

CLASSIC CAR SALES USA



MEDIA PACK 2012

WELCOME



- **Classic Car Sales USA** is a global classic car sales website that has rapidly gained a reputation for becoming one of the most visited and popular websites for classic car enthusiast and collectors alike.
- We are proud to say that we have been live now for over two years and we continue to grow, expand and perform well for our clients.
- We have over 8,000 cars being advertised from 150 global dealers.

DEMOGRAPHICS



Classic Car Sales USA is a magnet for serious classic car enthusiasts.

The demographics bear witness to their sophistication and spending habits.

- ❖ 75% between 25 & 59
- ❖ 85% Male
- ❖ 75% homeowners
- ❖ £150,000 median annual income
- ❖ 2.75 cars per household

DEMOGRAPHICS



Planned purchases in the next 12 months

- ❖ 85% replacements parts
- ❖ 81% maintenance products
- ❖ 70% car care products
- ❖ 58% tools
- ❖ 67% image, health and fitness products

PSYCHOGRAPHICS



- ❖ **Enthusiast mind set:** Our visitors are passionate about classic cars, and they are constantly in search of their ultimate classic car experience.
- ❖ **Consumptive mind set:** Our visitors have both the time and discretionary income to buy now.
- ❖ By the time they visit Classic Car Sales USA, they have already made the decision to spend.
- ❖ **Youthful mind set:** Many baby boomers add a third vehicle to their family fleet that reflects memories of their youth
- **OUR VISITORS ARE YOUR CUSTOMERS**

SITE STATISTICS



- ❖ 15,000 Unique visitors each month
- ❖ 70,000 Visitors each month
- ❖ 550,000 Page Views each month
- ❖ 80% USA visitors
- ❖ 10% UK Visitors
- ❖ 10% Other countries

WHY ADVERTISE



- ❖ **Classic Car Sales USA** is an outstanding channel for professional dealers and companies to reach global classic car buyers and enthusiasts.
- ❖ We help you get in touch with clients you would not otherwise reach and present your listings and company in the way they deserve.
- ❖ Advertise with **Classic Car Sales USA** and place your message in front of a sophisticated audience of car enthusiasts.
- ❖ We reach visitors who are at a close point of purchase of classic cars rather than general traffic, the primary segment is male, discerning, interested, affluent, business minded, and with a passion for classic cars.

DEALER ADVERTISING



- ❖ We offer global dealers a choice of two advertising packages that ensure maximum exposure for their dealership and cars.
- ❖ **MANUAL PACKAGE:** We manually load entire dealer inventory onto Classic Car Sales USA and then hand over a dealer account so dealer can manage stock going forward.
- ❖ **AUTOMATED PACKAGE:** We create an XML data feed that automates the car listing process. Every time a dealer updates their inventory on their own site, the change will automatically update Classic Car Sales USA overnight. 100% of dealer inventory will always be reflected on the site.
- ❖ We do all the work here at Classic Car Sales USA

DEALER RATES

MANUAL PACKAGE



• **\$250 FOR 6 MONTHS**

\$400 FOR 12 MONTHS

- ❖ We manually load your stock onto the website then dealer account handed over.
- ❖ Entire inventory to be listed in the main database, 25 images & unlimited text.
- ❖ 10 cars to be featured.
- ❖ Dealership banner on 3 home page locations.
- ❖ Dealership featured in centre of home page.
- ❖ View inventory Link.
- ❖ Dealer article page.
- ❖ E mail seller link, directory listing.

DEALER RATES AUTOMATED PACKAGE



- **\$450 FOR 6 MONTHS**

- **\$700 FOR 12 MONTHS**

- ❖ XML data feed created to automate car listing process
- ❖ No need for any manual updates, you update your own site and it updates ours
- ❖ Entire inventory to be listed in the main database, 25 images and unlimited text
- ❖ 10 cars to be featured
- ❖ Dealership banner on 3 home page locations
- ❖ Dealership featured in centre “Featured Dealer” section with 1 car
- ❖ View inventory Link, E mail seller link, Directory Listing
- ❖ Dealer article page
- ❖ Entire inventory and dealer details also set up on our sister site based in the UK
- ❖ Classic Motor Sales: www.classicmotorsales.net Reach buyers in the UK & Europe.

SPECIALIST SERVICES ADVERTISING



- ❖ We offer specialist service companies a choice of two advertising packages that ensure maximum exposure to our site visitors on over 8,000 pages of the website.
- ❖ Our advertising package consist of strategically placed banners and articles that encourages our site visitors to click on your advert which then re directs them to your company website.
- ❖ We provide advertising statistics which show the click through rates, so the effectiveness of the campaign can be monitor
- ❖ Bespoke packages are also available.

SPECIALIST SERVICES RATES



SILVER PACKAGE

\$300 FOR 6 MONTHS

\$550 FOR 6 MONTHS

- ❖ Banner size 250 x 125: Located down the right hand side of home page.
- ❖ Banner size 468 x 60: Located in 3 home page rotating modules, plus many other pages of the website.
- ❖ Home page centre feature article.
- ❖ Dedicated page in the Service Section.
- ❖ Directory Listing.
- ❖ If you do not have someone to create the artwork, we can provide this service.
- ❖ £50 extra charge.

SPECIALIST SERVICES RATES



GOLD PACKAGE

\$500 FOR 6 MONTHS

\$800 FOR 12 MONTHS

- ❖ Banner size 250 x 250: Placed on the right hand side of home page.
- ❖ Banner size 250 X 250: Placed on the right hand side of car listing pages (5,000).
- ❖ Banner size 250 x 250: Placed on the right hand side of the News Pages (3,000).
- ❖ Banner size 468 x 60: Placed in three home page rotating modules.
- ❖ Home Page Centre feature article.
- ❖ Dedicated page in the Service Section.
- ❖ Directory Listing.
- ❖ Extra charge of £50 if you require us to create the artwork.

GENERAL INFORMATION



- ❖ Even with one of the best internet domain names in the industry, we are constantly working to promote ourselves and our dealer's inventories, both online and off.
- ❖ Extensive search engine optimization, adverts in print publications, and exposure at top collector car events ensures that every potential buyer has the chance to view your inventory.
- ❖ We are committed to your success.
- ❖ We believe in customer service from real people, not an Email address.
- ❖ As a Classiccarsalesusa.com dealer you will have your own account manager who is dedicated to your success.

ADVERTISING CONTACTS



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