YOUR CAR WILL SELL!
www.prewarcar.com | www.postwarclassic.com

ADVERTISING GUIDE 2018
Cars, parts and more
Dear sir or madam,

Thank you for your interest in advertising at PreWarCar.com and PostWarClassic.com. Since 2001, we are specialised in helping you sell your classic car/car parts as quickly, easily, and pleasantly, as possible. Our team is happy to assist you during this process.

It is our mission to help you find the right buyer. Our slogan is “your car will sell” and we are here to put our words into action.

“Specialized in helping you promote your cars and parts since 2001.”

Since 2001, we have successfully assisted many clients. Our clients have described us as “reliable”, “pleasant to work with”, “efficient”, and “professional”. If you advertise with us, your car will be featured on our site and, as such, each month it will be viewed by 68,000 potential car buyers. Your car will be sold in no-time!

In this booklet, you will find all the relevant information about advertising at PreWarCar.com; PostWasrClassics. Please feel free to contact us if you have any further questions.

We look forward welcoming you at our pages.

Kind regards,
Laurens Klein
Managing Director PreWar PostWar Publishing BV
Lklein@prewarcar.com

Visitors from around the world
Source: Google Analytics October 2017

- 30% Others
- 27% UK
- 12% USA
- 9% DU
- 8% FR
- 6% NL
- 8% AUS

68.000 Unique monthly visitors
1.280.000 Page impressions per month
4.2 average time (in minutes) per session
Advertising rates

Dealer ad packages
Advertising starts from one car for a period of three months. There are many advantages to a dealer-advertising package, for example, you will be able to buy slots instead of single adverts and it will be possible to rotate the cars in the advert(s) as much as you like within the selected timeframe. Plus, it will possible to easily change the cars featured in the advert; the newly selected car in the advert will then be moved to the top of the list. In addition, both your company's logo plus the company's website will visibly be shown in each of your adverts. You also have the possibility to show up to 50 photos without additional costs.

It is possible to advertise on prewarcar.com or postwarclassic.com, or on both sites at the same time. Switching between the two sites is also possible.

Auction promotion packages
If you are looking to promote your auction, prewarcar.com and postwarclassic.com are here to assist you! We will act as your partner and help you in advertising the cars and in promoting a banner both on the event calendar and on the homepage of both sites.

In addition, one of our editors will write a write-up about your car and that the article will be featured in our online magazine. Focusing on the car’s unique selling points will greatly enhance the chance that your car will be sold quickly. €200 euro per car

Additional promotion:
Feature your car on our homepage and increase its exposure. Your car will be centrally featured on our site for a period of 3 days, ensuring that your car will get noticed by numerous potential car buyers. €178 euro per car

Editorial promotion
Editorial promotion entails that one of our skilled editors will do a write-up about your car and that the article will be featured in our online magazine. Focusig on the car’s unique selling points will greatly enhance the chance that your car will be sold quickly. €200 euro per car

Newsletter:
Get extra promotion by sending out an enthusiastic newsletter to 7000+ subscribers. €675 euro per newsletter

Event promotion:
Promote your event by listing it on the event calendar. If you are looking for additional promotion, let us know!

Specialist listing:
List your company on our 'Specialist and Services' page, and ensure that your company will be one of the first to be found. €169 euro for 12 months

Promotional banners:
Inside all adverts (57x42)
It is possible to feature your banner at several positions on both websites. €3500 euro

Full service
The uploading of the adverts will be done by prewarcar.com – postwarclassic.com. It is also possible to copy these ads from your own website. Easy and efficient! Full service: + 20%

Maximum exposure in a short time?
Create a total integrated marketing solution. Ask us for this complete package if you are seeking maximum exposure in a short time.
Welcome

Homepage banners

1. Topbanner A1 & A2
   (161x60)
   € 750 euro for 1 month
   € 7500 euro for 12 months

2. Topbanner B & B1
   (445x75)
   € 950 euro for 1 month
   € 9500 euro for 12 months

3. Banner C1, C2 en C3
   (160x92)
   € 225 euro for 1 month
   € 2250 euro for 12 months

   Textlink C1
   € 1200 euro for 12 months

4. Banner E1, E2, E3 & E4
   (160x92)
   € 550 euro for 1 month
   € 5500 euro for 12 months

Ask us for the possibilities!
How to advertise?

Advertising at Prewarcar.com and Post-warclassic.com is quick and easy! It will take up less than 5 minutes of your time, after which you are immediately able to start selling your cars/ motorbikes/ parts/ services.

1. **Step 1** Register at prewarcar.com/register
2. **Step 2** Complete your profile
3. **Step 3** Choose your package
4. **Step 4** Pay quick and easy online

Start by registering at prewarcar.com/register and complete your personal profile. Here you can select the package that suits you best. An invoice will be created automatically and you will be able to pay through the website. And then it is time to upload your advertisement onto the site and start selling!

If you have problem setting up your profile and you would prefer extra personal service, our team is more than happy to help you out. Please email us at office@prewarcar.com and leave your phone number.

Interested?
Go to www.prewarcar.com or www.postwarclassic.com and your car will sell!