of the vehicle selected.

The ppm total is the total calculation of depreciation (EPR), SMR and fuel costs.

The van running costs calculator also includes important information about the vehicle you select including:

- EV - The predicted value of the vehicle at your specified cycle
- LIST - The list price of the vehicle from new (excluding VAT and delivery charges)
- INS - The insurance grouping of the vehicle
- MPG - The official mpg figure of the vehicle

To view more tools like the [fuel cost calculator](#), [fuel price comparison](#) or [car tax calculator](#) go back to the [tools homepage](#)

The running costs of your van fleet could be costing you more than you need to be paying. By using the Commercial Fleet van running costs tool, you can find out how much specific cars and models should potentially cost to run and gain more of an insight into the van running costs before you find the right fleet car for your business.

Quartix has been installed in over 80,000 vehicles
Award Winning Vehicle Tracking

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NOTE: Visual for mock-up purposes only

Sponsorship of the Van Tax Calculator

Would you like to be seen to be helping the Fleet Manager in their job role??

The opportunity to sponsor the Commercial Fleet Tax Calculator is now available.

The visual shown is a mock up Sponsorship on the Car Tax Calculator that ran previously. Direct links take the visitor to the clients' site.

Van Tax Calculator guide to average monthly impressions 8,500 therefore.

Cost per month £1000 +vat (minimum commitment 3 consecutive months)

NOTE – This sponsorship **does not** roadblock any ad positions.



The screenshot displays the Commercial Fleet website interface. At the top, there is a navigation bar with links for NEWS, 2015, REVIEWS, FLEET MANAGEMENT, ACCREDITATION, SALES FORUM, MAGAZINE, and ABOUT. A search bar and user icons are also present. Below the navigation, a banner for Mercedes-Benz is visible. The main content area features a sponsored section for a 'Tax Calculator' for 'COMPANY VAN TAX CALCULATOR'. This section includes a placeholder for a logo, a list of bullet points, and a form with a dropdown menu. To the right, there is a Peugeot advertisement with a poll titled 'Has your fleet downsized its commercial vehicles in the last year?'. Below the poll is a newsletter sign-up form and a 'Fleet Management LIVE' event announcement. At the bottom of the page, there are social media links for Twitter, RSS, LinkedIn, and Advertise, along with an 'Office Address' section, 'Links' to various pages, 'Info' about privacy and terms, and a 'Subscribe' section.

Sponsorship of the Commercial Fleet Newsletter

More than 18,000 fleet professionals receive the Commercial Fleet Newsletter every week giving you a great platform to promote your brand.

Much like Fleet News newsletter (shown on the far right) the sponsorship includes clickable branding at the top of the newsletter and 3 banner adverts situated between the editorial content, the one of which is utilised for internal promotions or partnerships and is not included in the sponsorship.

The cost for the newsletter solus sponsorship is **£1250 + vat per month** with a minimum commitment of 3 months.

