

2016 Banner Advertising Rate Card for CarProperty.com



Please Note: Non-Profits can get discounts of 35% for 1 Banner and 50% for 2 or more Banners, but they must be purchased at the same time - Contact us. ***Our 2016 rates were REDUCED over 33% from 2015!*** Our 1 Year rates are the best and our 90 day rates provide an excellent advertising bargain! If you want extra discounts then you must make your AD Buy for at least 24 or 36 month runs and you must pay 100% in advance for the entire buy. You will be able to change the Banners during the AD Run to accommodate different Ad campaigns that you will have. Contact us for details.

Table of Contents

	Page #
Cover Page	1
Home Page & Run of the Site Banners	2
Map Search Page Banners	3
How our Banner AD System Works and How to Use It:	4

Car Property Group, Inc.
Advertising Services Department
1620 Central Ave., Suite 202
Cheyenne, WY 82001
1-888-320-GARAGE or 1-888-320-4272
Email: BannerAD@CarProperty.com

Buy these banner ads and reach millions of high net worth people!

Unmatched low banner ad rates for such a highly targeted audience of car enthusiasts and automotive oriented people and businesses that need to buy, rent or sell real estate & other products and services for their cars, businesses and other niche categories.

Home Page & Run of the Site Banner Options and Prices:

Run of the Site means all pages, except for the Map Search Pages.

Banners and Sizes

Description

Banner Types that you can place: **Flash; Text/HTML/JAVA; Image (.jpg or .gif).**

728x90 Leaderboard	Appears at the top of the Home Page and Run-of-the-Site, providing one of the highest levels of exposure on the site
160x600 Wide Skyscraper	Appears in multiple slots on the Home Page and Run-of-the-Site, providing one of the highest levels of exposure on the site
300x250 Medium Rectangle	Appears at the Top Right side of the Home Page and Run-of-the-Site and on Map Search Pages
360x280 Large Rectangle	Appears at the bottom of the Home Page and Run-of-the-Site and on Map Search Pages

Sample AD size: 160x600



Size and Type of Banner	Reduced Prices	Run Days	Months	Hits/Impressions	Clicks	Prices before 33% reduction
<i>The prices are the same for all of the sizes shown below:</i>						
728x90 Leaderboard	\$ 400.00	30	1	Unlimited	Unlimited	\$ 600.00
160x600 Wide Skyscraper	\$ 800.00	60	2	Unlimited	Unlimited	\$ 1,200.00
300x250 Medium Rectangle	\$ 1,200.00	90	3	Unlimited	Unlimited	\$ 1,800.00
360x280 Large Rectangle	\$ 1,600.00	120	4	Unlimited	Unlimited	\$ 2,400.00
	\$ 2,000.00	150	5	Unlimited	Unlimited	\$ 3,000.00
	\$ 2,400.00	180	6	Unlimited	Unlimited	\$ 3,600.00
	\$ 2,800.00	210	7	Unlimited	Unlimited	\$ 4,200.00
	\$ 3,200.00	240	8	Unlimited	Unlimited	\$ 4,800.00
	\$ 3,600.00	270	9	Unlimited	Unlimited	\$ 5,400.00
	\$ 4,000.00	300	10	Unlimited	Unlimited	\$ 6,000.00
	\$ 4,400.00	330	11	Unlimited	Unlimited	\$ 6,600.00
	\$ 4,800.00	365	12	Unlimited	Unlimited	\$ 7,200.00

Sample AD size: 300x250



Sample AD size: 728x90



Map Search Pages Banner Options and Prices:

To see live versions of these ads click on these links:

www.CarProperty.com

www.CarProperty.com/mapsearch.php

Banners and Sizes

Description

Banner Types that you can place: **Flash; Text/HTML/JAVA; Image (.jpg or .gif).**

728x90 Leaderboard

Appears at the Header (top of page) on all Map Search Pages

160x240 Vertical

Appears in the left hand column in all of the Map Search Pages

160x600 Wide Skyscraper

Appears in the left hand column in all of the Map Search Pages

Size and Type of Banner [Map Search pages]	Reduced Prices	Run Days	Months	Hits/Impressions	Clicks
160x240 Vertical	\$ 100.00	30	1	Unlimited	Unlimited
	\$ 200.00	60	2	Unlimited	Unlimited
	\$ 300.00	90	3	Unlimited	Unlimited
	\$ 400.00	120	4	Unlimited	Unlimited
	\$ 500.00	150	5	Unlimited	Unlimited
	\$ 600.00	180	6	Unlimited	Unlimited
	\$ 1,200.00	365	12	Unlimited	Unlimited

Sample AD in size: 160x240



728x90 Leaderboard and 160x600 Skyscraper:

The prices are the same for both of these banner sizes

\$ 200.00	30	1	Unlimited	Unlimited
\$ 400.00	60	2	Unlimited	Unlimited
\$ 600.00	90	3	Unlimited	Unlimited
\$ 800.00	120	4	Unlimited	Unlimited
\$ 1,000.00	150	5	Unlimited	Unlimited
\$ 1,200.00	180	6	Unlimited	Unlimited
\$ 2,400.00	365	12	Unlimited	Unlimited

Don't forget that with discount coupon codes, you can save money on all banner ad prices. Look for coupon codes in emails and banner ads on CarProperty.com.

Important Information on How our Banner AD System Works and How to Use It:

User Friendly Banner Purchasing, Uploading and Activity Monitoring Features:

We have developed this rate card and our banner advertising program to be a self-service user friendly banner program. It also has been our intention to develop this rate card so you can understand where banners are located on our site that you can purchase. We offer top notch customer service to help you make sure that you get your Banner ADs designed, uploaded and monitored in a professional manner. After the banner is running on the site, you can monitor its activity through your control panel after logging in. **Our Advertising Staff is here to help you .**

Types of Banners that you can upload to our site:

We allow you to upload three different banner format types for most of the banner ad locations; and they are: Flash (.swf file); Image (.jpg or .gif files); HTML or Java (this is code that you paste into the banner).

It's important to know the type of banner (not just the size) that you are going to run on our site. If you want to know the differences between different banner types, please check with your banner designers for questions on the different formats.

Uniform Banner Sizes (IAB standards) Makes it Easier for You:

Our banner locations support IAB (Interactive Advertising Bureau) standard banner sizes. We also have some banner locations that are custom sizes (i.e., our Map Search pages offer some custom sizes that are bigger than IAB standards). The great thing is that you can use the IAB standard sizes in these locations where we also offer the fully customized sizes. This gives you the option of using IAB standard size banners that you have already had produced or you can choose to have banners made to fit our fully customized banner sizes on those pages.

Uniform Pricing so you can focus on Banner Sizes and Creative Issues:

Each banner is priced based on the following criteria and the combination of these factors is what we call a **Banner Package**:

1. Places and pages on the site that the banner appear.
2. Size of the banner.
3. Number of days the banner runs.

Note: All Banners include Unlimited Impressions and Unlimited Clicks

We have uniform prices for all combinations of Banner Packages.

This means that if you use an image ad or a Flash ad or a HTML /Java ad, they will all be priced the same for all of the different Banner Packages. We provide customer support with buying and uploading your banner ads at 1-800-320-GARAGE (4272).

For Ad Rates on our Lower Cost Classified Category Ads:

1. Click on our logo or go to: CarProperty.com
2. Then, click on the Advertise tab >> then select the Advertising Price List link.

