Forklift International

- is the most recommended online marketplace for forklift trucks and material handling equipment
- reaches worldwide 1.5 million visitors per year from the material handling industry
- guarantees international visibility, with 15 languages currently supported
- offers direct cross-media possibilities to communicate with your targeted audience and generate new sales leads
- helps strengthen your image and brand recognition due to a high visitor frequency
Visibility and Impact
Banner Spots on our Online Marketplace

The platform for an effective presentation of your products, services and strengths.

A limited amount of large promotion spaces offers maximum visibility, in desktop as well as in mobile views. Your message is able to impress your target audience.

High coverage, a precise selection and address of the targeted audience - the most efficient combination.
Image und Branding

Banner Spots*

1. **SQUARE Homepage**
   Dimensions: 250 x 250 px
   Premium pole position for your advertisement. Be visible on every single homepage visit.

2. **SKYSCRAPER Homepage**
   Dimensions: 120 x 600 px
   Premium pole position for your advertisement. The best place to publish your promotion in our online market!

3. **LEADERBOARD STICK**
   **Search Results Pages**
   Dimensions: 728 x 90 px
   Classic. The perfect place for all your advertisements. This banner appears on many pages of our website.

4. **SKYSCRAPER Detail Pages**
   Dimensions: 120 x 600 px
   Purposeful. This banner is designed specifically for your service. Be visible on every single offer detail page!

5. **LEADERBOARD Detail Pages**
   Dimensions: 728 x 90 px
   Service oriented. The banner spot with optimum focus to show your transport, financing or other services!

* All listed banners will be visible in our desktop version only.
On Top. Premium pole position for your advertisement. Be visible on every single homepage visit. Because of the large size and high frequency, our Square Banner is a perfect opportunity for your image and marketing campaigns worldwide.

Dimensions 250 x 250 px
File Size max. 50 KB
∅ Impressions > 4,000 per month
Available Slots max. 12
Position homepage rotating

View Example
**SKYSCRAPER Homepage**

*On Top.* Premium pole position for your advertisement. The best place to publish your promotion in our online market! Perfect for receiving a high exposure.

- **Dimensions**: 120 x 600 px
- **File Size**: max. 100 KB
- **∅ Impressions**: > 4,000 per month
- **Available Slots**: max. 12
- **Position**: homepage rotating

[View Example](#)
LEADERBOARD STICK
Search Results Pages

Classic. The perfect place for all your advertisements. When scrolling through offers visitors will notice your ad. A lot of time is spend on the search results pages.

Dimensions 728 x 90 px
File Size max. 100 KB
Ø Impressions > 8,000 per month
Available Slots max. 20
Position search results pages rotating and alternating after the 6th offer

View Example
Media Data

**SKYSCRAPER**

**Detail pages**

*On Top.* This banner is designed specially for your service. Be visible on every single detail page!

- **Dimensions**: 120 x 600 px
- **File Size**: max. 100 KB
- **Ø Impressions**: > 11,000 per month
- **Available Slots**: max. 5
- **Position**: detail page rotating

*View Example*

www.forklift-international.com

Find it. Sell it. Enjoy it.
Find it. Sell it. Enjoy it.

**LEADERBOARD**

**Detail pages**

Service oriented. The banner spot with optimum focus to show your transport, financing, or other services! You and your portfolio are visible on the detail pages!

- **Dimensions**: 728 x 90 px
- **File Size**: max. 100 KB
- **Impressions**: > 11,000 per month
- **Available Slots**: max. 5
- **Position**: detail page rotating

[View Example]
Mobile traffic keeps increasing!
Already 35% of Forklift visitors use mobile devices.

Media Data

MOBILE MEDIUM RECTANGLE Homepage

Exposure. Be visible on every single homepage visit. The opportunity to grow your business nationally and internationally.

Dimensions
- 300 x 250 px (mobile)
- 300 x 250 px (tablet)

File Size
- max. 50 KB

Impressions
- > 2,000 per month

Available Slots
- max. 5

Position
- homepage rotating
Did you know visitors spend most time on Forklift browsing through offers on the search results pages?

**MOBILE MEDIUM RECTANGLE Search Results Pages**

**Effective.** The perfect place for all your mobile advertisements. Mobile visitors spend most time on the search results pages.

- **Dimensions**: 300 x 250 px (mobile), 300 x 250 px (tablet)
- **File Size**: max. 50 KB
- **Impressions**: > 5,000 per month
- **Available Slots**: max. 10
- **Position**: search result pages rotating

# Overview

## Banner Spots

<table>
<thead>
<tr>
<th>Banner national(^1) / international(^2)</th>
<th>Device</th>
<th>Impressions per advertiser</th>
<th>Max. spots</th>
<th>Dimensions</th>
<th>File Size</th>
<th>Format</th>
<th>Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>SQUARE Homepage</td>
<td>Desktop</td>
<td>&gt; 4.000 monthly</td>
<td>12</td>
<td>250 x 250 px</td>
<td>max. 50 KB</td>
<td>gif, jpg, png</td>
<td>3/6/9/12 months</td>
</tr>
<tr>
<td>SKYSCRAPER Homepage</td>
<td>Desktop</td>
<td>&gt; 4.000 monthly</td>
<td>12</td>
<td>120 x 600 px</td>
<td>max. 100 KB</td>
<td>gif, jpg, png</td>
<td>3/6/9/12 months</td>
</tr>
<tr>
<td>LEADERBOARD STICK Search Results Pages</td>
<td>Desktop</td>
<td>&gt; 8.000 monthly</td>
<td>20</td>
<td>728 x 90 px</td>
<td>max. 100 KB</td>
<td>gif, jpg, png</td>
<td>3/6/9/12 months</td>
</tr>
<tr>
<td>SKYSCRAPER Detail Pages(^3)</td>
<td>Desktop</td>
<td>&gt; 11.000 monthly</td>
<td>5</td>
<td>120 x 600 px</td>
<td>max. 100 KB</td>
<td>gif, jpg, png</td>
<td>3/6/9/12 months</td>
</tr>
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<td>LEADERBOARD Detail Pages(^3)</td>
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<td>max. 100 KB</td>
<td>gif, jpg, png</td>
<td>3/6/9/12 months</td>
</tr>
<tr>
<td>MOBILE MEDIUM RECTANGLE Homepage</td>
<td>Mobile + Tablet</td>
<td>&gt; 2.000 monthly</td>
<td>5</td>
<td>320 x 50 px (mobile) 468 x 60 px (tablet)</td>
<td>max. 50 KB</td>
<td>gif, jpg, png</td>
<td>3/6/9/12 months</td>
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</tr>
</tbody>
</table>

1) National Banner: Visible in the language of your choice  
2) International Banner: Visible in all language versions currently supported  
3) Banner is visible whenever a single device is displayed (transport or financial services, spare parts, ...)

For our advertising banners we offer you a link to a website of your choice. We are also glad to assist you in designing your banner.
Newsletter

Advertising opportunities*

1. ADVERTISING BANNER
Dimensions: 600 x 92 px
This is the best spot in our Newsletter! Reach the majority of all industry professionals (dealers and endusers) with one single mailing. The link destination is up to your choice.

2. OFFER OF THE MONTH
Easy and fast. Tell us the Forklift-ID of your machine and we take care of the rest. Your machine will be displayed in our next newsletter as offer of the month.

3. TOP DEALER
This advertising spot is ready to increases your visibility in this industry and beyond. As „Top Dealer“ we implement one picture with a direct link to your company profile on Forklift.

* Der Newsletter ist für die Darstellung am PC und auf mobilen Endgeräten optimiert
ADVERTISING BANNER

Be unique. Enjoy undivided attention with our advertising banner. This banner spot is exclusive as your ad will be the one and only visible in this Newsletter.

Dimensions: 600 x 92 px
File Size: max. 40 KB
Format: .jpg or .gif

HIGHLIGHT OFFER

Active sales promotion. Want to increase your selling chances for a special machine? We’ve got the right solution. The highlight offer will directly forward potential buyers to the detailed ad for your machine.

TOP DEALER

Gain visibility. Send prospects directly to your forklift dealer profile.

www.forklift-international.com
Find it. Sell it. Enjoy it.