

# DISPLAY ADVERTISING

High profile advertising opportunity to generate awareness of your dealership brand as well as special offers and promotions.

Target inventory by either volume, OEM brand, location or both.

All traffic delivered to your website

Sizes available -

**Billboard** - 970×250

**Leaderboard** - 728×90

**Double MPU** - 300×600

**MPU** - 300×250

**Mobile** - 320×50

Creatives can be supplied as either -

**HTML5**

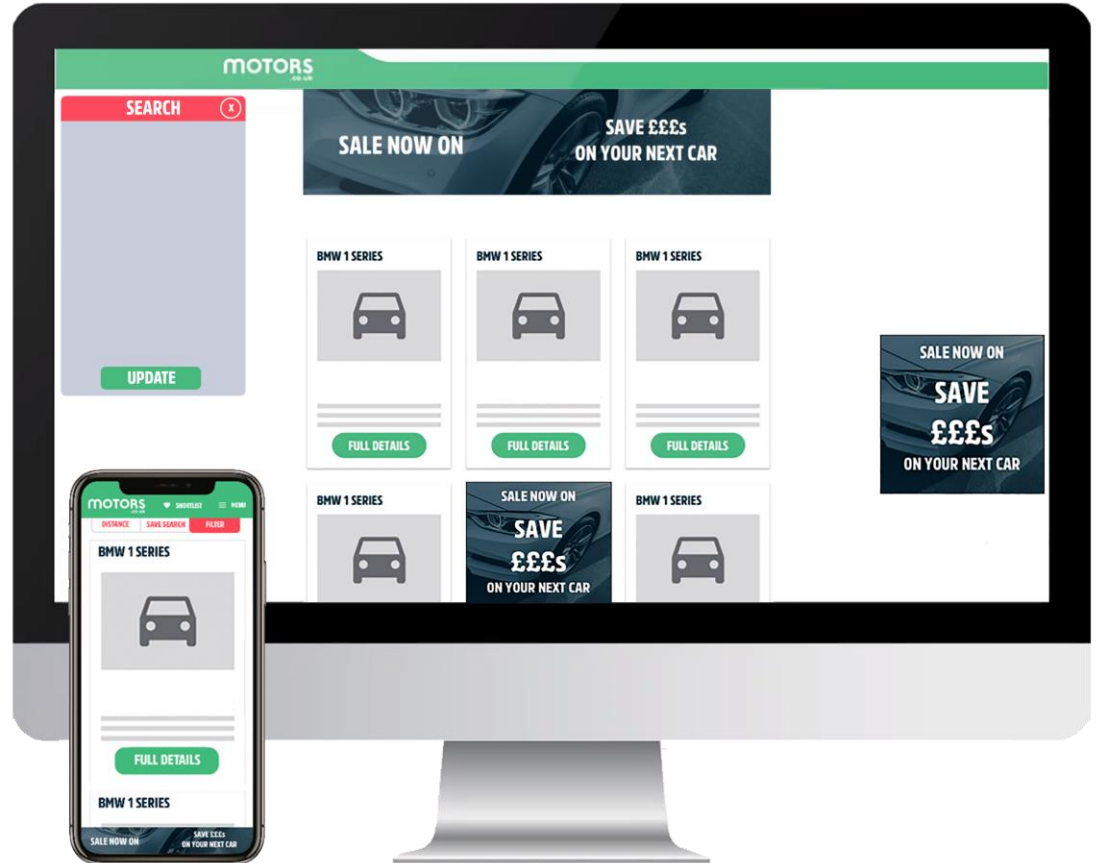
A creative built from HTML and supporting assets - *no max file limit*

**Image**

A basic image creative. Requires a GIF, JPG or PNG file - *max file size is 1MB*

For more information on display advertising on Motors.co.uk please

contact [sales@motors.co.uk](mailto:sales@motors.co.uk)



# BRAND SHOWCASE

In today's highly competitive used car market where more makes and models than ever before are competing against each other, capturing consumer attention over and above your competitors can be difficult.

With this in mind, we are proud to introduce Motors.co.uk Brand Showcase- This product can complement your dealership's unique offering.

With Motors.co.uk Brand Showcase, your dealership is presented on the Search Results Pages for the vehicle makes and areas you choose thus allowing you to stand out from your competitors and allowing you to increase the reach of your dealership brand.

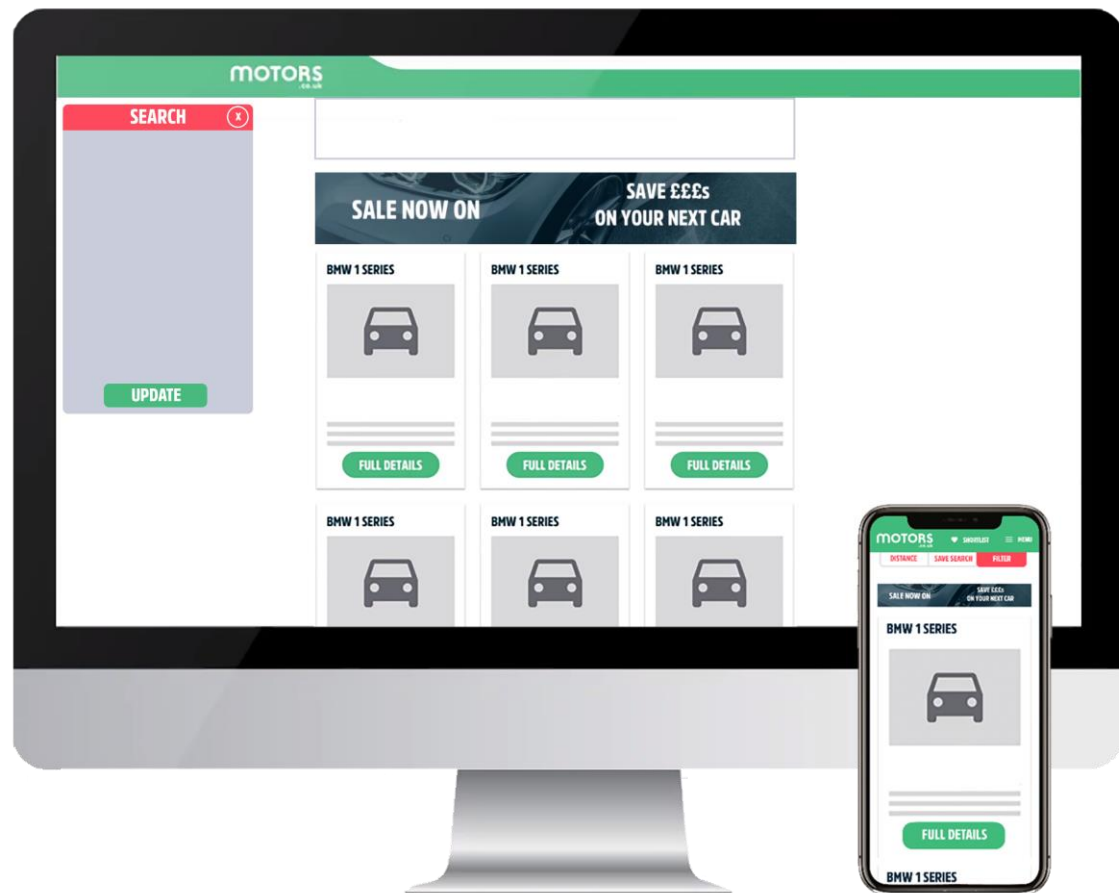
Sizes available -728x90 and 320x50

Creatives can be supplied as either -  
HTML5

A creative built from HTML and supporting assets - no max file limit  
Image

A basic image creative. Requires a GIF, JPG or PNG file - max file size is 1MB

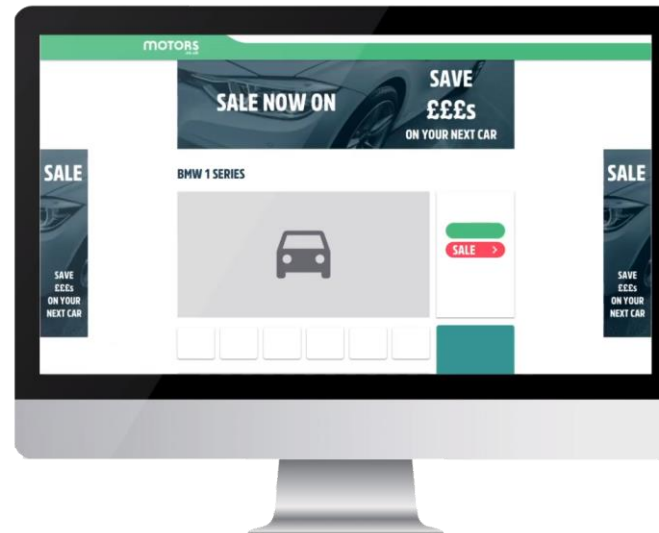
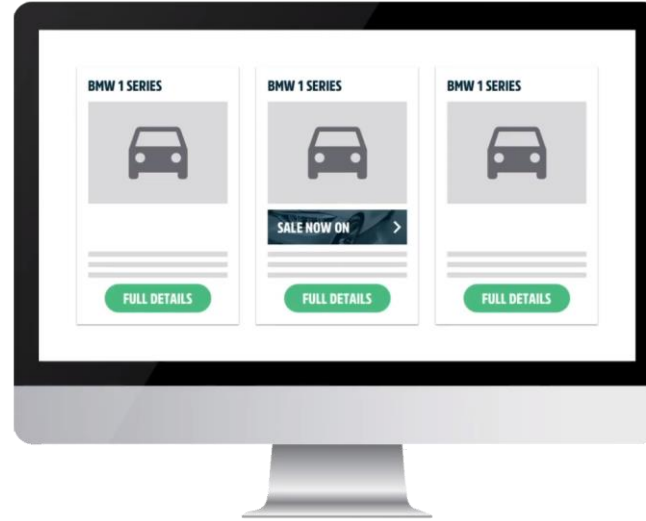
For more information on display advertising on Motors.co.uk please  
contact [sales@motors.co.uk](mailto:sales@motors.co.uk)



# MERCHANDISING

In today's fast-moving and competitive marketplace, capturing consumer attention and rapidly converting it into a meaningful action can be more difficult than ever.

With this in mind, we are proud to introduce **Motors.co.uk Merchandising** – a new product that can showcase your unique offers and promotions and enable your vehicles to stand-out from the crowd.



# MERCHANDISING

With Motors.co.uk Merchandising, your key sales messages are presented on both the Search Results Pages and the Vehicle Detail Page, allowing you to increase the reach of your dealership brand, promote your latest offers quickly and easily and drive more sales enquiries.



**Attract potential buyers to specific campaigns**



**Stand Out in search results**



**Increase user awareness of your offers**



**Effective for one-off campaigns and great for ongoing campaigns**



**Promote your brand**



**Cost effective method of making the most of the 5M Motors.co.uk audience**