

DIFFLOCK The Ultimate 4x4 Forum!

MEDIA PACK



Difflock.com is part of the OEC Group Ltd
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Marketing is about placing your company in front of the maximum number of potential customers, at the right price with the maximum return!

Why choose to advertise with Difflock.com?

1.6 million visits

9.6 million page views

6 Pages/visit

5:14 mins = Average Time on Site

41% New Visits

683,460 Unique visitors

For as little as £61.88 per month you could be reaching an audience of nearly 700,000 people!

*Google Analytics (19th Dec 2009 – 18th Dec 2010)

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Where can I advertise?

- A. Home Page or...
Within one of the 26 Sections

*see Appendix 1

Where is my ad positioned?

For each page you can choose between the

Sponsor
Banner

or

5 Side Advert
positions

The Sponsor Banner is replicated at the bottom of the page.



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How much does it cost?

No. of Months	1	3	6	9	12
% Discount	0%	20%	30%	35%	37.5%
Forum Home Page					
Sponsor Banner	£995.00	£796.00	£696.50	£646.75	£621.88
Side Advert 1	£250.00	£200.00	£175.00	£162.50	£156.25
Side Advert 2	£250.00	£200.00	£175.00	£162.50	£156.25
Side Advert 3	£250.00	£200.00	£175.00	£162.50	£156.25
Side Advert 4	£250.00	£200.00	£175.00	£162.50	£156.25
Side Advert 5	£250.00	£200.00	£175.00	£162.50	£156.25
Section (choice of 26 sections) *see Appendix 1					
Sponsor Banner	£250.00	£200.00	£175.00	£162.50	£156.25
Side Advert 1	£99.00	£79.20	£69.30	£64.35	£61.88
Side Advert 2	£99.00	£79.20	£69.30	£64.35	£61.88
Side Advert 3	£99.00	£79.20	£69.30	£64.35	£61.88
Side Advert 4	£99.00	£79.20	£69.30	£64.35	£61.88
Side Advert 5	£99.00	£79.20	£69.30	£64.35	£61.88

Prices are per month depending on discount / period of booking.

All prices exclude VAT.

Who does the artwork?

There are no advertising production costs, as we provide a free artwork and design service.

All you need to do is supply the text and logo (if required) and we will send you a proof of how your advert will look.

If you wish to supply your own artwork please ensure the file meets the following requirements:

Sponsor (Top & Bottom): 728 x 90 pixels

Side Adverts (1-5): 180 x 150 pixels

Acceptable file types are: jpg, gif, png

Artwork proof is required to be signed off before it is loaded onto the Forum.

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4x4 Forum!**

How do I monitor the ad?

During the registration process you will choose a username and password to be used for logging into your own admin area to check the status of your account and monitor clicks and hits for your advert.

What are the next steps?

Contact us on 0845 125 9407

or email us on sales@difflock.com

and discuss booking an advertising campaign with Difflock.com

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Appendix 1 – List of Sections

	Forum Home Page
	Forum Home Page
	Difflock.com
1	Magazine & News Articles
2	The Shop
	General 4x4 Issues
3	Electrical, Comms & ICE
4	Events & Gatherings
5	Green Lanes and Rights of Way
6	LPG, Bio Diesel and Alternative Fuels
7	Oils & Lubricants
8	Radio Control Models
9	Wheels & Tyres
	Overland, Expedition & Outdoors
10	Gear, Equipment and Vehicle Preparation
11	Trip Planning & Reports
	The Difflock Community
12	The Gallery
13	The Garage - Please say hello
14	The Lounge
15	The Smoking Room
16	The Soap Box
17	Traders
	Vehicle Specific Discussions
18	4x4s
19	Jeep
20	Lada
21	Land Rover
22	Mercedes & Unimog
23	Nissan, Mitsubishi, Isuzu & Daihatsu
24	Pinzgauer, Haflinger, Volvo C3 & TGB
25	Suzuki
26	Toyota