

Market Position

TestDriveit.co.uk is a website aimed at luxury car purchasers and enthusiasts. The site aims to bring car models alive using video streaming and high resolution imagery to encourage warm prospects to test drive your models. We extended our interactivity to include booking a test drive, your insurance and comparing models in the luxury segment.

Audience Profile

ABC1 adult male and females who are actively looking to change cars or are a luxury car enthusiast

Key Sections

- Car Searches with Reviews/Gallery/Specs by:
 - Manufacturer
 - Price
 - Type
- Car Hire
- Used Cars
- Finance
- Insurance
- Track Days
- Members Area

Advertising Opportunities

Sky Scrapers

Run of Site	£8cpm
Section Specific	£10cpm
Home Page	£12cpm

Banners

Run of Site	£6cpm
Section Specific	£8cpm
Home Page	£10cpm

Buttons

Static	£100pcm
Animated	£120pcm

MPU

Home Page	£15cpm
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Sponsorship

Sponsored Editorial on Home Page	£120pcm
Sponsored Links	£80pcm

Finance, Car Hire, Used Cars, Insurance, Track Days

Specifications

SkyScraper: 120x600 (JPEG, SWF or GIF) less than 35kb and (re-direct) URL

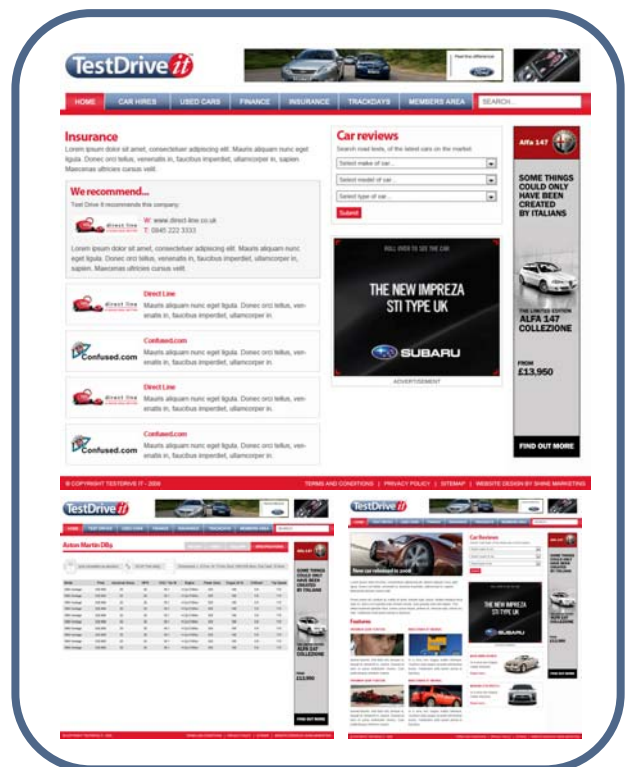
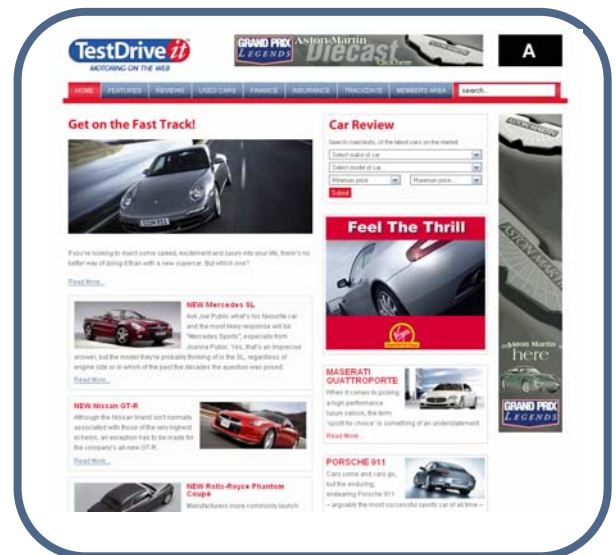
Banner: 120x120 (JPEG, SWF or GIF) less than 35kb and (re-direct) URL

Button: 120 x 60 (JPEG, SWF or GIF) less than 35kb and (re-direct) URL

MPU: 300 x 250 (JPEG, SWF or GIF) less than 35kb and (re-direct) URL

Home Page Sponsored Editorial: 250 words

Featured Car Review on Home Page: 250 words



Advertise with Us!