

# Online Advertising

## Website advertising

- Very effective for time sensitive events (sales, shows, auctions, etc.)
- Can be placed after print deadline has passed
- Compared with Google – you control when and where the ad is placed. Clicks are typically higher value because they are generated by an endemic audience.



### OldCarsWeekly.com

Box (300 x 250 pixels) .....	\$1,500/mo
Leaderboard (728 x 90 pixels) .....	\$1,000/mo
Skyscraper (120 x 600 pixels).....	\$800/mo
Half Skyscraper (120 x 240 pixels) .....	\$560/mo
Banner (468 x 60 pixels) .....	\$560/mo
Button (125 x 125 pixels).....	\$320/mo



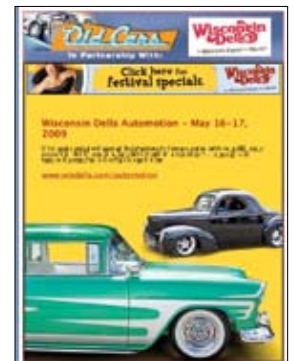
Place your ad on our weekly e-newsletter.

## E-newsletters

- Reach a highly targeted audience of potential customers who have specifically chosen to receive newsletters.
- Ad positions are dedicated to you—no rotation with other ads or the competition.

### Old Cars Weekly e-mail newsletter

Banner .....	\$199/send
Half Skyscraper .....	\$199/send
Button.....	\$99/send



Place your ad or text hotlink on a dedicated e-mail broadcast to reach a targeted audience.

## Dedicated E-mail Broadcasts

- Reach an active, highly targeted audience interested in receiving hobby-related news, information and ads.
- Essentially “renting” our valuable e-mail subscriber lists that we have spent years investing in and developing.
- 100% of the message content is about YOU and your product or service.

\$750 Ask about multiple send discount pricing

## Advertorial Text Hotlinks

\$300 on e-newsletter

## Automotive Online Directory

- Reach new online customers with the Automotive Online Directory. Hotlinks to your site.

Annual .....\$1000

Add print for \$750 more 12 issues Old Cars Weekly 6 issues Old Cars Price Guide

**800.726.9966**

Need help choosing online options for your business & budget?  
Contact us to discuss a custom package that is right for you.

Michelle Kraemer, x13245  
michelle.kraemer@fwmedia.com

Hank Stanczyk, x13617  
hank.stanczyk@fwmedia.com

Joe Diedrich, x13774  
joe.diedrich@fwmedia.com