

MOTOR TRADER RATE

2015 Ad sizes on Motor Trader

300 x 100px
3:1 Rectangle

728 x 90px Leaderboard

300 x 250px
Medium Rectangle

970 x 250px
Billboard

320x50
Mobile Leaderboard

430 x 300px
Large Rectangle

300
X
1300
SKINNER



300
X
1300
SKINNER

Ad Unit	Position	SOV	Size	Impression (Week)	Rate Card (Week)	8 Weeks	12 Weeks	24 Weeks	48 Weeks
						15% Disc	25% Disc	35% Disc	40% Disc
Website Banner									
Skinner	Home + ROS	100%	970 X 250	300,000	13,800	10,200	9,000	7,800	7,200
Floating Banner	Home Page	100%	500 X 500	14,000	9,200	6,800	6,000	5,200	4,800
Slider	Home Page + New Car + News Page	100%	1600 x 90 to fullscreen 1600 X 800	82,000	10,925	8,075	7,125	6,175	5,700
Billboard	Home + New Car	100%	970 X 250	30,000	97,750	7,225	6,375	5,525	5,100
Extra Large Rectangle	Home + New Car	50%	500 X 350	15,000	6,325	4,675	4,125	3,575	3,300
Expandable Leaderboard	Home + ROS	30%	728 X 90 to 728 X 315	120,000	9,200	6,800	6,000	5,200	4,800
Leaderboard	Home + ROS	30%	728 X 90	120,000	6,900	5,100	4,500	3,900	3,600
Expandable Medium Rectangle	Home + ROS	30%	300 X 250 to 500 X 300	100,000	6,900	5,100	4,500	3,900	3,600
Medium Rectangle	Home + ROS	30%	300 X 250	100,000	5,750	4,250	3,750	2,763	2,250
3:1 Rectangle	Home + ROS	100%	300 X 100	100,000	2,300	1,700	1,500	1,300	1,200
Advertorial	Home page + News Page	NA	NA	NA	2,300	1,700	1,500	1,300	1,200
Mobile Banner									
Leaderboard	Home + Used Car	100%	320 X 50	300,000	5,750	4,888	4,313	3,738	3,450